IDSCIPUB
Indonesian Scientific Publication

The Influence of Price and Product Quality on Purchasing Decisions (Case Study of Eld Store Online Business)

Hamim Al Ayubi[1], Sukarni Novita Sari[2]
Stiami Institute of Social Sciences and Management[12]
correspondent : novitasarisukarni@gmail.com[2]

ABSTRACT: The purpose of this study was to find out and analyze the effect price and product quality on purchasing decisions. The study used a quanttative method ith a population of 19,400 samples before then 100 samples were obtained. The research results showed that on the atitude variable, the tcount value 9495 > the table value 1.984, then the attitude variable is declared to have a positive effect. So it can be concluded that the hypothesis that price affects purchasing decisions is accepted. The count value 6 270 > the table value 1.984, therefore, based on he calculation results, & can be concluded that the hypothesis that product quality affects purchasing decisions is acoepted. Simutaneous test (F-test) that was carried out resulted in Fcount of 44,709 which means that the independent variable has a signifcant relationship to the dependent variable, with a signicance value of o.000. So, the hypothesis that the price and product qualty atfect purchasing decisions is accepted. There is a signficant effect of the price and product quality variables on purchasing decisions by 48% on the other hand, 52% of purchasing decisions are influenced by other factors.

Keywords: Price, Product Quality, Purchasing Decisions.

INTRODUCTION

Increasingly elusive technological advances make advertisers or marketers take advantage of the need to promote workers and products to showcase their goods and reach as many customers as possible via the internet. Business contests are getting higher with the presence of the internet. The internet has greatly influenced the business world, one of which is using the internet as a forum for online trading.

One of the well-known and very potential internet-based commerce is an internet-based shop or online shop. Online Shop is a process of buying and selling services and products from sellers to consumers, where sellers and consumers have never met face to face, where the merchandise offered is presented through displays with images on a site or e-commerce. Buyers can choose the items needed to make payment to the seller through a transaction tool that has been agreed upon by both parties involved. After the payment or settlement process is complete, the seller is obliged to send the buyer's ordered product to the destination location.

It can be concluded that one of the marketing elements is price which regulates the specificity of a product and the placement of the value or brand of a product being offered.

Price is an important factor in sales. Many companies go bankrupt because they set prices that are not suitable for the market. The price set must be in accordance with the consumer's economy, so that consumers can buy the goods, while for consumers the price is a consideration in making purchasing decisions because the price of a product influences consumers' perceptions of the product(Ryoo & Kim, 2023; Song et al., 2023). Nadia et al. (2014) stated that price perceptions have a positive and significant effect on customer satisfaction.

Consumers are willing to pay a very expensive selling price for an item if the consumer assumes that the fulfillment of the needs they expect for the item they are going to buy is high. However, if the consumer assumes that satisfaction with an item is of low value, then he will not take the item at a high cost(Borgersen, 2020).

Product quality greatly influences customer satisfaction. Usually, customers tend to choose goods that have affordable prices but have good quality, so that in conditions of very high competition, companies must be able to understand and know the needs and requirements of buyers and improve new innovations to create quality products and take advantage of the advantages they have. is in the products being marketed (Jafarzadeh Ghazi et al., 2023).

According to Kotler and Armstrong (2012: 230) product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied customer needs(Kotler & Armstrong, n.d.). In order to create customer satisfaction, the products offered by the organization must be of high quality. Quality reflects all dimensions of product offerings that produce benefits for customers.

The demand that must be achieved by an industry so that it does not experience failure is to try to acquire and retain consumers. To create this goal, efforts are needed to create and manage the business and administration that buyers need at a reasonable cost. Furthermore, every company must have the option to understand buyer behavior in the target market, because the existence of a company as an association that seeks to achieve the needs and desires of buyers is very dependent on buyer behavior.

As technology develops, consumers now prefer purchasing decisions in shopping in a more practical way without having to leave the house or even without waiting in line. Consumers can shop more easily with online shops. All products and product information are available without having to visit the shop directly(Fisher, 2023).

Purchasing decisions are defined as the stage in the purchasing decision making process where consumers actually buy. Decision making is an individual activity directly involved in obtaining and using the goods offered. Purchasing decisions are the actions of consumers whether they want to buy or not a product(Liu et al., 2022).

With current technology, we can find various products on the web or e-commerce without going to the store, including food, clothing and household products which we can now find on the web or e-commerce. This change is driven by the high demand for human needs, especially people in large urban areas tend to have different and higher needs with limited shopping time, online shopping has become another option as an alternative(Anwar, 2015). This shows that the public is a group of consumers who use the web office to shop online.

One way to measure whether service quality is good or not is by knowing the level of customer satisfaction. Customer satisfaction is an emotional response in evaluating the customer's experience in using the services provided.

During the time the author made observations or observations in the online shop eld store business, it turned out that there were still many obstacles and problems experienced in each service, resulting in problems in product sales.

