

## THE INFLUENCE OF PRICE AND PRODUCT QUALITY ON PURCHASE DECISIONS ON THRIFT CLOTHES AT SHABIRA STORE, TULANG BAWANG REGENCY

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**Abstract:** *The purpose of this study was to determine the effect of price and product quality on purchasing decisions. The subject used in this study is a picture of a secondhand shop from the Shabira Store, Tulang Bawang Regency. The method used is a questionnaire instrument, the sample used is consumers at the Shabira Store, Tulang Bawang Regency, totaling 66 respondents. The statistical test used is PLS-based Structural Equation Modeling. Validity test using Factor Loading then Reliability Test using Cronbach's Alpha, Composite Reliability and Average Variance Extracted (AVE) values. Thus, all the results of the index items used in this study are valid and reliable, thus.*

**Keywords:** *price, product quality, and purchasing decisions*

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### 1. INTRODUCTION

The result of an open market is that global business competition is getting tougher. This increasingly fierce competition requires business actors to be able to maximize the performance of their companies in order to be able to compete in the market competitively, both using domestic companies and using foreign companies. The company must try hard to investigate and know the needs and virtual of its customers. By knowing the needs, dreams and demands of consumers, it will provide important input for companies to design marketing management strategies to

be able to create satisfaction for their customers. (Kotler and Armstrong).

One business or business that is also experiencing intense competition at this time is the clothing sales business. The increasingly fierce competition is marked by the increasing number of foreign brands appearing in Tulang Bawang Regency. The services and prices offered also vary, their use will be a distinct advantage for each company or commercial agent. This leads the owner or market manager to create the art of management so that they are able to compete and excel compared to their

competitors. Likewise, the secondhand clothing entrepreneur at Tulang Bawang, also has strategies and advantages that are not appropriate compared to existing competitors.

With this explanation, the purpose of this study is to find out how quality and price affect consumer purchasing decisions. The products chosen are used clothing products or warehouse laundry, so many local products are currently being produced, but used clothing products are still in great demand. Many residents come from various circles in Tulang Bawang Regency, they permanently choose and buy these used clothing products. , although this type of clothing is not new and is even known to have been worn and worn by other people and then sold as used clothing products.

This is usually a purchase decision for a product, especially for the used clothing market segment. In particular, they remind them to use the quality and affordable price of the product. not a few buyers who have synthetic products abroad use various considerations. Product quality is one of the factors that must be considered by consumers before buying a product of interest. Quality is influenced by a set of uses and benefits. includes durability, independence, exclusivity of products and

other components, comfort, appearance (color, shape, packaging, etc.) (Handoko, 2000). Using innovations made to fulfill consumer activities, this can attract consumers to buy products that they think are in line with what they expect.

The price factor is the most attractive factor for consumers in determining the decision to buy a product. Perfect pricing can affect the amount of product a company is able to sell. In most cases, demand and price are inversely related. In other words, the higher the price, the lower the demand for the product.

Consumer decisions are decisions to choose an action between two or more choices (Sumarwan, 2003: 289) To understand the consumer decision-making process, first of all it is necessary to understand the nature of the balance of consumers who use products or services (Sutisns, 2003:11) level of involvement Consumers towards products or services mean that marketers are trying to identify things that cause a person to feel compelled to be involved or not to buy a product or service.

The level of consumer involvement in a purchase is determined by the stimulus. In other words, whether a person feels involved or not in a product is influenced by

whether he feels important or not in making a product or service purchase decision, therefore, it is said that there are consumers who have a high involvement in purchasing a product or service. consumers who are rarely involved in purchasing a product or service. If the consumer has indicated an alternative and can be a substitute if he wants, then they will make a purchase.

