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### The Influence of Competitive Prices and Product Quality on Purchase Decisions of Cabbage Vegetables in Wuasa Village, North Lore District, Poso Regency

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ARTICLE INFO	ABSTRACT
<p><i>Historis:</i> Submit 1 January 2024 Review 7 January 2024 Revision 15 January 2024 Accepted 25 January 2024 Publish 31 January 2024</p> <hr/> <p><i>Keywords:</i> Price, Product Quality, Purchasing Decisions</p> <hr/> <p><i>Corresponding Author:</i> Krisdian Arianto email: diaenafdloka@gmail.com</p>	<p>This research aims to determine and analyze the influence of price and product quality simultaneously and partially on the decision to purchase cabbage in Wuasa Village, North Lore District, Poso Regency. The type of research used is descriptive verification research. The population of this study is The exact number of cabbage buyers in Wuasa Village, North Lore District, Poso Regency. The sampling technique in this research used purposive sampling, with a sample size of 60 respondents. The data collection techniques used were observation, questionnaires and documentation. The scale used in this research is a Likert scale and the analytical tool used is multiple linear regression analysis. The results of this research show that price and product quality influence the decision to purchase cabbage in Wuasa Village, North Lore District, Poso Regency. Price influences the decision to purchase cabbage in Wuasa Village, North Lore District, Poso Regency. Product quality influences the decision to purchase cabbage in Wuasa Village, North Lore District, Poso Regency</p>

#### INTRODUCTION

Vegetable agribusiness is a source of cash income for rural farmers and a source of family income, because it is supported by land and climate potential, human resource potential and very large domestic and international market opportunities. Like other vegetable commodities, the price of cabbage fluctuates from time to time, depending on the amount of supply from production areas and demand in consumption areas. The low price of cabbage is caused by abundant production and poor quality of cabbage, while high prices of cabbage usually occur at times outside the cabbage growing season so that the supply of cabbage is reduced.

Purchasing decisions made by customers involve customer confidence in a product so that a feeling of confidence arises in the correctness of the actions taken. The customer's confidence in the purchasing decision they make represents the extent to which the customer has confidence in their decision to choose a product. Muhammad (2021) states that consumer purchasing decisions for a product are basically closely related to consumer behavior. The purchasing decision is the

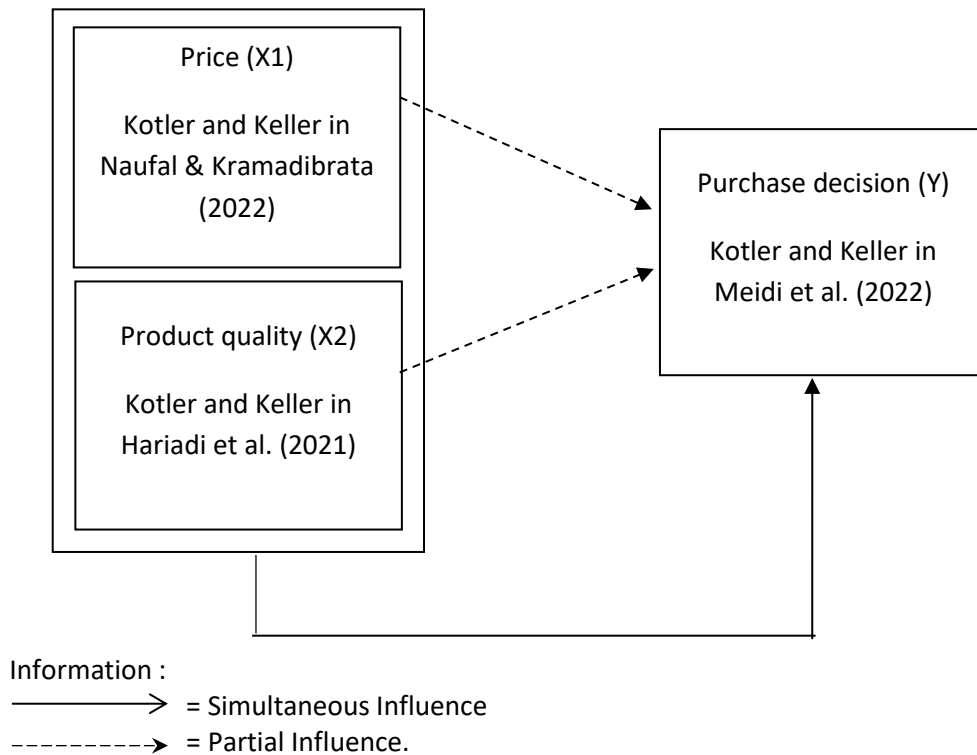
stage of the decision making process until consumers actually buy Sangadji and Sopiah products (Fadillah et al., 2019). Kotler and Armstrong in Nasution et al. (2019) suggests that consumer purchasing decisions are to buy the most preferred brand. Kotler and Keller in Rorong et al., (2021) states that purchasing decisions are consumer decisions regarding preferences for brands in a collection of choices. Kotler and Keller in Meidi et al. (2022) suggests that the stages of a purchasing decision consist of: attracting attention, attracting interest, arousing desire and causing action, this model is known as the AIDA model.