Number of customers at the Eld Store online shop business
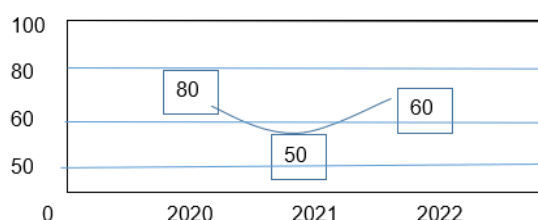
Source: From online business Eld store
(Data obtained by the author, February 2022)

If you look at product sales over the last 2-3 years, the data obtained by the author shows a decrease in the number of customers buying products outside the Eld Store, in 2020 there were 100 customers who decided to purchase at the Eld Store. Furthermore, in 2021 there was a decrease to 80 customers, there were complaints about product quality is lacking and purchasing decisions have decreased(Izadkhasti, 2023; Wang et al., 2021; Wu et al., 2023). And in 2022 the number of customers who decide to purchase at the Eld Store will increase to 60 customers, due to the return of positive value and good responses from customers, but not as many as in 2020.

The scope of this research focuses on the problem under study, namely only the influence of price and product quality on purchasing decisions at Eld Store Online Business.

Based on the background above, the problem in this research can be formulated:

1) How big is the influence of price on purchasing decisions in the Eld Store online business?
2) How big is the influence of product quality on purchasing decisions in online store businesses?
3) How big is the influence of purchasing decisions on online store businesses?

Objectives are very important in research so that with research objectives you will be able to work in a directed manner both in searching for data and solving problems. The objectives of the research are:

1) To find out how much influence price has on purchasing decisions in online store businesses
2) To find out how much influence product quality has on purchasing decisions in online store businesses
3) To find out how much influence purchasing decisions have on the online store business

Price

According to Kotler and Keller, 2012:26 in Gain et al, 2017:144 Price is the amount of money or goods needed to get a combination of other goods accompanied by the provision of services.

Product quality

According to Astuti and Abdullah, 2017:16 Product quality is the product's ability to carry out its duties which includes durability, reliability or progress, strength, ease of packaging and product repair and other characteristics(Abdullah & Astuti, 2017; Louis et al., 2023; Yue & Xu, 2023).

Dimensions of product quality according to Mullins et al. in (Saidani & Arifin, 2012) consists of(Saidani et al., 2013):

a. Performance (performance)
b. Durability (endurance)
c. Features
d. Reliability (reliability)
e. Aesthetics(estetika),
f. Perceived quality (impression of quality)

Purchase Decision

According to (Kirana & Permatasari, 2019: 10) purchasing decisions are more determined by consumers' perceptions of product quality, money and business, as well as considering other people's interests, and also considering the abilities and difficulties faced by consumers.

Indicators in this research according to Kotler and Keller (2016:223):

1) Stability
2) Habit
3) Recommendation
4) Repeat purchase

METHOD

This type of research is quantitative research, describing the current state of the subject or object of research based on visible or real facts, and this research also uses a correlational type of research.

The technique in research is the sampling technique:

1) Population

Population is a generalized area consisting of objects or subjects that have qualities and characteristics that have been determined and studied further and conclusions will be drawn (Silaen, 2013: 87) The population in this study are buyers who decided to purchase at the eld store as many as 60 customers in the year 2022 as of February.

2) Sample

In this study, researchers selected all employees and customers in the Online Eld Store business population. In this research the author took samples from store owners, employees and also customers for the entire sample.

Based on the sample calculation above, the sample needed in this research is 100 people who buy products sold by Eld Store.

Sampling technique

This is often done when the population is relatively small, less than 20 people. Another term for a saturated sample is a census, where all members of the population are sampled. Based on this sampling technique, 30 respondents were obtained who provided primary data or questionnaires and this data will be analyzed further in the next chapter.

RESULT AND DISCUSSION

Data analysis

a. Descriptive price (X1)

In this research, the answer to each variable aims to get a picture of the respondents in this research, specifically regarding the research variables used in this research using an analysis technique, namely by multiplying the total weight of the Likert scale by the number of respondents who have a certain answer category for each valid question item, The results are added up and the totals for all respondents are compared, then compared with the interval scale stated in the research methodology chapter so that conclusions can be drawn.

1. Affordability

The assessment of the price variable (X1) from the respondent's price affordability dimension is as follows:

Table 1 Eld Store product prices are affordable

X1.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Simply Agree	24	24,0	24,0	24,0
	Strongly agree	29	29,0	29,0	53,0
	Agree	31	31,0	31,0	84,0
	Don't agree	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

Source: 2022 Data Processing and Research Results

From the table, 29 people said "Strongly Agree", 31 people said "Agree", then 24 people said "Somewhat Agree" and 16 people said "Disagree".

Table 2 Prices vary according to product size

X1.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Simply Agree	37	37,0	37,0	37,0
	Strongly agree	15	15,0	15,0	52,0
	Agree	28	28,0	28,0	80,0
	Don't agree	20	20,0	20,0	100,0
	Total	100	100,0	100,0	

Source: 2022 Data Processing and Research Results

From the table, 15 people said "Strongly Agree", 28 people said "Agree", then 37 people said "Somewhat Agree" and 20 people said "Disagree".

2. Price conformity with product quality
The assessment of the price variable (X1) from the respondent's price suitability dimension is as follows:

Table 3 Eld Store product prices according to quality

X1.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Simply Agree	26	26,0	26,0	26,0
	Strongly agree	23	23,0	23,0	49,0
	Agree	29	29,0	29,0	78,0
	Don't agree	22	22,0	22,0	100,0
	Total	100	100,0	100,0	

Source: 2022 Data Processing and Research Results

From the table, 23 people said "Strongly Agree", 29 people said "Agree", then 26 people said "Somewhat Agree" and 22 people said "Disagree".

