

The Influence of Product Quality and Price on Galvalum Purchasing Decisions (Case Study at Sumber Rejeki Shop, Tanjunganom Nganjuk District)

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ABSTRACT

The research ascertain the impact of product pricing and quality on the purchasing decision galvalum at the Sumber Rejeki Shop, Tanjunganom Nganjuk District, partially and simultaneously, and to analyze the influence of the dominant variables on the decision to purchase galvalum at the Sumber Rejeki Shop, Tanjunganom Nganjuk District. This type of research uses a quantitative. This research used a sample of 96 respondents. Sampling used a nonprobability sampling technique with the Accidental Sampling method. The test used is data analysis using SPSS 25, in this research using a questionnaire or questionnaire and Multiple linear regression analysis is employed. Based on the outcomes of test it can be concluded that partially, Product Quality (X_1) and Product Price (X_2) partially have a positive and significant effect on the decision to purchase galvalum at the Sumber Rejeki Shop, Tanjunganom Nganjuk District. Product quality (X_1) and product price (X_2) simultaneously have a positive and significant effect on the decision to purchase galvalum at the Sumber Rejeki Shop, Tanjunganom Nganjuk District. The Product Price Variable (X_2) is more dominant in influencing the decision to purchase galvalum at the Sumber Rejeki Store, Tanjunganom Nganjuk District than the Product Quality Variable.

Keywords: Product Cost, Product Quality, and Purchasing Choices.



INTRODUCTION

The development of the construction industry continues to experience innovation to improve efficiency, sustainability and building quality. One of the significant changes that has occurred is the replacement of conventional roof tiles with innovative materials such as galvalum. Galvalum, which is a mixture of steel and zinc-aluminum coating, has become an attractive option in roof construction.

This change was influenced by various factors, including galvalum's superiority in terms of strength, corrosion resistance, and lighter weight compared to traditional roof tiles. Apart from that, galvalum also has properties that are resistant to extreme weather and have a longer service life, making it a more sustainable solution.

Replacing conventional roof tiles with galvalum not only has an impact on building performance but also has positive implications for the environment, because galvalum production is generally more environmentally friendly than the process of making conventional roof tiles. This reason makes the galvalum industry grow rapidly.

The development of the galvalum industry is closely related to the evolution of the needs and demands of the construction market. The demand for lightweight, durable and environmentally friendly construction materials has encouraged the industry to continue developing and improving galvalum products. This is the reason the galvalum industry is competing to provide quality products and affordable prices so that they can compete with competitors.

The emergence of very tight competition has resulted in business people competing hard to face these challenges and achieve competitive advantage. To overcome this increasingly fierce industrial competitive environment, an effective and efficient marketing strategy is needed. Companies need to possess a profound comprehension of market-driven customer behavior and aim to offer quality products to customers. It is a must for companies to understand consumer behavior, which reflects how consumers make purchasing decisions about products.

A person's purchasing decision will not just appear, but will be based on prior encouragement. Nastiti, stated that a purchasing decision is a condition where a person chooses which product or item he will buy. This condition occurs after he has conducted brief research on the product and its competitors. Product quality is an important element and the price offered can stimulate purchasing decisions by offering or presenting products in accordance with consumer expectations (Nastiti, 2021).

Nastiti assert that a product's pricing has a significant impact. Demand for the product rises when the price is low and falls when the price is high. Precise pricing will grab customers' interest. When a product's pricing is competitive with what customers can afford, they are more likely to select it. Businesses typically modify their prices in accordance with the caliber of the goods they sell (Nastiti, 2021).

Based on the study's findings, it can be demonstrated that customer happiness and brand trust are the first two mediators through which service quality affects repurchase intentions (Yap, 2022).

