

THE EFFECT OF PRICE AND PRODUCT QUALITY ON THE DECISION TO BUY A LAPTOP BRAND ACER STUDENT STIE "KBP" PADANG

Septika Olanda¹, Juarsa Badri²

^{1,2} Sekolah Tinggi Ilmu Ekonomi "KBP"

*Corresponding email: badri@akbpstie.ac.id

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Abstract

This study aims to determine (1) the effect of price on laptop purchasing decisions, (2) product quality affect laptop purchasing decisions, (3) price and product quality affect laptop purchasing decisions. The variables in this study are the independent variables, namely price (X_1) and product quality (X_2) and the dependent variable (Y) namely purchasing decisions. This study uses a quantitative research design with multiple linear regression data analysis.

The results of the research that From the calculation of the t test, it can be seen that for X_1 , t significant value is $0.038 < 0.05$ for $N = 94$, so the conclusion is that the hypothesis can be accepted or proven true for the price variable (X_1). So it can be stated that there is a negative and significant influence between price and purchasing decisions. While the t test for X_2 , the significant value is $0.018 < 0.05$ for $N = 94$, the conclusion is also the hypothesis is accepted for the product quality variable (X_2). So it can be stated that there is a positive and significant influence between product quality and purchasing decisions.

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I. Introduction

A consumer's purchasing decision is to buy the most preferred brand, but two factors can be between intention and purchase decision. Consumer purchasing decision making is an integrating **process** that combines knowledge to evaluate two or more alternative behaviors and choose one. Purchasing decision means the return of a decision that involves determining a choice to purchase a product or service which appears to be a process of a stage in a problem-solving approach process consisting of problem recognition, finding information, some alternative values, making a buying decision, and behavior after buying that consumers go through (Arianto, 2020)

According to (Pardede & Haryadi, 2017), a purchase decision is the selection of two or more alternative purchase decision options, meaning that one can make a decision, there must be several alternative options available. Purchasing decisions are an action carried out by consumers due to perceived impulses or motives that cause interest or encouragement to meet needs while according to (Mufa, 2019) defining product quality is a product or service that has met or exceeded customer expectations.

Product Quality (product quality) is the ability of a product to carry out its functions, including power, durability, reliability, ease of operation and improve accuracy, and other valuable attributes. To improve accuracy, as well as other valuable attributes. To improve the quality of products the company can implement the program "Total Quality Management (TQM)". In addition to reducing. product damage, the main goal is to improve the quality of the total value of the consumer. Stating that a satisfactory purchase experience becomes one of the reasons for remaining interested in the product, which ultimately leads to a repurchase, satisfied consumers may also tell others about the experience in their favor, thereby generating positive word of mouth. The increasingly fierce competition where more and more producers are involved in meeting the needs and desires of consumers, causing every company to have to place an orientation on consumer satisfaction as the main goal.

The more with manufacturers offering products and services, the more consumers have the choice to determine whether to follow up any purchase. The importance of understanding consumer behavior has become a concern for various industries, one of which is the electronics industry, and especially the laptops of electronic objects that are needed by students, students and everyone. Now almost everyone has it and uses it not only students and college students but now it has been widely used by children, employees and others. Laptops or commonly called laptops are now a familiar item among the public. Many people already have this technology. A wide variety of applications are offered in laptops. One of the brands of laptops is acer. The name acer is familiar to connoisseurs of technology, especially in Indonesia. Acer is known for its various products such as computers, laptops, netbooks, netbooks, hard disks, LCDs and

other products. Marketing communications should reassure the consumer that the advertised product can meet his needs. According to (Kalter and Armstrong, 2001:226) a consumer will try to find more information regarding the product to be purchased. The multiplicity and influence of these sources of information varies greatly. Consumers generally get information about a product from commercial sources, such as advertising and other forms of promotion issued by the company. However, the most effective sources come from private sources such as family, friends, neighbors, etc. This is supported by that variable putting price, and quality in his research. From the phenomenon that has been described, researchers see that the price and quality of the product have a positive influence on purchasing decisions on Acer laptops.

H1: Price (X1) Significantly Affects Purchasing Decisions

Price is the monetary amount a business unit charges to buyers or customers for goods or services sold or handed over at prices that have a positive and significant effect on purchasing decisions (Amilia, 2017). Price is an amount of money or goods needed to obtain a combination of other goods accompanied by the provision of price services that significantly affect purchasing decisions (Arianto, 2020).