Table 4 Eld Store product prices according to the desired results

X1.4				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Simply Agree	19	19,0	19,0	19,0
	Strongly agree	23	23,0	23,0	42,0
	Agree	37	37,0	37,0	79,0
	Don't agree	21	21,0	21,0	100,0
	Total	100	100,0	100,0	

Source: 2022 Data Processing and Research Results

From this table, 23 people said "Strongly Agree", 37 people said "Agree", then 19 people said "Somewhat Agree" and 21 people said "Disagree".

3) Price match with product benefits

The assessment of the price variable (X1) from the respondent's price suitability dimension is as follows:

Table 5 Prices for Eld Store products according to the benefits I feel

X1.5				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Simply Agree	17	17,0	17,0	17,0
	Strongly agree	20	20,0	20,0	37,0
	Agree	34	34,0	34,0	71,0
	Don't agree	29	29,0	29,0	100,0
	Total	100	100,0	100,0	

Source: 2022 Data Processing and Research Results

From the table, there were 20 respondents who answered "Strongly Agree", 34 people said "Agree", and then those who said "Somewhat Agree" were

17 people and 29 people who said "Disagree".

Table 6 Prices for Eld products have good benefits

		Frequency	Percent	Valid Percent	Cumulative Percent
X1.6					
Valid	Simply Agree	23	23,0	23,0	23,0
	Strongly agree	19	19,0	19,0	42,0
	Agree	35	35,0	35,0	77,0
	Don't agree	23	23,0	23,0	100,0
	Total	100	100,0	100,0	

Source: 2022 Data Processing and Research Results

From the table, 19 people said "Strongly Agree", 35 people said "Agree", then 23 people said "Somewhat Agree" and 23 people said "Disagree".

Table 7 Recapitulation of price variables (X1)

No.	Indicator	Mark	Category
1	Product price*Eld Store* affordable	3,73	**Good**
2	Prices vary according to product size	3,38	**Good**
3	Product price*Eld Store* according to quality	3,53	**Good**
4	Product price*Eld Store* according to the desired results	3,62	**Good**
5	Product price*Eld Store* according to the benefits I feel	3,45	**Good**
6	Product price*Eld* has good benefits	3,5	**Good**
	Total value	21,21	
	Average = Total Value: Number of Statements		
	21.21 : 6 = 3.53(Good)		

Based on Table 7 above, it is known that the recapitulation results of respondents' responses to Purchasing Decisions are 3.53 which is in the Good category.

b. Descriptive product quality variables (X2)
1) Descriptive Product quality (X2)

In this research, the answer to each variable aims to get a picture of the respondents in this research, specifically regarding the research variables used in this research using an analysis technique, namely by multiplying the total weight of the Likert scale by the number of respondents who have a certain answer category for each valid question item, The results are added up and the totals for all respondents are compared, then compared with the interval scale stated in the research methodology chapter so that conclusions can be drawn.

- Performance

The assessment of the product quality variable (X2) from the performance dimension of the respondents' values is as follows:

Table 8 Eld Store product quality can provide comfort in daily use

X2.1				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Simply Agree	27	27,0	27,0	27,0
	Strongly agree	29	29,0	29,0	56,0
	Agree	26	26,0	26,0	82,0
	Don't agree	18	18,0	18,0	100,0
	Total	100	100,0	100,0	

Source: 2022 Data Processing and Research Results

From this table, 29 people said "Strongly Agree", 26 people said "Agree", then 27 people said "Somewhat Agree" and 18 people said "Disagree".

Table 9: The quality of Eld Store products can increase my trust:

X2.2				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Simply Agree	20	20,0	20,0	20,0
	Strongly agree	22	22,0	22,0	42,0
	Agree	30	30,0	30,0	72,0
	Don't agree	28	28,0	28,0	100,0
	Total	100	100,0	100,0	

Source: 2022 Data Processing and Research Results

From the table, 22 people said "Strongly Agree", 30 people said "Agree", then 20 people said "Somewhat Agree" and 28 people said "Disagree".

- Durability

The assessment of the Product Quality variable (X2) from the Durability dimension of respondents' values is as follows:

Table 10 In my opinion, the quality of Eld Store products has good material strength

X2.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Simply Agree	19	19,0	19,0	19,0
	Strongly agree	29	29,0	29,0	48,0
	Agree	30	30,0	30,0	78,0
	Don't agree	22	22,0	22,0	100,0
	Total	100	100,0	100,0	

Source: 2022 Data Processing and Research Results

From this table, 29 people said "Strongly Agree", 30 people said "Agree", then 19 people said "Somewhat Agree" and 22 people said "Disagree".

Table 11 In my opinion, the quality of Eld Store products has a durability of up to 1 year of use

X2.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Simply Agree	22	22,0	22,0	22,0
	Strongly agree	22	22,0	22,0	44,0
	Agree	31	31,0	31,0	75,0
	Don't agree	25	25,0	25,0	100,0
	Total	100	100,0	100,0	

Source: 2022 Data Processing and Research Results

From this table, 22 people said "Strongly Agree", 31 people said "Agree", then 22 people said "Somewhat Agree" and 25 people said "Disagree".