Based on these facts, this research or observation intends to conduct research on thrift clothes or used clothes entitled "The influence of price and product quality on purchasing decisions on thrift clothes in Tulang Bawang Regency"

## **2. THEORY AND HYPOTHESES DEVELOPMENT**

### **2.1 Price**

Some combinations of products and services require a certain amount of money (including several products, if possible) (Swastha and Irawan, 2002: 241), the selling price is defined as a high exchange rate for the benefits that consumers provide from certain products or services to someone. increase in the exchange rate of certain goods and services. The higher the exchange value of these goods and services to consumers, the higher the exchange rate at their cost. From the consumer's point of

view, price is often used as a cost indicator if it is associated with the perceived benefits of the goods or services used (Tjiptono, 2002:152) not infrequently also in determining the value of an item or service in meeting its needs using the ability of the goods or services. substitution. Sudharto(2007:

Daryanto (2013: 62) states that price is the amount of money charged for a product for the amount of value that consumers exchange for the benefits of owning or using the product. Another concept of price is the amount of money that generates income, Widiyono and Pakkanna (2013: 142).

The price factor is the most attractive factor for consumers in determining the decision to buy a product. Setting the right price can affect the number of products the company is able to sell. In most cases, usually demand and price are inversely related, i.e. the higher the price, the lower the demand for the product

Pricing methods or pricing methods can be done in several ways, namely: (Kotler, 2008: 93)

- 1) Mark-up pricing is done by adding a standard mark-up to the product cost.

- 2) Pricing based on a return system, is done by the company setting a price that will produce the desired rate of return on investment (ROI).
- 3) Pricing based on perceived value is done by adjusting the perception of the buyer's mind.
- 4) Value pricing, in which the company attracts loyal customers by charging a fairly low price for a high-quality offering.
- 5) In general pricing, companies base their prices primarily on competitors' prices.
- 6) Auction-type pricing, the firm sets prices based on its estimates of how competitors will set prices and not on a rigid relationship to firm costs or demand.

The objectives of pricing are: (Kotler, 2008)

- a) Life sustainability
- b) Get maximum profit now
- c) Gain maximum market share.
- d) Dominate the market to the maximum.
- e) Product quality leadership.

If the price set by a company is getting more expensive it will make consumers hesitate to buy it and vice versa if the price set by a company is still

affordable and not expensive it will increase consumer purchasing decisions.

According to William J. Stanton (1998) there are three sizes in determining the price, namely:

1. Price affordability, which is where the price can be reached by many people. The price match with the quality of the product is the price that has been determined by the company, where the price has been determined according to the quality of the product.
2. Price competitiveness, namely the comparison of prices made by a consumer against the prices of several similar products to decide on the purchase of a product.

Price can be interpreted as the nominal that must be paid for a purchase. The price level can be a benchmark for the level of quality of an item, this is because a high price will be directly proportional to good quality and a good product image as well, but this is not always the case. Pricing is very important because profit will be obtained if the price is given correctly and appropriately. The aspects of price indicators consist of affordability, competitiveness, suitability with quality and suitability with benefits (Tosan Widodo (2016: p.30)).

Prices play an important role in the decision-making process in which prices help shoppers obtain the best products or services based on consumer purchase (manus, 2015:679). High prices are calculated to reflect high quality, and vice versa (tjiptono, 2015:196). The rupiah rose to rp9,100 per dollar in the Jakarta interbank spot market on Tuesday morning as investors bought the local unit on Wednesday.

According to rachman (2010:157), pricing was a problem of corruption when a company had to put a price on the market for the first time. This happens when a company develops or gets a new product, when it introduces its old product to a new distribution channel or to a new geographic area and when it contracts into a new employment offer. According to malau surveys (2017:126), prices are a basic gauge of how an economic system is affected by the appropriation of the factors of production. In role as determining the allocation of rare sources, prices determine what is produced (offerings) and who will obtain how much goods or services are produced (demand). According to hasan (2014:72) the price indicator in this study consists of :