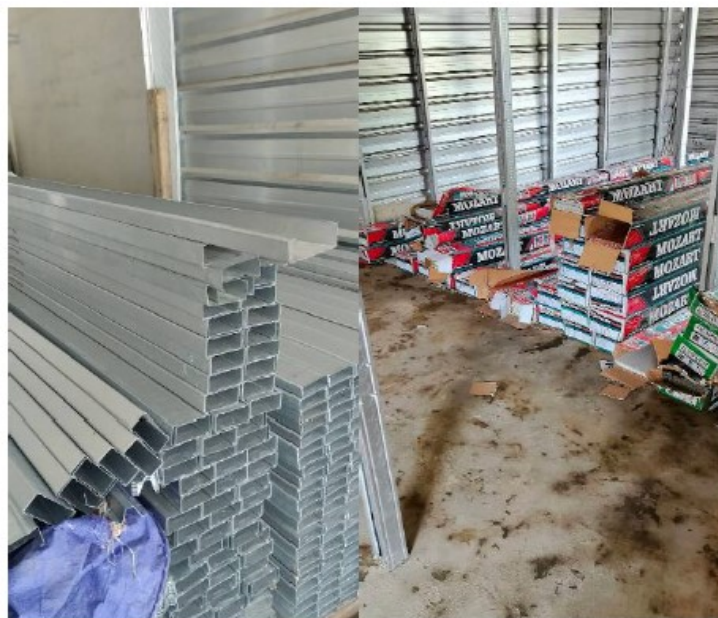
The purpose of this study is to ascertain which aspects are more important in influencing a product's purchase choice while also evaluating the impact of product quality and pricing.



Source: Processed Primary Data, 2024

Figure 1. Galvalum Warehouse

Toko Sumber Rejeki Tanjunganom is a company operating in the construction and building sector. In increasing sales or consumer purchasing decisions, Toko Sumber Rejeki Tanjunganom tries to manage this business by choosing affordable prices and choosing the best quality products. The types of products sold at the Sumber Rejeki Tanjunganom Store can be seen in the following picture:



Source: Processed Primary Data, 2024

Figure 2. Gudang'E Galvalum Products

LITERATURE REVIEW

Product Quality

According to Tjiptono, A dynamic state pertaining to goods, services, people, procedures, and surroundings that either meet or beyond expectations is called quality (Tjiptono, 2021). According to Sunyoto, a product or service is considered to have quality if it works or fulfills its intended purpose (Sunyoto, 2021). Stated differently, quality is a measure of whether a good or service possesses the desired use value.

From the perspective of customers who have the freedom to select the quality level to that of producers who are beginning to focus on quality control in order to sustain and increase marketing reach, quality plays a significant role. The buyer's perception of the product's quality is used to determine its quality (Musfar & Tengku Firli, 2021).

Siemens states that "Quality is when our customers come back and our products don't". This can be taken to mean that the product's quality is one of its distinguishing features when compared to goods made by other businesses that manufacture comparable goods, so customers keep coming back to purchase the product rather than having it returned because of damage (Kotler & Armstrong's, 2018:249).

Quality Perspective

According to Edi, several quality perspectives that are commonly used are (Edi, 2021:20):

1. Transcendental approach: quality is difficult to operationalize but can be felt or recognized.
2. The product-based approach views quality as a measurable and quantifiable trait or property.
3. The user-based approach states that the highest-quality product is the one that best suits the user's preferences, with quality depending on the individual using it.
4. The manufacturing-based approach specifies quality in accordance with requirements, is supply-based, and focuses primarily on engineering and manufacturing procedures.
5. The value-based approach defines quality as "affordable excellence" and evaluates quality in terms of value and cost by weighing the trade-off between product performance and cost.

Control of Product Quality

The purpose of quality control is to produce goods or services that meet planned and desired standards, as well as to enhance the quality of products that do not meet predetermined standards and preserve appropriate quality to the greatest extent feasible (Supriyadi, 2021). In an attempt to sustain the output of manufactured items, businesses might establish a number of quality criteria, such as the following (Supriyadi, 2021:28) :

1. Requirements about the raw materials' quality.
2. Quality requirements for the production process's equipment and labor force.

3. Semi-finished items quality criteria.
4. Quality criteria for finished goods.
5. Administration guidelines, product packaging, and customer delivery of the finished good.

Product Price

Armstrong define price as the sum amount of money a customer must pay for a commodity or service. Price is one element of the marketing mix that generates income; the other elements are expenses. Since prices are considered flexible, they are prone to abrupt adjustments (Armstrong, 2021). According to Tjiptono, price is a monetary unit or other measure that is transferred to earn ownership rights or usage of a good or service. Three elements of the marketing mix—distribution, promotion, and product/quality—all result in costs and expenses; price is the only element that brings in money for the company (Tjiptono, 2021).