● Feature

The assessment of the Product Quality variable (X2) from the Feature dimension of respondents' values is as follows:

Table 12 Eld Store product quality has quite superior features

X2.4				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Simply Agree	32	32,0	32,0	32,0
	Strongly agree	25	25,0	25,0	57,0
	Agree	24	24,0	24,0	81,0
	Don't agree	19	19,0	19,0	100,0
	Total	100	100,0	100,0	

Source: 2022 Data Processing and Research Results

From this table, 25 people said "Strongly Agree", 24 people said "Agree", then 32 people said "Somewhat Agree" and 19 people said "Disagree".

Table 13 Eld Store product quality features soft materials

X2.6				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Simply Agree	33	33,0	33,0	33,0
	Strongly agree	22	22,0	22,0	55,0
	Agree	23	23,0	23,0	78,0
	Don't agree	22	22,0	22,0	100,0
	Total	100	100,0	100,0	

Source: 2022 Data Processing and Research Results

From the table, 22 people said "Strongly Agree", 23 people said "Agree", then 33 people said "Somewhat Agree" and 22 people said "Disagree".

● Aesthetics

The assessment of the Product Quality variable (X2) from the Aesthetic dimension of the respondents' values is as follows:

Table 14 Eld Store product quality has innovative beautiful colors

X2.7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Simply Agree	24	24,0	24,0	24,0
	Strongly agree	25	25,0	25,0	49,0
	Agree	27	27,0	27,0	76,0
	Don't agree	24	24,0	24,0	100,0
	Total	100	100,0	100,0	

Source: 2022 Data Processing and Research Results

From this table, 25 people said "Strongly Agree", 27 people said "Agree", then 24 people said "Somewhat Agree" and 24 people said "Disagree".

Table 15 In my opinion, Eld Store products have a simple design appearance

X2.8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cukup Setuju	32	32,0	32,0	32,0
	Sangat Setuju	22	22,0	22,0	54,0
	Setuju	28	28,0	28,0	82,0
	Tidak Setuju	18	18,0	18,0	100,0
	Total	100	100,0	100,0	

Source: 2022 Data Processing and Research Results

From the table, 22 people said "Strongly Agree", 28 people said "Agree", then 32 people said "Somewhat Agree" and 18 people said "Disagree".

● Quality Impression

The assessment of the Product Quality variable (X2) from the Quality Impression dimension of respondents' values is as follows:

Table 16 Eld Store brand products are quite well known among young people

					Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Simply Agree	37	37,0	37,0	37,0
	Strongly agree	23	23,0	23,0	60,0
	Agree	22	22,0	22,0	82,0
	Don't agree	18	18,0	18,0	100,0
	Total	100	100,0	100,0	

(X2.9)

Source: 2022 Data Processing and Research Results

From the table, 23 people said "Strongly Agree", 22 people said "Agree", then 37 people said "Somewhat Agree" and 18 people said "Disagree".

Table 17 Product Quality Eld Store has high competitiveness

					Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Simply Agree	30	30,0	30,0	30,0
	Strongly agree	28	28,0	28,0	58,0
	Agree	20	20,0	20,0	20,0
	Don't agree	22	22,0	22,0	100,0
	Total	100	100,0	100,0	

(X2.9)

From the table, 28 people said "Strongly Agree", 20 people said "Agree", then 30 people said "Somewhat Agree" and 22 people said "Disagree".

Table 18 Recapitulation of Product Quality Variables (X2)

No.	Indicator	Mark	Category i
1	Product quality*Eld Store* can provide comfort in daily use	3,66	Good
2	Product quality*Eld Store* can increase my confidence	3,46	Good
3.	In my opinion, the quality of Eld Store products has good material strength	3,66	Good
4.	In my opinion, the quality of Eld Store products is durable for up to 1 year of use	3,5	Good

5.	The quality of Eld Store products has quite superior features	**3,55**	**Good**
6.	The quality of Eld Store products features soft materials	**3,45**	**Good**
7.	The quality of Eld Store products has innovative, beautiful colors	**3,53**	**Good**
8.	In my opinion, Eld Store products have a simple design appearance	**3,54**	**Good**
9.	Eld Store brand products are quite well known among young people	**3,5**	**Good**
10.	Eld Store product quality has high competitiveness	**3,54**	**Good**
Total value		**35,39**	
Average = Total Value: Number of Statements			
35.39 : 6 = 3.53 (Good)			

Based on Table 18 above, it is known that the recapitulation of respondents' responses to Product Quality is 3.53, which is in the Good category.

c. Descriptive Purchase Decision variable (Y)
   a) Descriptive Purchase decision (Y)

In this study, the answer to each variable aims to get a picture of the respondents in this study, specifically regarding the research variables used in this study using an analysis technique, namely by multiplying the total weight of the Likert scale by the number of respondents who have a certain answer category for each valid question item, The results are added up and the totals for all respondents are compared, then compared with the interval scale stated in the research methodology chapter so that conclusions can be drawn.