- a) basic price and discount,
- b) payment terms

c) credit requirements

## 2.2 Product quality

Kotler & Armstrong (2012:283) The definition of product quality is the ability of a product to perform a function. This includes overall product durability, reliability, accuracy, ease of use, maintenance, and other product characteristics. derived from the American Society for Great Management in Kotler (2007) Quality is the characteristics and characteristics of a product or service that depend on its ability to meet expressed or implied needs. Product quality of a company is a very important element for companies to always receive special attention, quality can even be categorized as a strategic weapon to compete with competitors and win market share. This is consistent with the results of research by Rao Bergen (1992) which states that there is a willingness of consumers to buy a product at a higher price as long as there is a guarantee that the product is of high quality. Rodhiyah, (2007).

According to the American Society for Quality Control in Kotler (2007) quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. That is clearly a customer-centered

definition of quality we can say that a seller has produced quality when the seller's product or service meets or exceeds customer expectations. Kotler and Armstrong (2004:283) the meaning of product quality is the ability of a product to perform its functions, this includes overall durability, reliability, accuracy, ease of operation and product repair as well as other product attributes. Based on these definitions,

Consumers expect the goods they receive can be used for a long time and are not easily damaged. The quality of a company's products is a very important element for companies to always get special attention, quality can even be categorized as a strategic weapon to compete with competitors and win market share. This is in accordance with the results of research by Rao Bergen (1992) which states that there is a willingness of consumers to buy a product at a higher price as long as there is a guarantee that the product is of high quality (Rodhiah, 2007; Arfani, M. N. 2020).

The eight quality dimensions of David Garvin are:

1) Performance: concerns the basic operating characteristics that can provide clues / can be identified by consumers whether a product is working as it should.

- 2) Durability: the period of life before it is time to replace or Durability shows the age of the product, namely the amount of use of a product before the product is replaced or damaged.
- 3) Serviceability: ease of service or repair when needed. here product quality is determined on the basis of repairability: easy, fast, and competent.
- 4) Aesthetics: concerns the appearance, taste, sound, smell, or taste.
- 5) Perceived Quality: the quality that is received and perceived by the customer. This concerns the consumer's assessment of the image, brand, or advertisement.
- 6) Conformance: conformity of product performance and quality with standards. Products that have the quality of these dimensions are in accordance with the standards.
- 7) Reliability: the possibility of a product not functioning for a certain period of time or the probability of a product being free from failure when carrying out its functions.
- 8) Features: extra items added to the basic features. These dimensions are additional characteristics or characteristics that complement the basic benefits of a product. Features

are optional or optional for consumers. When the main benefits are standard, features are often added. Features can improve product quality if competitors don't have them.

Product quality is an important factor that influences the creation of customer satisfaction. Product quality is an important variable related to the assessment of the product to meet the expectations of customers. According to Kotler and Armstrong (2014) in Rosnaini (2017), product quality is a characteristic of products and services that support their ability to satisfy consumer needs. Oentoro (2012) in Rosnaini (2017:33) explains, Product quality shows a measure of the durability of the product, the reliability of the product, product precision, ease of operation and maintenance and other valuable attributes.

Kotler (2010) in Rosnaini (2017; 32) explains that product quality can be included in 9 dimensions, namely:

- 1) Forms (Forms),
- 2) Product features (Features),
- 3) Performance (Performance),
- 4) Accuracy / conformance (Conformance),
- 5) Durability,
- 6) Reliability (Reliability) ,

- 7) Ease of repair (Repairability),
- 8) Style (Style), and
- 9) Design (Design).

According to Assauri (2008) in Rosnaini (2017;33) the factors that affect the quality of a product are:

- a) function of a product,
- b) Outer form, and
- c) The cost of the product concerned.

According to ratnasari and aksa (2011), quality is the sum total of the characteristics and characteristics of a product/service in terms of its ability to meet defined needs, and in other words the quality of a product/service is the extent to which the product/services meet its specifications. The product is also defined as everything that can be offered to the market for attention, belonging, used, or consumed, which includes physical goods, services, personalities, places, organizations and ideas or thoughts (assauri, 2011; Arfani, M. N. 2020).