In deciding on purchases, consumers will certainly find out the price and buy the product whose price is most in line with the ability to buy it so in this study it can be concluded that price affects the purchasing decision (Andanawari, 2018).

H2: Product Quality (X2) Significantly Affects Purchasing Decisions.

Quality is something that the organization must meet because the good quality of goods is a path to improving organizational efficiency in this study. The quality of goods has a positive and critical effect on consumer loyalty (Pardede & Haryadi, 2017).

Products have an important meaning for the company because companies cannot carry out their business activities without products. Of course, in choosing a product, consumers will consider the benefits they get from the product, therefore in making a product, it must be adjusted to the wishes or needs of consumers. product quality has a positive influence on product quality purchasing decisions have a positive and significant effect on purchasing decisions (Andanawari, 2018).

From previous research, it can be concluded that product quality positively affects purchasing decisions.

II. Material and Method

Data and Variables

The data used in this study are primary. In this study, primary data included data on the results of the distribution of questionnaires to 94 respondents. With independent variables (Marketing Mix) and dependent variables (Purchasing Decisions), which consist of 7 statements from the price variable (X1), 7 questions from the product quality variable (X2), and 7 questions from the purchase decision (Y).

III. Results and Discussion

Validity Test

Validity Test Results From Price

Butir Pertanyaan	r-hitung	r-tabel 5%	Keterangan
HA1	0,406	0,20	Valid
HA2	0,701	0,20	Valid
HA3	0,535	0,20	Valid
HA4	0,260	0,20	Valid
HA5	0,638	0,20	Valid
HA6	0,269	0,20	Valid
HA7	0,570	0,20	Valid

Sumber: Data primer yang diolah SPSS versi25, 2022

Testing the validity of the Product Price variable designed with 7 statement items, in total all statement items are already valid, this is intended by the calculated r value > of r table, with a table r of 0.20.

Product Quality Validity Test Results

Butir Pertanyaan	r-hitung	r-tabel 5%	Keterangan
KPO1	0,392	0,20	Valid
KPO2	0,293	0,20	Valid
KPO3	0,678	0,20	Valid
KPO4	0,689	0,20	Valid
KPO5	0,559	0,20	Valid
KPO6	0,503	0,20	Valid
KPO7	0,61	0,20	Valid

Sumber: Data primer yang diolah SPSS versi25, 2022

Based on the data above testing the validity of product quality variables designed with 7 statements, overall all statements are valid, it can be seen that the calculated r value > from the table r with a value of 0.20.

The Results of the Purchase Decision Validity Test

Butir Pertanyaan	r-hitung	r-tabel 5%	Keterangan
KP1	0,655	0,20	Valid
KP2	0,582	0,20	Valid
KP3	0,589	0,20	Valid
KP4	0,258	0,20	Valid
KP5	0,690	0,20	Valid
KP6	0,604	0,20	Valid
KP7	0,631	0,20	Valid

Sumber: Data primer yang diolah SPSS versi 25, 2022

Based on the table above, the results of testing the validity of the purchase decision variable with 7 statements, overall all statements are valid, this is indicated by the calculated r value more > than the table r with a value of 0.20.

Reliability Test

Reliability Test Results

Variabel	Cronbach's Alpha	Nilai Kritis	Kesimpulan
Harga(X ₁)	0,464	0,60	Reliabel baik
Kualitas Produk(X ₂)	0,614	0,60	Reliabel baik

Sumber : Olahan Data Primer 2022

The table above shows that the average research variable has a reliable value accepted or good because the value of cronbach alpha is greater than 0.600.

Normality Test

Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
N		Unstandardized Residual 94
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	2,77124537
Most Extreme Differences	Absolute	0,106
	Positive	0,084
	Negative	-0,106
Test Statistic		0,106
Asymp. Sig. (2-tailed)		,105 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Sumber : Olahan Data Primer 2022

Based on the table above, the Kolmogorov- Smirnov Test One-Sample test results showed asymp results. Sig Standardized residual which is 0.105 It can be concluded that its significant value greater than α 0.05 concluded that the normality test showed normally distributed data.