   1. **Product Selection**
   The assessment of the Purchase decision variable (Y) from the Product Choice dimension of respondents' values is as follows:

Table 19 I buy Eld Store products based on my needs

Y.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Simply Agree	15	15,0	15,0	15,0
	Strongly agree	36	36,0	36,0	51,0
	Agree	44	44,0	44,0	95,0
	Don't agree	5	5,0	5,0	100,0

	Total	100	100,0	100,0	

Source: 2022 Data Processing and Research Results

From the table, 36 people said "Strongly Agree", 44 people said "Agree", then 15 people said "Somewhat Agree" and 5 people said "Disagree".

Table 20 I buy Eld Store products because they have a variety of product variants

Y.2				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Simply Agree	13	13,0	13,0	13,0
	Strongly agree	27	27,0	27,0	40,0
	Agree	50	50,0	50,0	90,0
	Don't agree	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

Source: 2022 Data Processing and Research Results

From the table, 27 people said "Strongly Agree", 50 people said "Agree", then 13 people said "Somewhat Agree" and 10 people said "Disagree".

2. Brand Choice

The assessment of the Purchase Decision variable (Y) from the respondent's brand choice dimension is as follows:

Table 21 The choice of Eld Store brand made me decide to purchase

Y.3				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Simply Agree	9	9,0	9,0	9,0
	Strongly agree	32	32,0	32,0	41,0
	Agree	46	46,0	46,0	87,0
	Don't agree	13	13,0	13,0	100,0
	Total	100	100,0	100,0	

Source: 2022 Data Processing and Research Results

From the table, 32 people said "Strongly Agree", 46 people said "Agree", then 9 people said "Somewhat Agree" and 13 people said "Disagree".

Table 22 I am interested in buying Eld Store products because they are already well-known among young people

		Frequency	Percent	Valid Percent	Cumulative Percent
	Y.4				
Valid	Simply Agree	18	18,0	18,0	18,0
	Strongly agree	20	20,0	20,0	38,0
	Agree	53	53,0	53,0	91,0
	Don't agree	9	9,0	9,0	100,0
	Total	100	100,0	100,0	

Source: 2022 Data Processing and Research Results

From the table, 20 people said "Strongly Agree", 53 people said "Agree", then 18 people said "Somewhat Agree" and 9 people said "Disagree".

3. Dealer Choice

The assessment of the Purchase Decision variable (Y) from the Respondent's Choice Dimension is as follows:

Table 23 I am looking for information about Eld Store products from the Online Shop website

		Frequency	Percent	Valid Percent	Cumulative Percent
	Y.5				
Valid	Simply Agree	11	11,0	11,0	11,0
	Strongly agree	26	26,0	26,0	37,0
	Agree	47	47,0	47,0	84,0
	Don't agree	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

Source: 2022 Data Processing and Research Results

From the table, 26 people said "Strongly Agree", 47 people said "Agree", then 11 people said "Somewhat Agree" and 16 people said "Disagree".

Table 24 I seek information before giving Eld Store products from personal experience and other people

		Frequency	Percent	Valid Percent	Cumulative Percent
	Y.6				
Valid	Simply Agree	15	15,0	15,0	15,0
	Strongly agree	48	48,0	48,0	63,0
	Agree	32	32,0	32,0	95,0
	Don't agree	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

Source: 2022 Data Processing and Research Results

From this table, 48 people said "Strongly Agree", 32 people said "Agree", then 15 people said "Somewhat Agree" and 5 people said "Disagree".

4. Purchase Time

The assessment of the Purchase Decision variable (Y) from the respondent's purchase time dimension is as follows:

Table 25 I always repurchase Eld Store products

		Frequency	Percent	Valid Percent	Cumulative Percent
	Y.7				
Valid	Simply Agree	17	17,0	17,0	17,0
	Strongly agree	31	31,0	31,0	48,0
	Agree	42	42,0	42,0	90,0
	Don't agree	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

Source: 2022 Data Processing and Research Results

From this table, 31 people said "Strongly Agree", 42 people said "Agree", then 17 people said "Somewhat Agree" and 10 people said "Disagree".

Table 26 I decided to buy Eld Store products based on appropriate expectations

		Frequency	Percent	Valid Percent	Cumulative Percent
	Y.8				
Valid	Simply Agree	11	11,0	11,0	11,0
	Strongly agree	48	48,0	48,0	59,0
	Agree	28	28,0	28,0	87,0
	Don't agree	13	13,0	13,0	100,0
	Total	100	100,0	100,0	

Source: 2022 Data Processing and Research Results

From the table, 48 people said "Strongly Agree", 28 people said "Agree", 11 people said "Somewhat Agree" and 13 people said "Disagree".

5. Total Purchases

The assessment of the variable Number of Purchases (Y) from the Impression of Quality dimension of respondents' values is as follows:

Table 27 I am willing to recommend information to relatives to buy at Eld Store

					Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Simply Agree	44	44,0	44,0	44,0
	Strongly agree	22	22,0	22,0	66,0
	Agree	18	18,0	18,0	84,0
	Don't agree	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

Table header: Y.9

Source: 2022 Data Processing and Research Results

From the table, 22 people said "Strongly Agree", 18 people said "Agree", then 44 people said "Somewhat Agree" and 16 people said "Disagree".