The first factor that can influence purchasing decisions is price. Price plays an important role in influencing buyers' choices in purchasing goods and services. Kotler in (Sari & Prihartono, 2021) explained that price is a measure of the cash that is attached to goods, services or a measure of the value of cash purchased for some use since the purchase of the goods or services. Price is a measure of consumer interest in buying and is the basis for a number of sacrifices made to obtain a combination of goods and services. In making decisions, price is an important consideration, because consumers certainly expect the money they spend to match what they get. It is important for companies to set prices that are appropriate or reasonable for the value of their products. Satdiah et al., (2023) Price is the value of money that must be paid by customers to sellers and buyers of the goods they buy. In other words, price is the value of an item determined by the seller. As for what states the meaning of price, namely the value of money charged to buyers in order to obtain benefits through a product (service or goods) purchased from a producer or seller. (Gloria et al., 2018). Kotler and Armstrong in (Haque, 2020) Price is how much money is paid for services or how much value is traded by buyers to gain profits from purchasing or using goods and services. Whereas, Pasaribu & Hidayat (2023) explains that in the context of services marketing, price refers to monetary units as well as non-monetary aspects which include utility or special uses required to obtain an item. Kotler and Keller in (Naufal & Kramadibrata, 2022), states that the price dimension consisting of: Price List, Discount, and Allowance.

The second factor that influences purchasing decisions is product quality. Quality has a direct impact on product or service performance, therefore quality is closely related to customer value and satisfaction, so companies are required to offer quality products and have added value, so that they appear different from competitors' products. Product quality that can attract consumer attention is a strength in achieving competitive advantage. Therefore, products that have value in the minds of consumers will return to make purchases. Kotler and Armstrong in Syahri & Putri (2022) states that product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied customer needs. In order to create customer satisfaction, the products offered by the organization must be of high quality. A product's ability to operate its functions, overall durability, reliability, accuracy, ease of operation, and ease of repair are all examples of product quality. (Kotler and Armstrong in Cahya et al., (2021).

Lupiyoadi in Melpiana & Sudarajat (2022) states that product quality is the consumer's sense of satisfaction with a product when evaluating the product. Kotler in Titing et al. (2022) states that product quality is the overall characteristics of a product or service in terms of its ability to satisfy stated or implied needs. Kotler & Keller in Irdhayanti, (2020) argued that product quality must be able to be improved so that companies can stimulate sales. From the opinions of experts, it can be concluded that product quality is the level of quality of a good or service that can be offered to consumers. Kotler and Keller in Hariadi et al. (2021) There are aspects of product quality, which include: shape, features, performance, suitability, durability, reliability, style, ease of repair.

This research model tests and analyzes the influence of price and product quality on purchasing decisions for cabbage in Wuasa village North Lore District. This research model can be seen in Figure 1 Conceptual Framework.



**Figure 1 Conceptual Framework**

Based on the description and conceptual framework, the following research hypothesis can be formulated:

Hypothesis 1 : Price influence the decision to purchase cabbage in Wuasa Village North Lore District

Hypothesis 2 : Quality influences the decision to purchase cabbage in Wuasa Village North Lore District