According to garvin (2010) quality is the quality of the product. In the second quarter of 2007, the company's net profit in the first half of 2007 fell to rp8.3 trillion from rp7.9 trillion in the same period last year. The quality of the product is shaped by several indicators, among other things,

ease of use, durability, clarity, the variety of product size, and so forth. Zeithalm (1988) inside (2013 nugroho).

### **2.3 Purchase decision**

The purchase decision is the stage of consumer assessment from a certificate between brands in each choice and may also come from an intention to buy the brand that is most preferred by Kotler & Keller (2012: Hundred and Seventy). Consumer purchasing decisions are term by stage that consumers use when buying goods and services (Moenir 2008). Purchasing decisions are an approach to solving problems in human activities to buy goods or services to fulfill their wants and needs which consist of socializing needs and aspirations, searching for news, evaluating alternative purchases, purchasing decisions and behavior after purchase (Swastha, 2008) ), Handoko, et al(2012: 111) tells the factors that influence purchasing decisions are: 1) strategic location of the seller, 2) good service, 3) the ability of the sales force, 4) advertising and promotion, 5) classification of goods. based on Enggel Black Ward and Miniard Sunyoto (2015) the factors that influence consumer behavior to make purchases are environmental effects, resource disparities due to person and psychological processes.

Basically the purchase decision is an action or consumer behavior so whether or not to make a purchase or transaction, whether or not the number of consumers in making decisions becomes one of the determinants of achieving or not achieving company goals. Setiadi (2008:416) argues that consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. According to Shiffman and Kanuk (2007:485) a decision is a selection of two or more options. In other words, alternative options must be available to a person when making a decision. According to Kotler and Armstrong (2010:177),

Swastha (2011) The decision to buy is a real buying process, the consumer must make a decision whether to buy or not. When consumers decide to buy, consumers will find a series of decisions that must be taken regarding the type of product, brand, seller, quantity, time of purchase and method of payment.

There are five stages of purchase decisions according to Kotler (2007):

- 1) Problem introduction
- 2) Information Search
- 3) Alternative Assessment
- 4) Buying Decision



The decision-assessment stage causes consumers to form a choice. Consumers may also form a buying intention and tend to buy the brand they like. However, there are 2 other factors that can influence the intention to buy it with a buying decision, namely:

- 1) Factors Attitude of others
- 2) Unexpected situational factors

The action of the decision to make a purchase realizes the final result of the consideration of an item or service. This consideration is based on many determining factors such as factors from products or services or factors on the ability to own the goods or services. Regarding purchasing decision indicators, which are based on Kotler and Keller (2012: p.479) consist of determining the product, determining the brand, determining the number of purchases, determining the purchasing channel, determining when to buy and how to pay.

Purchasing decisions are thoughts and actions in which a person evaluates various options and decides on a product from the many choices. According to Thamrin in Sihombing and Dewi (2019; 137), explaining the purchase decision is part of the component of consumer behavior in consuming attitudes, the

tendency of respondents to act before the purchase is actually carried out.

According to Tjiptono (2012) in Sihombing and Dewi (2019:136) defines purchasing decisions as a process where consumers recognize the problem, seek information about a particular product or brand and evaluate well each alternative can solve the problem, which then leads to a decision. purchase.

According to Kotler and Armstrong (2007: 181) there are two factors in the emergence of purchasing decisions, which can be between purchase intentions and purchase decisions. The first factor is the attitude of others and the second factor is an unexpected situation. So it can be concluded that the purchase decision is an action in the consumer against a product as a result of a process of observation and consumer learning of a product. Kotler and Keller (2015) in Sihombing and Dewi (2019; 139) say, there are six indicators of purchasing decisions, namely:

- 1) Product Selection,
- 2) Brand Selection,
- 3) Channel Selection,
- 4) Purchase Timing,
- 5) Purchase Amount, and
- 6) Consumer Payment Methods.