Table 28 I bought different Eld Store products

					Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Simply Agree	20	20,0	20,0	20,0
	Strongly agree	14	14,0	14,0	34,0
	Agree	38	38,0	38,0	72,0
	Don't agree	28	28,0	28,0	100,0
	Total	100	100,0	100,0	

Table header: Y.10

From the table, 14 people said "Strongly Agree", 38 people said "Agree", then 20 people said "Somewhat Agree" and 28 people said "Disagree".

Table 29 Recapitulation of Purchasing Decision Variables (Y)

No.	Indicator	Mark	Category
1	I bought a productEld Store based on needs	4,11	Good
2	I bought a productEld Store because it has a diversity of product variants	3,94	Good
3	Brand choiceEld Store made me decide to purchase	3,97	Good

4	I am interested in buying the productEld Store because it is already famous among young people	**3,84**	**Good**
5	I am looking for information about the product Eld Store from the websiteOnline Shop	**3,83**	**Good**
6	I look for information before giving a productEld Store from personal experience and others	**4,23**	**Very good**
7.	I always repurchase Eld Store products	**3,94**	**Good**
8.	I decided to buy Eld Store products based on appropriate expectations	**4,11**	**Good**
9.	I am willing to recommend information to relatives to buy at Eld Store	**3,46**	**Good**
10.	I buy different Eld Store products	**3,38**	**Good**
Total value		**38,81**	
Average = Total Value: Number of Statements			
3.88 = 3.88 (Good)			

Based on Table 4.33 above, it is known that the recapitulation results of respondents' responses to purchasing interest were 3.88, which is in the Good category.

4. Validity test

Validity analysis aims to test whether each question item is truly valid, at least we can determine a high degree of closeness of the data obtained to what we believe in the measurement. The focus is to look at the r results for each item (variable) in the calculated r column.

Table 30 Validity test results

No	Question	R count	R table	information
1	Product price*Eld Store* affordable	0,662	0,196	valid
2	Prices vary according to product size	0,749	0,196	valid
3	Product price*Eld Store* in accordance with quality	0,694	0,196	valid
4	Product price*Eld Store* according to the desired results	0,701	0,196	valid
5	Product price*Eld Store* according to the benefits I feel	0,747	0,196	valid

6	Product price*Eld* has good benefits	0,775	0,196	valid

Table 30 shows that all price variable question items (X1) have a value of rcount > rtable, which means that all of these question items are suitable for use in subsequent research.

Table 31 Product Quality Validity Test

No	Question	R count	R table	information
1	The quality of Eld Store products can provide comfort in everyday development	0,598	0,196	valid
2.	The quality of Eld Store products can increase my trust	0,618	0,196	valid
3.	In my opinion, the quality of Eld Store products is durable for up to 1 year of use	0,671	0,196	valid
4.	The quality of Eld Store products has quite superior features	0,631	0,196	valid
5.	Eld product quality Store features soft materials	0,607	0,196	valid
6.	The quality of Eld Store products has beautiful colors which is innovative	0,655	0,196	valid
7.	I think Eld Store products have a look simple design	0,699	0,196	valid
8.	Eld Store brand products are quite well known among people young adult	0,699	0,196	valid
9.	Product Quality Eld Store has high competitiveness	0,610	0,196	valid
10.	In my opinion, the quality of Eld Store products is durable for up to 1 year of use	0,671	0,196	valid

Table 31 shows that all question items for the product quality variable (X2) have a value of rcount> rtable, which means that all question items are suitable for use in subsequent research.

Table 32 Validity test results of purchasing decisions

No	Question	R count	R table	information
1	I am buy product *Eld Store* based on needs	0,694	0,196	valid
2	I bought a product*Eld Store* because it has a diversity of product variants	0,835	0,196	valid
3	Brand choice*Eld Store* Make I decided to purchase	0,825	0,196	valid
4	I am interested in buying the product*Eld Store* because it has channeled among young people	0,560	0,196	valid
5	I am looking for information about the product*Eld Store* from the website*Online Shop*	0,623	0,196	valid
6	I look for information before giving a product*Eld Store* from personal experiences and those of others	0,708	0,196	valid
7	I always make purchases repeat Return product *Eld Store*	0,833	0,196	valid
8	I decided to buy the product*Eld Store* based on appropriate expectations	0,812	0,196	valid
9	I am ready recommend information to relatives to buy Eld Store	0,376	0,196	valid
10.	I am buy product *Eld Store* which are different	0,523	0,196	valid

Table 32 shows that all questions on the Purchase Decision variable (Y) have a value of rcount> rtable, which means that all of these question items are suitable for use in subsequent research.

4. Reliability Test

The results of the reliability test are to find out whether the answers to the respondents' questions are reliable (reliable or not. The reliability test method is said to be reliable if the Croanbach's Alpha value is >0.6

Table 33 Reliability test results

Variable	*Croanbachs Alpha*	information
Price	0,815	Reliable
Product quality	0,851	Reliable
Purchase decision	0,867	Reliable

Based on the table above, Croanbach's Alpha price is 0.815, product quality is 0.851 and purchasing decisions are 0.867 and all variables are greater than 0.6, which means it can be said to be reliable.

