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THE EFFECT OF PRODUCT QUALITY, PRICE AND SERVICE ON CONSUMER BUYING INTEREST IN MANDIRI JAYA FURNITURE, KILANGAN VILLAGE, MUARA BULIAN DISTRICT, BATANG HARI REGENCY

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Abstract

Research including in study quantitative descriptive method data collection using distribution questionnaire to respondents . Population in study This is consumer Furniture Independent Village Refinery Muara Bulian District during 2021 is 165 Consumers . Taking sample For study according to Suharsimi Arikunto (2010: 112), if the subject not enough out of 100 people it would be better taken all of them , if the subject big or more out of 100 people can taken 10-15% or 20-25% or more . So for amount sample taken by 30% of amount population 165 people. Rounded to 49.5 to 50 people. Data analysis in study This use analysis multiple linear regression . From the results research and discussion so can concluded as following : (1). Based on response respondents about Prices on Mandiri Jaya Furniture is 4.02 then the Product Price of Mandiri Jaya Furniture was declared good . (2) Based on response respondents about Quality Products on Mandiri Jaya Furniture is 4.10 then Quality Product employee Mandiri Jaya Furniture was declared good . (3) Based on response respondents regarding Purchasing Decisions at Mandiri Jaya Furniture is 4.01 , then the Purchase Decision on Mandiri Jaya Furniture was declared good . (4) All variables used in study This is valid and reliable . For the t-test of the variable Quality Product (X1) value t count more big from t table ($2.341 > 1.6786$) this show that Quality Product influencing purchasing decisions . Whereas for the t-test of the Price variable (X2) the value t count more small from t table ($0.198 < 1.6786$) this show that the Price is not influence purchasing decisions . Next, the t-test of the variables Service (X3) value tcount more big from ttable ($4.224 > 1.6786$) this show that variables Service influence Purchasing Decisions . The F test in this study this , value fcount > f tabel ($9.510 > 2.81$). This means variables Quality Products , Prices and Services in a way simultaneous (together) influence on Purchasing Decisions . While the coefficient test determination (R2 test) was obtained mark of 0.343 so can concluded that influence variables Quality Product (X1), Price (X2) and Service (X3) on Purchasing Decisions Mandiri Jaya Furniture by 34.3% and the rest influenced other variables outside study.

Keywords: *Quality Product , Price, Service , Purchasing Decision*

INTRODUCTION

Marketing is one of the from activities the main thing that is done company For maintain continuity his life , for grow , and get Profit . Business in the field Furniture lately This has show sufficient development rapidly . This marked with establishment various type Furniture . Developments in the field This influenced by many factors , including is situation Indonesia's growing economy improving and needs an increasingly diverse society increased . There are other factors that also have an influence to development business Furniture is demographics , style live , and habit area or national . Everything something related with man every time will experience change , good in field politics , economics , social , culture , and also influences on patterns behavior competitors within operate his business . This is make emergence

competition the more strict in the business world .

Every companies in general want to succeed in operate his efforts . Efforts For reach goals that have been set company is one of them through activity marketing , namely a social process in which individuals and groups get what they need and want with create offers , and in a free exchange valuable products with other parties (Kotler, 2004 : 4). Good marketing will become consideration in Interest purchase consumer interest buy consumer is A behavior consumer Where somebody have desire in buy or choose something product , based on experience in choose , use and consume or even want something product . According to Kotler & Keller (2013:137) interest buy is behavior emerging consumers as response to objects that show desire customer For do purchase . Price is one of the factor main consumer in consider decision buy it . Lupiyadi state that price something very significant product in giving value to consumer For buy something product . Quality product is factor determinant satisfaction consumer after do purchase and use to something product .