Yusuf and Miah (2019:41), the steps of the decision-making process are:

- 1) Needs Recognition,
- 2) Information Search,
- 3) Alternative Evaluation,
- 4) Purchase Decision, and
- 5) Post-purchase Behavior.

The decision of the purchase was a consumer decision to purchase a product after previously considering its worth by considering the information that he knew with the benefit of it after he witnessed it. The results of such thinking have been influenced by fear of the consumer will to purchase as an alternative to the purchase decision terms set forth by zeithalm (1998) in (Tim, 2013).

## **2.4 Hypothesis**

Hypothesis means an interim answer to a problem that is still presumptive because it still has to be proven true which is interim, which will be tested for truth with data collected through research.

### **2.4.1 Price Hypothesis on Purchase Decision:**

Purchase decision, is the process of determining an opportunity to act in this case the price is a factor that influences purchasing decisions to buy a product. Yusroni Akbar Syahril's research (2015) found that price has a positive and

significant effect on purchasing decisions, namely the higher the price the consumer feels about the price. So the availability of consumers to make purchasing decisions is getting stronger, so a 2010 study by Erika Putri Pratiwi entitled "Analysis of the influence of product quality, brand, and price on purchasing decisions for Yamaha Jupiter Z motorcycles" and obtained results where price has a positive and significant impact. to purchasing decisions.

While the research of Asrizal Efendi Nasution, Linzzy Pratami Putri, Muhammad Taufik Lesmana(2019) which examined the analysis of price, religious promotion, and consumer characteristics regarding consumer purchasing decisions at 212 stores in Medan, they concluded that price had no positive or insignificant effect. on consumer purchasing decisions at 212 stores in Medan.. Because consumers who shop at 212 Mart Medan are consumers who love Islamic law and are not influenced by the price. Therefore, the price must be adapted to use the purchasing power of consumers, so as a result it can attract consumer decisions to make decisions in purchasing.

Therefore, in the explanation above, the following hypothesis is proposed:

**H1** : Price has a positive and significant effect on purchasing decisions on thrift

### 2.4.2 Hypothesis of Product Quality on Purchase Intention

Muhammad Irsyad's research (2018), which is the result of product quality and price on purchasing decisions for Yamaha Nmax motorcycles at Yamaha Batu Raja consumers, this research will show that according to multiple regression analysis, it appears that product quality (X1) and price (X2) have an effect on positive and significant impact on the decision of Yamaha Nmax motorcycles. in Dedi Nurdiansyah's research (2017) on product quality and price when deciding to buy Adidas shoes in Bandar Lampung concluded that product quality and price had a positive and significant effect on purchasing decisions.

The effect of product quality and price on Wardah lipstick purchasing decisions in Yogyakarta in Nurul Septian Herubani's research (2018). The origin of the impact of the research on multiple linear regression analysis can be seen that partially and simultaneously that product quality and price are positive and significant to the purchasing decision of Wardah brand Lipstick cosmetics in the city of Yogyakarta. In the research of Priscilla

Wenda Rumondor, Altje L. Tumbel, and Imelda WJ Ogi, namely, the impact of the origin of this study shows that the product quality variable has an influence on the effect of product quality, price and word of mouth on purchasing decisions at Toronata Coffee and Noodle in Kawangkoan. where Kopi and MIE TORONATA live in Kawangkoan, the significance level is 0.476.

This means that product quality (X1) has a positive effect on purchasing decisions for Toronata Coffee and Noodle in Kawangkoan, but it is not important. As a result of the above explanation, the following hypothesis is proposed.

**H2:** Product quality has a positive and significant effect on purchasing decisions on thrift clothes at the Shabira Store, Tulang Bawang Regency.