5. Multiple Regression Analysis

Table 34 Results of Multiple Linear Regression Analysis

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Say.	Tolerance	VIF
1	(Constant)	17,844	2,472		7,219	,000		
	Price	,938	,156	,667	6,003	,000	,434	2,302
	Product quality	,030	,100	,033	,301	,764	,434	2,302

a. Dependent Variable: Purchase Decision

Table 34 above means the regression model can be written with the following regression equation:

Y = 17.844+0.938X1+0.030X2

Based on this output coefficient, the hypothesis will be partially proven, the resulting beta effect, and the formation of the regression equation. The linear regression equation in this research can be formed from the Coefficient results in the Standardized Coefficients column as follows: The results of the Multiple Linear Regression test show that:

a. The constant value shows a value of 17.844, meaning that if the independent (free) variable value is zero then the dependent (bound) variable value is 17.844.
b. The value of the price variable (X1) on Purchasing Decisions is 0.938 and is positive so that if the Purchasing Decision increases by one value, the price will increase by 0.938.
c. The value of the product quality variable (X2) on Purchasing Decisions is 0.030 and has a positive value so that if Purchasing Decisions increase by one value, Product Quality will increase by 0.030.

6. correlation coefficient

Table 35 Correlation Coefficient

Correlations

			Price	Product quality	Purchase Decision
Spearman's rho	Price	Correlation Coefficient	1,000	,751**	,612**
		Say. (2-tailed)	.	,000	,000
		N	100	100	100
	Product quality	Correlation Coefficient	,751**	1,000	,486**
		Say. (2-tailed)	,000	.	,000
		N	100	100	100
	Purchase Decision	Correlation Coefficient	,612**	,486**	1,000
		Say. (2-tailed)	,000	,000	.
		N	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

From the table above it can be concluded that there is a significant correlation between the variables that are linked because the sig value is 0.000 <0.05, the criterion for price on purchasing decisions is 0.612 with a high correlation, while product quality on purchasing decisions is 0.751 with a high correlation.

7. Hypothesis testing
1) Partial Significant Test (t-test)

The partial significant test is carried out to see how much the independent variables in the regression model influence the independent variables. In this research, the t-test was carried out to see whether the Compensation and Competency variables had a significant effect on the job satisfaction variable.

Table 36 Partial Significance Test Results (t Test)

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Say.
1	(Constant)	18,162	2,224		8,167	,000
	Price	,974	,103	,692	9,495	,000

a. Dependent Variable: Purchase Decision

From table 36 it can be concluded that:

I. Hypothesis Testing: It is known that the t table value = 1.984. The price variable has a significant and positive effect on the variable

Purchase decision This can be seen from the significance value of 0.000 which is smaller than 0.05, then the tcount value of 9.495, both of which are positive. Therefore, the hypothesis "price variables have a positive and significant effect on purchasing decisions partially"

Table 37 Results of Partial Significance Test (t Test)

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Say.
1	(Constant)	21,713	2,781		7,809	,000
	Product quality	,483	,077	,535	6,270	,000

a. Dependent Variable: Purchase Decision

II. Hypothesis Testing: Product Quality Variables have an influence on purchasing decisions. This can be seen from the significance value of 0.000 which is smaller than 0.05, then the t value of 6.270 is greater than 1.984 as the t table, it can be interpreted that the second hypothesis is accepted in other words, the hypothesis "Product quality variables have a positive and significant effect on purchasing decisions overall Partial ".

2) Uji Silmutan (Uji-f)

To find out whether an independent variable has a simultaneous effect on the dependent variable, it is necessary to carry out a simultaneous test (f-test).

The following F test results can be seen from the table below:

Table 38 Simultaneous Test Results (F Test)

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	1954,815	2	977,408	44,709	,000b
	Residual	2120,575	97	21,862		
	Total	4075,390	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Quality, Price

Based on the data in the table above, it is known that F table = F(k;n- k)=F(2;97)= 3.09 then it can be seen that the variables price, product quality and have an Fcount of 44.709 which means that the independent variables have a relationship which is significant to the dependent variable. With a significance value of 0.000. Therefore, it can be concluded that the hypothesis "price and product quality variables simultaneously have a positive effect on purchasing decision variables" is acceptable. This is in accordance with the hypothesis acceptance criteria, namely if the significance value is less than the error level (0.05), then H0 is rejected.

3) Determination Coefficient Test (Adjusted R2)

To find out how far a regression model is able to explain variations in the dependent variable, it is necessary to test the coefficient of determination. If the coefficient of determination value approaches one, then the independent variables can be stated to provide almost all the information needed to explain the dependent variable. The closer to number one, the stronger the independent variable influences the dependent variable.

Table 39 Price Determination Coefficient Test on purchasing decisions

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,692a	,479	,474	4,654
a. Predictors: (Constant), Harga				

Based on the table above, these results provide an understanding that the independent variable, namely price, has an influence on the dependent variable, namely purchasing decisions, with a value of 47.9%.

Table 40 coefficient of determination of product quality on purchasing decisions

Model Summary				
Mod el	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,535ª	,286	,279	5,448

a. Predictors: (Constant), Product Quality

Based on the table above, these results provide an understanding that the independent variable, namely product quality, has an influence on the dependent variable, namely purchasing decisions, with a value of 28.6%.