Price is the amount of money or goods required to obtain a combination of other goods accompanied by the provision of services. The pricing method is very significant in providing "value" to consumers and influences product image, as well as consumer decisions to buy. Apart from that, price is a monetary unit or other measure (including goods and other services) that is exchanged in order to obtain the right to own or use a good or service (Fatihudin, 2019 : 36-37).

Purchasing Decisions

Making purchases is just one aspect of what consumers do. Consumer behavior, on the other hand, refers to acts that are directly related to conducting business, such as locating, selecting, and getting goods and services, as well as the decisions made both before and after these actions. Those who are directly involved in obtaining and using the goods offered are the ones who make decisions. (Arafah & Yenni, 2022; 2-3).

An acquisition choice is a condition where a person chooses which product or item he will buy. This condition occurs after he has conducted brief research about the product and its competitors. Meanwhile, according to Kotler & Armstrong, purchasing decisions are part of consumer behavior. Consumer behavior is the study of how individuals, groups and organizations choose, buy, use, and how goods, services, idea or experiences satisfy needs and their disires (Kotler & Armstrong's, 2018).

Indicators of Purchasing Decisions

The following are the signs that define buying decisions (Sahara, 2023):

1. Need and desire for a thing.
2. The urge to give it a go.
3. Choices about things that are offered.
4. Selection of the offered pricing.
5. Choices about the services rendered.

Purchase Selection

Making purchases is just one aspect of what consumers do. When it comes to business, consumer behavior refers to acts that are directly involved in getting and determining goods and services, as well as the decisions that are made both before and after these actions. Decision making is an individual activity that is directly involved in obtaining and using the goods offered (Yenni, 2022)

A buying decision is the process by which an individual selects the good or service he will purchase. This circumstance arises following a quick investigation into the product and its rivals by him. However, Kotler & Armstrong state that consumer behavior includes decisions on what to buy. Consumer behavior is the study of how individuals, communities, and organizations choose, pay for, use, and satiate needs and desires with goods, services, ideas, or encounters (Kotler & Armstrong's, 2018).

The Significance of Cost

Price plays two significant roles in the decision-making process, according to Kotler and Armstrong. These functions are as follows (Kotler & Armstrong's, 2018):

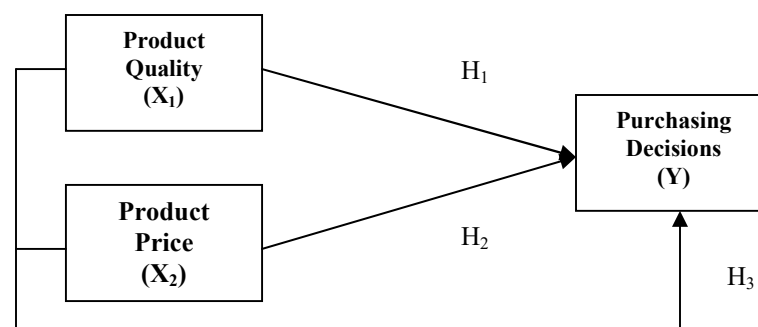
1. The pricing function plays the role of allocation in assisting purchasers in determining how to maximize expected advantages or value in accordance with their purchasing power.
2. Information plays a role in educating buyers about aspects of the goods, such quality, through the function of price. This is especially helpful when consumers are having trouble evaluating the features or benefits of a product.

Hypothesis

H₁: The decision to buy galvalum at the Sumber Rejeki store in Tanjunganom Nganjuk District is significantly influenced by the product quality to a somewhat significant extent.

H₂: The decision to buy galvalum at Tanjunganom Nganjuk District's Sumber Rejeki shop is significantly influenced by the product price to a partially significant extent.

H₃: Product quality and product price simultaneously have a significant effect on the decision to purchase galvalum at the Sumber Rejeki shop, Tanjunganom Nganjuk District.



Source: Processed Primary Data, 2023

Figure 1. Conceptual Framework

RESEARCH METHODS

This kind of study employs quantitative techniques, namely those that provide a detailed description of the research object. All study data in the form of numbers and statistical analysis are done utilizing quantitative approaches. This quantitative method's computation is based on the questionnaire given to respondents. This research was conducted at the Sumber Rejeki shop, Tanjunganom Nganjuk District, namely all consumers who had purchased Galvalum products (Sugiyono, 2021).