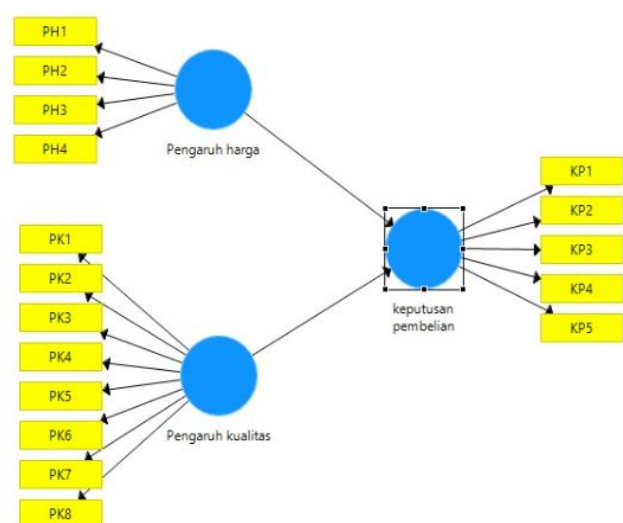


Figure 1: Variable Model Paths in PLS

### 3. RESEARCH METHODS

This research is a survey research using a questionnaire. The subjects of this study were teenage boys or girls who had or liked to buy Thrift goods at Shabira. Respondents in this study were 66 people, and the validity of the research tool was confirmed using convergent validity by looking at the value of each factor loading index on the questionnaire. Convergent validity was measured based on the minimum factor loading of each indicator element 0.6. then check the reliability with reference to Cronbach's alpha value of at least 0.6 (Ghozali, 2013). The presentation of the hypothesis is done using a statistical tool, namely Structural Equation Modeling (SEM) based on Partian Least Square (PLS) version 3.

### 4. DISCUSSION

#### Contents and results of the discussion

In the first few test results, there was 1 questionnaire indicator that failed due to being below the standard factor loading limit. in the construction of the effect of price (PH) there are no indicators that fall out, then in the construction of product quality (KP) there are no indicators that fall out and in purchasing decisions (KP) there is 1 item that falls out.

Then the test is repeated to ensure that the indicator value is above the standard factor loading value. And the results of the validity test are all the indicator item values are above the standard factor loading value, which is above 0.6 so it can be said to be valid.

#### Validity and Reliability Test Results

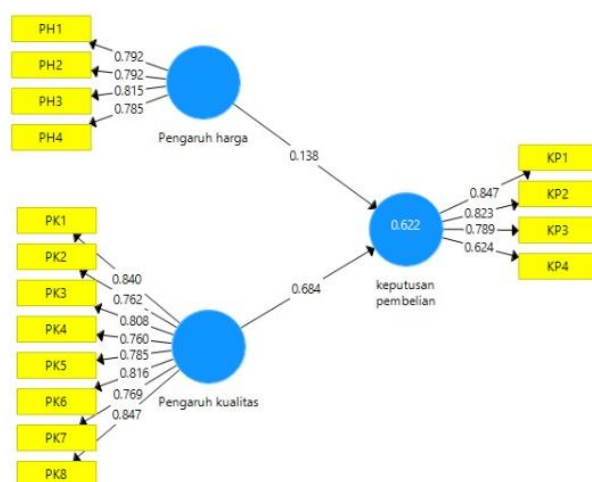


Figure 2: Validity Test on the Model Path in PLS

Validity test			
Items	PH	PK	KP
pH 1	0.792		
pH 2	0.792		
pH 3	0.815		
pH 4	0.785		
PK 1		0.840	
PK 2		0.762	
PK 3		0.808	
PK 4		0.760	
PK 5		0.785	
PK 6		0.816	
PK 7		0.769	
PK 8		0.847	
KP 1			0.847
KP 2			0.823
KP 3			0.789
KP 4			0.624

Table 1: Validity Test Results

Reliability Test				
Items	Cronbach's Alpha	Rho_P	Composite Reliability	Average variance extracted
PH	0.809	0.819	0.874	0.634
PK	0.919	0.922	0.934	0.638
KP	0.776	0.805	0.857	0.602

Table 2: Reliability Test Results

## HYPOTHESIS TEST RESULTS

	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics ( O/...	P Values
PK -> KP	0.684	0.692	0.143	4.776	0.000
PH -> KP	0.138	0.157	0.145	0.956	0.340

Figure 3: Hypothesis Test Results

**Hypothesis 1:** there is a positive but not significant effect between the price (X1) on the decision to purchase thrift clothes at the Shabira Store, Tulang Bawang Regency.