In Price and Quality Issues Product everyone has different ways For fulfill it . This method can with choose Beautiful furniture with Price and Quality Good Product , with hope that consumer will feel satisfied after He sacrifice a sufficient amount of money big on furniture that is enough luxurious that . Some consumers some people think than the product Luxurious furniture and expensive but No Enough satisfying , more Good choose Ordinary furniture but Enough Good in accordance with desire they . Prices that can satisfying consumer will impact occurrence purchase repeatedly which means will happen improvement sales . Price is one of the from variables mix very important marketing in management marketing . Price is also a One variables mix the most flexible marketing . As for the meaning price according to Alma (2011:169), price is unit monetary or size others (including goods and services others) which are exchanged to obtain right ownership or use something goods and services so that cause satisfaction consumers . Meanwhile According to Assauri (2014:223), price is the only one marketing mix elements that produce reception sales , while element other only element cost only . Based on opinion on can withdrawn conclusion that . price is the amount of money charged on something exchanged products consumer on advantages possessed product the .

With Quality Good product can create satisfaction and loyalty consumer as well as help guard distance with competitors (Kotler, 1999). If the company No can fulfil so will cause dissatisfaction . Usually Visitors evaluate satisfaction or dissatisfaction to something product with method compare performance or the results he got feel compared to with his hopes .

Understanding company started from product , next customized with Price and Quality Product ., this strategy is one of the the most important determinant in behavior consumers , companies must choose strategic location in put his shop (furniture) in a nearby areas with crowds and activities society . Because if happen error in choose location / place will influential big on continuity life Furniture . Then price also has a big influence to continuity life Furniture because with Good quality and satisfactory Of course will interesting consumer For visit return .

LITERATURE REVIEW

Marketing is one of the from activities the main thing that is done company For maintain continuity his life , for grow , and get profit . William J. Stanton (2014) defines marketing as as a whole system from activities efforts aimed at For plan , determine pricing , promoting ,

and distributing goods and services that can satisfying need Good to existing buyers and buyer potential . While according to Kotler (2000: 9) Marketing or marketing is a social process in which individuals and groups get what they need and want with create , offer , and free exchange valuable products with party other .

The price is embodiment mark something goods or service in unit of money. Price is the value given to what is exchanged . Price can also mean strength buy For reach satisfaction and benefits . The more tall perceived benefits somebody from goods or service certain , the more tall mark swap from goods or service mentioned . Price Indicators According to (Kotler & Armstrong, 2014), there are four the size that characterizes Price : (1) Affordability price . Consumers Can reach the price that has been determined by the company , product usually One type expensive price with prices set by consumers many people buy product . (2) Price according to ability or Power competition price . Consumers often compare price something product with product others . In matter this is expensive and cheap price something products are highly considered by consumers at the time will buy product (3) Compliance price with quality product . Prices often made into as indicator quality for consumer often choose higher price tall between two product Because consumer see existence difference quality . If price more tall consumer tend to assume that the quality is also better good . (4) Conformity price with benefits . Consumers decide buy something product If perceived benefits more big or The same with what has been issued For get it . If the consumer feel benefit product more small of the money spent so consumer will assume that product it is expensive and consumers will think twice for do purchase repeat .

Understanding Production Product according to J. Stanton there is a number of definition about product , namely : In a narrow sense : a product is a set of tangible physical attributes assenable in an identifiable form (a product is a group attribute physique real bound in A forms that can identified) . In a broad sense : a product is a set of tangible and intangible attributes, including packaging, color, price, quality, and brand, plus the service and reputation of seller (a product is a group real and not real , in it including packaging , price , color , price , quality and brand plus with service and quality sales) . As for the indicators quality product According to (Lupiyoadi & Hamdani, 2014), quality product own eight dimensions measurements consisting of from aspects as following : Performance (performance) . Performance here towards character core products which include brand , attributes that can be measured , and aspects individual performance . Product features . Can shaped product addition from something core products that can add mark something product . Reliability / reliability (reliability) . Dimension This related with emergence possibility something product experience a state of functioning (malfunction) in something period . Conformance . Other related dimensions with quality something goods is suitability product with standard in industry . Durability . Size resilience (endurance) of a product covering aspect economy until with aspect technical . Ability serviceability . Ability service can also be called with speed , competence , usability , and ease product For repaired . Aesthetics . Aesthetics is dimensions the most subjective measurement . Perceived quality .