Data collection in this research used the technique of filling out questionnaires via Google Form for consumers who came to buy galvalum products at the Sumber Rejeki store. This research uses the Accidental Sampling technique, where this type of sampling technique determines the sample accidentally (accidental). Samples from those who happen to meet at that time will be collected by researchers. So the number of samples used to fill out the questionnaire which will be distributed to consumers who buy galvalum at the Sumber Rejeki shop, Tanjunganom Nganjuk District is 96 respondents.

RESULTS

Table 1. Respondents' attributes according to gender

Gender	Amount
Men	86
Women	10

Source: data processed, 2024

Based on table 1, the majority of respondents were male, namely 86 people or 89.58%, and 10 female respondents or 10.42%. It can be concluded that men are more likely to be consumers at the Sumber Rejeki shop, Tanjunganom Nganjuk District, who have purchased Galvalum products.

Table 2. Age-Based Characteristics of Respondents

Age	Amount
20-25	4
26-30	18
31-35	40
36-40	19
>40	15
Total	96

Source: data processed, 2024

For the identity of the respondents according to the respondents' ages, it can be seen that there were 4 consumers at the Sumber Rejeki shop, Tanjunganom Nganjuk District who had purchased Galvalum products starting from the age of 20-25 years or 4.17%, 18 people or 18% aged 26-30 years. 75%, aged 31-35 years 40 people or 41.67%, aged 36-40 years 19 people or 19.79%, aged >40 years 15 people or 15.63% it was concluded that the majority who filled out the questionnaire in this study were respondents aged 31-35 years were 40 people or 41.67%.

Table 3. Characteristics of Respondents Based on Current Work

Current Employment	Amount
Student	1
Trader	39
Private employees	3
Farmer	13
TNI/Police	1
Self-employed	39
Total	96

Source: data processed, 2024

For the identity of respondents based on their current occupation, it can be seen that they are consumers at the Sumber Rejeki shop, Tanjunganom Nganjuk District who have purchased Galvalum products, such as 4 students, 39 traders, 3 private employees, 13 farmers, TNI/ 1 person was a police officer, 39 people were self-employed. It was concluded that the majority of those who filled out the questionnaire in this study were respondents who worked as traders and entrepreneurs, 39 people each.

Description of Respondent Answers

Table 4. Description of Respondents' Answers Product Quality Variables

Product Quality Variables	Answer Score											
	SS		S		N		TS		STS		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
X1_1	23	24,0	69	71,9	4	4,2	0	0	0	0	96	100%
X1_2	26	27,1	63	65,6	7	7,3	0	0	0	0	96	100%
X1_3	24	25,0	61	63,5	11	11,5	0	0	0	0	96	100%
X1_4	22	22,9	60	62,5	14	14,6	0	0	0	0	96	100%
X1_5	19	19,8	59	61,5	18	18,8	0	0	0	0	96	100%

Source: data processed, 2024

Based on table 4, it shows that the highest statement item was dominated by respondents who answered AGREE to item X1_1 namely, there were 69 respondents or 71.9% who stated that "The galvalum products sold by Toko Sumber Rejeki, Tanjunganom Nganjuk District match the product description."

Table 5. Description of Respondents' Answers Product Price Variable

Product Price Variables	Answer Score											
	SS		S		N		TS		STS		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
X2_1	23	24,0	59	61,5	14	14,6	0	0	0	0	96	100%
X2_2	18	18,8	61	63,5	17	17,7	0	0	0	0	96	100%
X2_3	17	17,7	55	57,3	24	25,0	0	0	0	0	96	100%
X2_4	14	14,6	62	64,6	14	14,6	0	0	0	0	96	100%
X2_5	15	16,6	65	67,7	16	16,7	0	0	0	0	96	100%

Source: data processed, 2024

Based on table 5 above, it shows that the highest statement item was dominated by respondents who answered AGREE to item X2_5 yaitu terdapat 65 responden atau 67,7% which stated that "Affordable prices are able to attract consumer purchasing decisions for galvalum products at the Sumber Rejeki Shop, Tanjunganom Nganjuk District".