This is based on the results of the tests carried out and it can be concluded that the price has a positive but not significant effect on purchasing decisions. with a P-value of 0.340 (meaning greater than 0.05) it can be concluded that the price has a positive but not significant effect on purchasing decisions.

**Hypothesis 2:** there is a positive and significant effect between product quality (X2) on purchasing decisions for thrift

clothes at the Shabira Store, Tulang Bawang Regency.

This is based on the results of the tests carried out and it can be concluded that product quality has a positive and significant effect on purchasing decisions. with a P-value of 0.000 (meaning less than 0.05) it can be concluded that product quality has a positive and significant effect on purchasing decisions.

NO	Items	Results
1	Hypothesis 1	Not Supported
2	Hypothesis 2	Supported

Table 3: Hypothesis Test Result

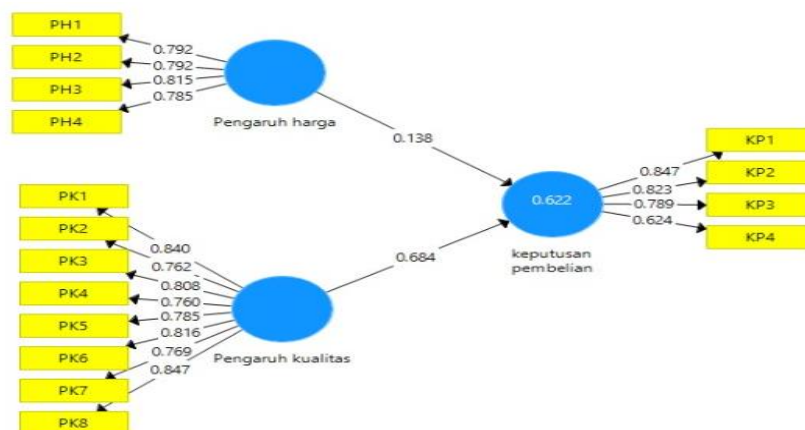


Figure 4: Model path points in PLS after Reality Test

## 5. CONCLUSION

Based on the analysis of the author's research regarding the analysis of the effect of price, and product quality on purchasing decisions for thrift clothes at the Shabira Store, Tulang Bawang Regency, the following conclusions were obtained:

1. There is a positive but not significant effect between the price (X1) on the decision to purchase thrift clothes at the Shabira Store, Tulang Bawang Regency.

The hypothesis was rejected in this study. The results showed that the price had a positive but not significant effect on the decision to purchase clothes at the Shabira Store, Tulang Bawang Regency. Because when the price of thrift clothes rises, the purchase decision is still there, but not as much as before the price increase at the Shabira Store, Tulang Bawang Regency.

2. There is a positive and significant influence between product quality (X2) on the decision to purchase thrift clothes at the Shabira Store, Tulang Bawang Regency.

The hypothesis is accepted in this study. Because the results of the

study indicate that product quality has a positive and significant effect on purchasing decisions for clothes at the Shabira Store, Tulang Bawang Regency. This is because the Shabira Store sells quality products so that it affects purchasing decisions and buyers are satisfied.

### Suggestion

From the conclusions of the research that has been done by the author, there are several suggestions for further research. Among them are:

- This research is expected to run with a broader concept by exploring many variables
- The subjects studied are expected to continue to explore about the thrift store, but more samples to maximize results

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