Multicholinerity Test

Multicholineritas Test Results

Variabel	Collinearity Statistics		Keterangan
	Tolerance	VIF	
Harga (X1)	0,8	1,00	Tidak Ada Multikolinearitas
Kualitas Produk (X2)	0,8	1,00	Tidak Ada Multikolinearitas

Sumber : Olahan Data Primer 2022

Based on the results of the Multicholinerity Test in the table above, it can be concluded that there is no multicholinerity problem or commonly called Free from Multicholinerity Symptoms among all these variables.

Heteroskedasticity Test

Heteroskedasticity Test Results

Variabel	Sig	Alpha	Keterangan
Harga (X1)	0,689	0,05	Tidak terjadi heteroskedastisitas
Kualitas Produk (X2)	0,803	0,05	Tidak terjadi heteroskedastisitas

Sumber : Olahan Data Primer 2022

Based on the table above, it can be seen that the value of the variable's significant probability is greater than 0.05, so it can be concluded that this regression model does not have heteroskedastics.

Multiple Linear Regression Analysis

Multiple Regression Test Results

Information	Coeficient
Constant	21,263
Price	-0,136
Product Quality	0,292

Source : Primary Data Processed With SPSS (Data processed in 2022)

Based on the results obtained from the table above, a multiple linear regression equation can be formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2$$

$$Y = 21.263 - 0.136 (X_1) + 0.292 (X_2)$$

1. From the model of the multiple linear regression equation above, it can be seen that the constant value of 21.363 means that if the variable price, and product quality is equal to zero, the value of the purchase decision in STIE "Kbp" students in Padang city increases by 21,363 units.
2. The value of the price coefficient of 0.136 this shows that if the price variable decreases by 1 (one) unit while the quality of the product remains, the purchase decision of STIE "KBP" students in padang city decreases by 0.136 units,
3. The value coefficient of the product quality coefficient of 0.292 shows that if the product quality variable increases by 1 (one) unit while the price is fixed, the decision to buy a laptop.

T Test

T Test Results

No	Variabel	Sig	Alpha	Keterangan
1.	Harga (X1)	0,038	0,05	Signifikan
2.	Kualitas Produk (X2)	0,018	0,05	Signifikan

Sumber : Olahan Data Primer 2022

Defining Hypotheses

1. Hypothesis 1: The Effect of Product Prices on Purchasing Decisions.

Ho: Price does not affect purchasing decisions

Ha: Price affects purchasing decisions.

Based on the results of the t test above, it can be concluded that based on the table of hypothesis results above, it can be seen that the significant value of the price is 0.038 with a confidence of 95% and the error rate or $\alpha = 0.05$ this shows that the significant value of the t of the error rate, then H_a is accepted and H_o is rejected so that it can be interpreted that partially the price hurts the decision to buy STIE students "kbp" of Padang city. the value of t -count is greater than t -table $3.841 > 1.992$ with a significant value smaller than the alpha value ($0.000 < 0.05$).

2. Hypothesis 2: The Effect of Product Quality on purchasing decisions

Ho: Product Quality affects purchasing decisions.

Ha: The Purchase Decision does not affect the purchase decision.

Based on the results of the t test above, it can be concluded that based on the results of the hypothesis above, it can be seen that the significant value of product quality is 0.018 with a confidence of 95% and the error rate or $\alpha = 0.05$ this shows that the significant value $<$ of the error rate, then Ha is accepted and Ho is rejected so that it can be interpreted that partially the quality of the product has a positive effect on the decision to buy STIE students "kbp" padang city. the t-count value is smaller than the t-table - $0.514 < 1.992$ with a significant value greater than the alpha value ($0.609 > 0.05$).

The results of the descriptive analysis revealed that the price given to STIE "kbp" Padang students was quite sufficient. This is evidenced by obtaining the average value of the variable price 3.20 with a TCR value of 64.02%. Meanwhile, buying a laptop for STIE "kbp" Padang students is classified as a good category as evidenced by obtaining an average purchase decision score of 3.89 and a TCR value of 77.8%.