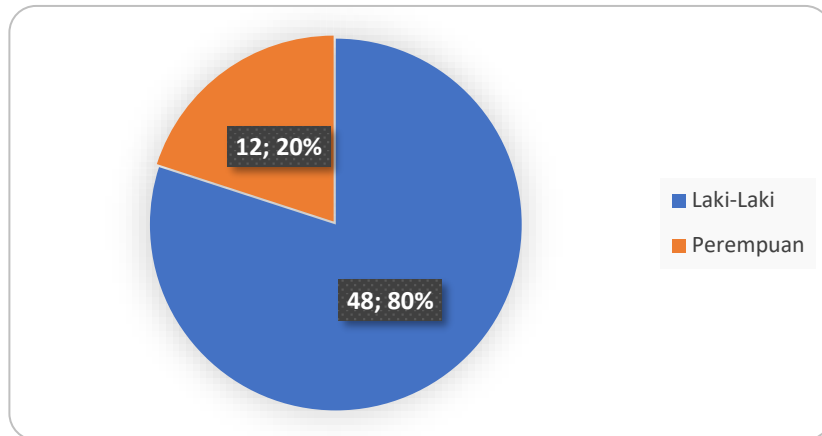
## RESEARCH METHOD

This research is associative descriptive research, data collection was carried out using a questionnaire. The population in this study were cabbage buyers in Wuasa Village, North Lore District, the exact number of which is not known. The sample was taken based on Roscoe's quoted opinion Sugiyono (2020) as follows: data analysis in this research was carried out using multiple regression analysis with a minimum number of sample members 10 times the number of variables studied, 60 people as respondents.

## RESULTS AND DISCUSSION

### Respondent Characteristics

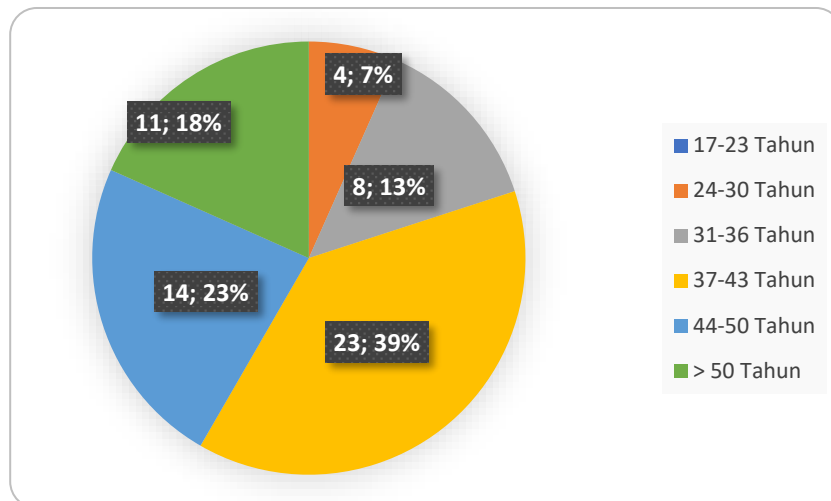
Based on the results of descriptive analysis, the characteristics of respondents based on gender can be identified. 48.80 percent of the respondents were male, and 12.20 percent of the respondents were female. The characteristics of respondents based on gender can be seen in Figure 2.



Source: Reprocessed Primary Data

**Figure 2 Characteristics of Respondents Based on Gender**

Based on the results of the responses of 60 respondents selected as samples in this study, it can be seen that in terms of age, respondents who bought a Honda can be seen in Figure 3 below.

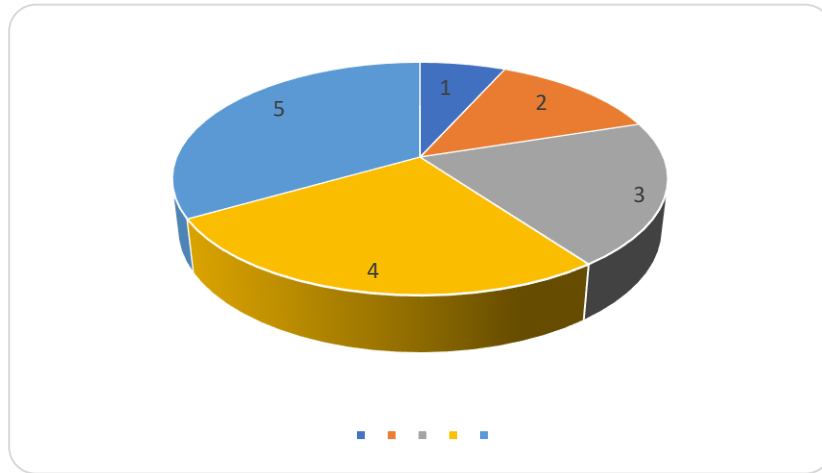


Source: Reprocessed Primary Data

**Figure 3 Characteristics of Respondents Based on Age**

Figure 3 shows that respondents aged 24-30 years were 4 people or 7%, aged 31-36 years were 8 people or 13%, aged 37-43 years were 23 people or 39%, aged 44-50 years as many as 14 people or 23% and aged over 50 years as many as 11 people or 18%.