According to Kotler (2002) Interest Buy is action from consumer For Want to buy or No to product . There is a possibility that buyer own absence conformity after He do purchase Because Possible price too expensive, or Maybe because not in accordance with desire or description previously . For reach harmony and minimizing absence suitability , buyer must reduce other desires after purchases , such as : avoiding advertisement For other products that are not purchased . Besides That buyers must also emit time more Lots Again For evaluate before buy . To reduce mismatch said , the company can act with emphasize sides certain or

service certain from the product .

RESEARCH METHODS

Research including in study quantitative descriptive . Method data collection using distribution questionnaire to respondents . Population in study This is consumer Furniture Independent Village Refinery Muara Bulian District during 2021 is 165 Consumers . Taking sample For study according to Suharsimi Arikunto (2010: 112), if the subject not enough out of 100 people it would be better taken all of them , if the subject big or more out of 100 people can taken 10-15% or 20-25% or more . So for amount sample taken by 30% of amount population 165 people. Rounded to 49.5 to 50 people. Data analysis in study This use analysis multiple linear regression .

FINDINGS AND DISCUSSION

1. Validity Test

Validity Test used For measure legitimate or whether or not something questionnaire . Basis for taking decisions used is conduct a significance test with compare mark count with table , in a population of 27 people then r table is 0.2732.

Table 1. Validity Test

Variables	Question No.	r count	r table	Note
Quality Product (X ₁)	1	0.535	0.2732	Valid
	2	0.712	0.2732	Valid
	3	0.665	0.2732	Valid
	4	0.732	0.2732	Valid
	5	0.478	0.2732	Valid
Price (X ₂)	1	0.603	0.2732	Valid
	2	0.552	0.2732	Valid
	3	0.601	0.2732	Valid
	4	0.502	0.2732	Valid
	5	0.587	0.2732	Valid
Purchase Interest (Y)	1	0.441	0.2732	Valid
	2	0.392	0.2732	Valid
	3	0.519	0.2732	Valid
	4	0.435	0.2732	Valid
	5	0.696	0.2732	Valid
	6	0.612	0.2732	Valid
	7	0.663	0.2732	Valid
	8	0.537	0.2732	Valid
	9	0.683	0.2732	Valid
	10	0.537	0.2732	Valid

Source: Data processed with SPSS

Based on table 5.4 above , it can be explained that the calculated r value $>$ r table , SO it can be concluded that all question items in the product quality variable indicators (X₁), price (X₂), and purchasing decisions (Y) show validity.

2. Reliability Test

Reliability test used For prove that questionnaire used in study along with variables and indicators own reliability , so that can tested return or used by other parties in the future come .

Table 2. Reliability Test

Variables	Alpha Value	Reliability Limits	Note
Quality Product (X1)	0.611	0.5	Reliable
Price (X2)	0.603	0.5	Reliable
Purchase Interest (Y)	0.770	0.5	Reliable

Source: Data processed with SPSS

From Table 2 above, it can be seen that all variables' alpha values are > the significance level (where the significance level is 0.5). Therefore, the results of the reliability test for all variables are reliable.

3. Multiple Linear Regression

Multiple linear regression analysis is used to test how much influence product quality (X1) and price (X2) have . Therefore, it will be presented in the following table:

Table 3. Processed Regression Data

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	10,567	5,899		1,791	,080
x1	,364	,156	,287	2,341	,024
x2	,036	,216	,023	,198	,367

a. Dependent Variable: y

Source: Data processed with SPSS

Based on table 3 above, the regression equation can be presented as follows:

$$Y = 10.567 + 0.364 X_1 + 0.036X_2$$

From the multiple regression equation, the value of a (constant) is 10.567 and the regression coefficient/influence value b1 is 0.364, and the value of b3 is 0.805.