The results of the first hypothesis test related to the effect of price on the purchase decision using the T test, which is 0.038 with 95% confidence and the error rate or $\alpha = 0.05$ this shows that a significant value $<$ of the error rate, then Ha is accepted and Ho is rejected so that it can be interpreted that partially the price hurts the purchase decision of STIE "KBP" Padang students, so that the first hypothesis (H1) is accepted. It can be concluded that the better the efforts to increase the purchasing decision of STIE "kbp" Padang students. The better consumer reviews related to the price offered by the company is very helpful for other consumers in determining their purchasing decisions, so it is very necessary to have a good price so that the decision to buy a laptop in STIE "kbp" Padang students increases.

Price is an amount of money billed for a product or service, the amount of value that customers exchange for the benefit of owning or using a product or service (Christian. 2016). Meanwhile, Sari (2018) states that the price is a certain amount of money or services or goods, which are available to be exchanged by buyers to get a wide selection of products and services provided by sellers.

Based on the results of this data processing, this result is in line with (Wariki, 2015) in his research entitled the influence of promotional mix, price perception and location on purchasing decisions and consumer satisfaction in tamansari metropolitan manado housing proves that price has a negative and significant effect on purchasing decisions with the proliferation of sig values smaller than alpha values and T values calculate greater than T of the table. In this study, the perception of price on consumer satisfaction negatively affected. Because in looking at the price, consumers will think more carefully and expect some discounts or discounts

However, the results are different from the research (Arianto, 2019) in his research entitled the influence of product quality and price on the decision to buy smartphones on the Samsung Store Mall Bintaro Exchange stated that there is a positive and significant influence between price and purchase decisions.

Likewise, a study conducted by a study conducted (Muhtarom, 2018) entitled The Effect Of Product Quality And Price On Solar Cigarette Purchasing Decisions (Case Study On Solar Cigarette Consumers At Unisla) also concluded that price has a positive influence on purchasing decisions. This means that the better the price it will improve the purchase decision. A good price in the eyes of the public will automatically increase people's decision to buy solar cigarettes.

The results of the descriptive analysis revealed that the quality of the products provided to STIE "KBP" Padang students was relatively good. This is evidenced by obtaining an average value of product quality variables 4.34 with a TCR value of 87.4%. Meanwhile, the purchasing decision of STIE "KBP" Padang students is classified into a good category as evidenced by obtaining an average purchase decision score of 4.411 and a TCR value of 88.29%.

The results of the second hypothesis test related to the effect of product quality on the decision of purchases using the T test, which is 0.018 with 95% confidence and an error rate or $\alpha = 0.05$ this shows that a significant value $<$ of the error rate, then H_a is accepted and H_o is rejected so that it can be interpreted that partially the quality of the product has a positive effect on the purchasing decision of STIE "KBP" students Padang, so the second hypothesis (H_2) is accepted. It can be concluded that the better the quality of the product, the more it will increase the decision to purchase STIE "KBP" Padang students. With the ease of finding information to find and observe product quality, it is very helpful for consumers in determining purchasing decisions, so that good product quality is needed so that the decisions of STIE "KBP" Padang students increase.

Product quality is the most important thing and must be sought by every company if it wants to be produced to compete in the market to satisfy the needs and what consumers think (Ardata, 2017). According to (Fadillah, 2017) "product quality is a characteristic and characteristic of a good or service that affects its capabilities and satisfies the stated or implied needs".

The results of this study are supported by a study (Agnes, 2016) entitled the influence of product quality, price, promotion and location on consumer purchasing decisions at bentenan Center Sonder Minahasa, explaining that product quality has a positive and significant effect on consumer purchasing decisions in the form of sig value smaller than alpha value and T count greater than T table.

This research is also supported by (Hidayat, 2017) entitled The influence of product quality and price on the purchase decision of Mustika Ratu face masks (Case Study on Consumers Kec. Tembalang Kota Semarang) also explained that product quality has a positive and significant effect on consumers' purchasing decisions in the province of sig value smaller than alpha value and T count greater than T table.

IV. Conclusion

From the results of hypothesis testing that has been carried out on the variables of price, product quality, and purchase decisions, the following conclusions can be drawn:

1. Based on the first hypothesis test results, it was found that the price hurt the Purchase Decision of STIE "kbp" student laptops in the city of Padang.
2. Based on the results of the second hypothesis test, it was found that the quality of the product had a positive effect on the Purchase Decision of the STIE "kbp" student laptop in padang city.

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