Table 6. Description of Respondents' Answers Purchasing Decision Variable

Purchase Decision Variables	Answer Score											
	SS		S		N		TS		STS		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Y_1	20	20,8	59	61,5	17	17,7	0	0	0	0	96	100%
Y_2	14	14,6	59	61,5	23	24,0	0	0	0	0	96	100%
Y_3	9	9,4	43	44,8	42	43,8	2	2,1	0	0	96	100%
Y_4	23	24,0	69	71,9	4	4,2	0	0	0	0	96	100%
Y_5	28	29,2	66	68,8	2	2,1	0	0	0	0	96	100%

Source: data processed, 2024

Based on table 6 above, it shows that the highest statement item was dominated by respondents who answered AGREE to item Y_4, namely there were 69 respondents or 71.9% who stated that "I made the decision to purchase galvalum products at the Sumber Rejeki Shop, Tanjunganom Nganjuk District because the prices given were affordable".

Test of Reliability

The same bands are used to categorize alpha values into five classes, which can be understood as follows:

1. Less trustworthy is a Cronbach's Alpha value between 0.00 and 0.20.
2. A fairly trustworthy Cronbach's Alpha value ranges from 0.21 to 0.40.
3. A valid indicator is a Cronbach's Alpha value between 0.41 and 0.60.
4. A dependable Cronbach's Alpha value ranges from 0.61 to 0.80.
5. A very dependable Cronbach's Alpha value ranges from 0.81 to 1.00.

The following table provides an explanation of the reliability test findings obtained for this research instrument:

Table 7. Test of Reliability

Variable	<i>Cronbach's Alpha</i>	Information
Product Specifications	0,762	<i>Reliable</i>
Product Cost	0,846	<i>Extremely Dependable</i>
Purchasing choice	0,719	<i>Reliable</i>

Source: data processed, 2024

It is evident from the preceding table that the two variables—Product Quality and Purchasing Decisions—have Cronbach Alpha values that are higher than 0.061. Thus, it can be said that both of the study's variables are deemed dependable, and the Product Price variable is particularly reliable because its Alpha value of 0.846 is higher than 0.81. so that measurements and further study can be conducted using this data.

Normality Test

When determining if the dependent and independent variable distributions in a regression model are normal or nearly normal, one can apply the normality test. The Kolmogorov-Smirnov (K-S) test is a frequently employed technique that determines if the distribution of the data is normal or not. The data likely to be regularly distributed if the test's significance value is larger than 0.05; on the other hand, if the value is less than 0.05, the data is thought to be non-normally distributed.