This means there is a positive influence in this study. The equation above can also be interpreted as follows:

1. $a = 10.567$

This means that if the variables of product quality, price and service are considered non-existent (equal to zero), the purchasing decision value will be 10.567.

2. X_1

This means that if the price increases by one unit while the quality of the product and service remains the same, the purchasing decision will also increase by 0.036.

3. X_2

This means that if product quality increases by one unit while price and service remain the same, purchasing decisions will also increase by 0.364.

4. t-test

The purpose of using the t-test is to see the separate (partial) influence of two or more independent variables on a dependent variable.

Condition variables free can Work separated is If mark t_{count} each variables free

> value t_{table} so variables the can influence in a way significant to variables tied .

1. Price (X_2) regression analysis results show that variable 2 (price) has a calculated t value of 0.198 which is smaller than the t_{table} value of 1.6786 ($0.198 < 1.6786$) so it can be concluded that price does not have a significant effect on purchasing decisions.
2. Product quality (X_1) the results of the regression analysis show that variable 1 (product quality) has a calculated t value of 2.341 which is greater than the t_{table} value of 1.6786 ($2.341 > 1.6786$) so it can be concluded that product quality has a significant influence on buyer decisions.

5. F Test (Simultaneous Test)

Table 4. F Test Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	216,719	3	72,240	9,510	,000 ^b
1 Residual	349,408	46	7,596		
Total	566,127	49			

a. Dependent Variable: y

b. Predictors: (Constant) , x 1, x2

Data sources are processed with SPSS

Significance levels used is 0.05 ($\alpha = 5\%$) and in table 5.7, the level significance of 0.000 or 0 % means that variables independent influential to variables dependent with level significance by 0%. Based on testing statistics with F Test method , where level significant results obtained more small namely of 0.000 of standard significant namely 5% or 0.05 and the comparison between F_{count} and F_{table} Where F_{count} by 9,510 more big from F_{table} namely 2,341 so can concluded that price and quality product in a way simultaneous influential to interest buy consumers in Furniture Independent Village Refinery Muara Bulian District Regency Batang Hari.

CONCLUSION

From the results research and discussion so can concluded as following : (1). Based on response respondents about Prices on Mandiri Jaya Furniture is 4.02 then the Product Price Mandiri Jaya Furniture was declared good . (2) Based on response respondents about Quality Products on Mandiri Jaya Furniture is 4.10 then Quality Product employee Mandiri Jaya Furniture was declared good . (3) Based on response respondents regarding Purchasing Decisions at Mandiri Jaya Furniture is 4.01 , then the Purchase Decision on Mandiri Jaya Furniture was declared good . (4) All variables used in study This is valid and reliable . For the t-test of the variable Quality Product (X_1) value t_{count} more big from t_{table} ($2.341 > 1.6786$) this show that Quality Product influencing purchasing decisions . Whereas for the t-test of the Price variable (X_2) the value t_{count} more small from t_{table} ($0.198 < 1.6786$) this show that the Price is not influence purchasing decisions . Next, the t-test of the variables Service (X_3) value t_{count} more big from t_{table} ($4,224 > 1,6786$) this show that variables Service influence Purchasing Decisions . The F test in this study this , value $f_{count} > f_{tabel}$ ($9.510 > 2.81$). This means variables Quality Products , Prices and Services in a way simultaneous (together) influence on Purchasing Decisions . While the coefficient test determination (R^2 test) was obtained mark of 0.343 so can concluded that influence variables Quality Product (X_1), Price (X_2) and Service (X_3) on Purchasing Decisions Mandiri Jaya Furniture by 34.3% and the rest influenced other variables outside this research .

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