Based on the results of the responses of 60 respondents selected as samples in this research, it can be seen that the respondent's education is in Figure 4. Data in Figure 3 show that The education level of respondents varies as follows. There were 6 respondents with a bachelor's education level, 23 respondents with a high school education level, 14 respondents with a junior high school education level, 12 respondents with an elementary school education level, and 5 respondents with an education level who had not completed elementary school.



Source: Reprocessed Primary Data

**Figure 4 Characteristics of Respondents Based on Education**

**Results of Multiple Linear Regression Analysis**

In this research, hypothesis testing was carried out using multiple linear regression analysis tools. Where multiple linear regression analysis is used to find out how the dependent variable can be predicted using two or more independent variables as predictor factors. This research tries to see how much influence the price and product quality variables have on purchasing decisions. The results of testing the influence of product price and quality on purchasing decisions can be seen in Table 1 below.

**Table 1 Results of Multiple Linear Regression Analysis**

No	Independent Variable	Dependent Variable Y = Purchase decision			Information
		Regression Coefficients	t-count (t-test)	Sig t	
1.	Constant	0.066			
2.	Price (X1)	0.282	2,057	0,000	Significant
3.	Product quality (X2)	0.423	3,086	0,000	Significant
	<i>Multiple R</i>	0.648		Sig. F	0.000
	<i>R. Square</i>	0.420			
	<i>Adjusted R. Square</i>	0.399			
	$\alpha$	0.050			

Source: Results of statistical testing of research variables

Based on the results of statistical testing in Table 1, the regression equation in this study is as follows:

$$Y = 0.066 + 0.282X1 + 0.423X2$$

The equation above explains the influence of the independent variables, namely price and product quality, on the dependent variable, namely purchasing decisions.

- a. The constant value of a is 0.066 indicating the purchasing decision value if the independent variables, namely price and product quality, are constant. This means that if it is assumed that the price and quality of the product do not change/constant (X=0) then the purchasing decision is 0.066.

- b. The regression coefficient  $b_1$  value of 0.282 indicates that if the price increases by one unit, purchasing decisions will increase by 0.282.
- c. The regression coefficient value  $b_2$  is 0.423, indicating that if product quality increases by 1 unit, purchasing decisions will increase by 0.423.

To determine the level of closeness of the relationship between the two independent variables studied on purchasing decisions, it can be seen from the correlation coefficient (Multiple R), which is 0.648. If this value is confirmed using the correlation coefficient interpretation guide, it appears that this value indicates that product price and quality have a strong relationship with purchasing decisions.

## **DISCUSSION / DISCUSSION**

### **The Influence of Price on the Decision to Purchase Cabbage in Wuasa Village, North Lore District, Poso Regency**

The research results show that price has a positive effect on purchasing decisions. This is because according to several consumers the price of cabbage in Wuasa Village is cheaper than in traditional markets. Most of the respondents who bought cabbage in Wuasa Village were traders who would resell the vegetables at traditional markets in Palu City and its surroundings. These results are consistent with the research results (Hariadi et al., 2021) and (Cypert et al., 2019), states that the price variable has a positive effect on purchasing decisions.

### **The Influence of Product Quality on the Decision to Purchase Cabbage in Wuasa Village, North Lore District, Poso Regency**

The research results show that product quality has a positive effect on purchasing decisions. This shows that the respondent's assessment of the high quality of cabbage causes high purchases of cabbage. This is in accordance with Kotler and Keller's theory in Iwan Sahara & Adi Prakoso (2020), which states that the higher the quality of a product, the higher the satisfaction and consumer purchase demand for that product. Consumers think that the quality of cabbage vegetables sold in Wuasa Village is good. These results are supported by research results (Hariadi et al., 2021) and (Cypert et al., 2019), states that the product quality variable has a positive and significant effect on purchasing decisions. A purchasing decision will never be reached if it is not supported by a good product.

## **CONCLUSION**

Based on the analysis and discussion of the results of hypothesis testing that has been carried out, it can be concluded that price and product quality have a positive influence together on the decision to purchase cabbage in Wuasa Village, North Lore District, Poso Regency. Price has a positive influence on the decision to purchase cabbage in Wuasa Village, North Lore District, Poso Regency. Product quality has a positive influence on the decision to purchase cabbage in Wuasa Village, North Lore District, Poso Regency. Traders should always pay attention to the quality and price of cabbage offered to consumers.

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