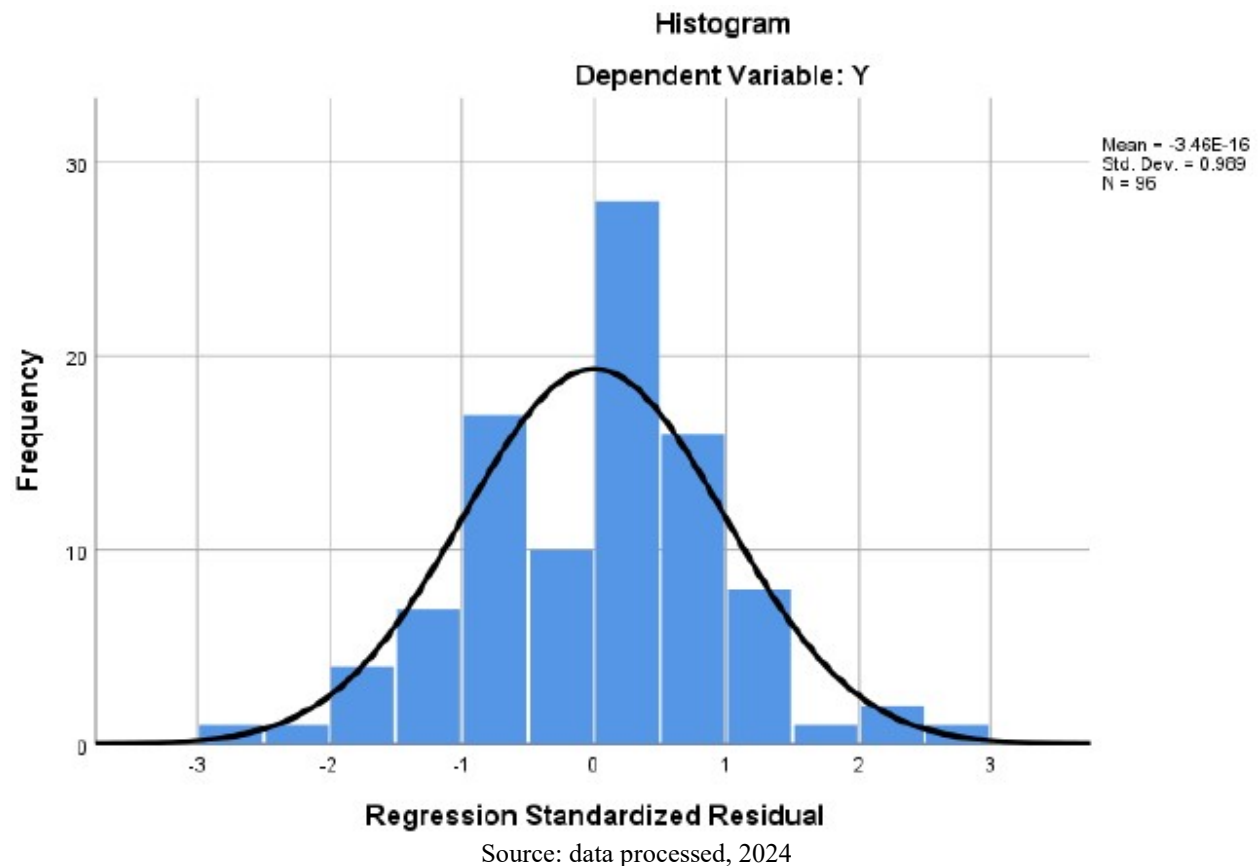


Figure 3. Normality Test Results

The residual data displays a normal curve that creates a perfect bell based on the histogram graph.

DISCUSSION

It is intended that this research's findings will provide more insight into how product pricing and quality affect galvalum decision-making. Additionally, it is hoped that Toko Sumber Rejeki would be able to use the research's findings to advise them on how to increase product quality and offer competitive rates in order to draw in more customers. It is also intended that this study will serve as a significant resource for future investigations and offer more information to other parties in need of understanding about how product quality and pricing affect consumer choices. It is intended that by taking into account the variables that have been looked at in this research, the findings of this study will serve as a reference for researchers in the future.

CONCLUSION

The following conclusions can be made in this research based on the findings of the investigation and talk about how price affects and product quality on Galvalum purchasing decisions (Case Study at the Sumber Rejeki Store, Tanjunganom Nganjuk District):

1. Product quality is favorable and important in the choice to buy galvalum at the Sumber Rejeki Shop, Tanjunganom Nganjuk District.
2. The product price is important and favorable while making a purchase selection. galvalum at the Sumber Rejeki Shop, Tanjunganom Nganjuk District. This means that here price really influences the level of purchasing decisions.
3. Product pricing and quality have a positive relationship. and noteworthy impact on the choice to buy galvalum at the Sumber Rejeki Shop, Tanjunganom Nganjuk District.

SUGGESION

Suggestions that can be given in this research regarding the coffee renaissance, the variable Service Quality most significantly affects customer Loyalty. Businesses can use this data as a guide to maintain consistency and items that might impact Customer Loyalty. This cannot be separated from Service Quality which plays the biggest role in customer Loyalty towards Renaisansi Coffee products. Shops should also not ignore the Attractiveness of the shop atmosphere and customer satisfaction. This is because the second thing also influences Customer Loyalty even though these two things get smaller results than Service Quality. For further researchers, the negative and insignificant influence of the Attractiveness Store Atmosphere variable on Customer Loyalty is a further opportunity for future researchers to understand the reasons in more detail. Apart from that, future researchers can focus on research with larger or more samples so that the data obtained is more accurate and provides new knowledge for readers.

CREDIT AUTHORSHIP CONTRIBUTION STATEMENT

Iswal Romdanu Ajisaputra: Conceptualization, Supervision, Data Curation, Formal Analysis, Project Administration, Writing-original Draft, and Writing-review Editing. **Sudjiono Sudjiono:** Conceptualization, Resources, Software, Validation, Visualization, and Writing-review Editing. **Nonni Yap:** Funding Acquisition, Investigation, Writing-original Draft, and Writing-review Editing.

DECLARATION OF COMPETING INTEREST

The author declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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DATA AVAILABILITY

Data will be made available in request.

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