Table 40 coefficient of determination (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,693ª	,480	,469	4,676

a. Predictors: (Constant), Product Quality, Price
b. Dependent Variable: Purchase Decision

Based on table 40, it can be concluded that the price and product quality variables influence the purchasing decision variable by 48.0%. On the other hand, 52.0% of purchasing decisions were influenced by other factors outside this research.

In this research, there were 100 respondents who participated in filling out a questionnaire aimed at analyzing the influence of price and product quality on purchasing decisions at the Eld Store which includes price and product quality on purchasing decisions. Data collection was carried out by distributing questionnaires to customers who purchased products at the ELD Store. After testing the quality of the instrument, the researcher then tested that the data collected was normally distributed. After passing the classical assumption test, the researcher then carried out a hypothesis test and multiple linear analysis with the following conclusions:

1. The influence of price on purchase decisions

Based on the results of the hypothesis test, it was found that attitude partially influences consumer buying interest significantly and positively. This can be seen from the results of the t-test which states that the p-value is smaller than the significance value (0.000 < 0.05). Apart from that, for the attitude variable, the tcount value is 9.495> the ttable value is 1.984, so the attitude variable is declared to have a positive influence. So it can be concluded that the hypothesis formed to analyze the influence of attitude variables on consumer buying interest is acceptable.

The results of this research are in line with Cindy Magdalena Unsrat Journal Vol 2 no1 2021 entitled the influence of price on consumer purchasing decisions at the Pelita Jaya Buyungon Amurang store. Price has a significant effect on purchasing decisions, namely 9,623 or 96.2. This is also in accordance with the significant numbers, so that Ho which states that there is no

significant influence between the price dimension on the purchasing decision variable is rejected, so partially the price dimension has a significant influence on the buyer's decision. For every change in the price indicator (affordable price, price in accordance with the benefits felt by consumers, price competitive with other similar products) will influence the buyer's decision by 9,623, which means the buyer's decision will increase by 9,623.

2. The influence of product quality on purchasing decisions

The results of the hypothesis test state that product quality partially influences purchasing decisions significantly and positively, the significance value of 0.000 is smaller than 0.05, then the ttable value of 1.984 is greater than tcount, namely 6.270> ttable value of 1.984, based on these calculation results it can be concluded that the hypothesis that has been formed can be accepted

The results of this research are in line with Agnes Ligia in the journal of the Faculty of Economics and Business, Department of Management, Sam Ratulangi University, entitled the influence of product quality, price, promotion and location on purchasing decisions. (AnsahArdi, n.d.; SE & P, 2017) . The research results show that Product quality, price, promotion, location have a significant positive effect on consumer purchasing decisions (http://dx.doi.org/10.1037/0021-843X.111.2.110 (Walukow & Mananeke, 2014). Company management should increase promotion of bentenan batik so that it can be better known in local, national and international markets.

3. The influence of price and product quality on purchasing decisions

Based on the results of the regression test above, it shows that price and product quality together (simultaneously) influence purchasing decisions. The simultaneous test (F-test) carried out produces an F value of 44.709, which means that the independent variable has a significant relationship with the dependent variable. With a significance value of 0.000. So, the hypothesis that price and product quality influence purchasing decisions can be accepted (Maharani, 2018). The results of this research are in line with ummu habiba in the journal of the faculty of economics 17 August vol 1 no 1 of 2016 (Habibah, 2016). This research formulates the problem, namely how the influence of product quality and price on purchasing decisions for Wardah cosmetics in the city of Bangkalan Madura simultaneously and partially aims to study, analyze and explain this Abdullah, I., & Astuti, R. (2017).

CONCLUSION

Based on the results of the research and discussion in the previous chapter, namely chapter IV, the following conclusions can be drawn:

1. There is a significant influence of the price variable on purchasing decisions of 47.9%
2. There is a significant influence of product quality variables on purchasing decisions of 28.6%
3. There is a significant influence of price and product quality variables on purchasing decisions by 48%, on the other hand, 52% of purchasing decisions are influenced by other factors.

Based on the research results, the suggestions that the author can give are as follows:

1. From the price variables, Eld Store must vary the prices and adjust the size and benefits for buyers.

2. From the product quality variable, Eld Store sells trustworthy products that last up to 1 year with soft materials and are popular among young people.
3. From the purchasing decision variable, Eld Store must have an interest in the product so that it is easy to find information on goods so that it is easy to recommend and buy again.

REFERENCE

Abdullah, I., & Astuti, R. (2017). The Influence of Product Quality and Promotion on Clothing Purchase Decisions in Micro. *Small and Medium Enterprises. Science Journal*, *16*.

AnsahArdi. (n.d.). The Influence of Product Design and Brand Image on Purchasing Decisions. *Amwaluna Journal*, *L*(2), 181–182.

Anwar, P. M. (2015). *Company Human Resources. Twelfth (Teenager Rosdakarya Bandung*.

Arifin, B. S. and S. (2013). The Influence of Product Quality and Service Quality on Consumer Satisfaction and Purchase Interest at Ranch Market. Indonesian Science Management Research Journal (JRMSI)., vol.3, 01.

Borgersen, T.-A. (2020). Loan-to-value and the price-rent ratio. *Journal of European Real Estate Research*, *13*(2), 149–159. https://doi.org/10.1108/JERER-12-2019-0053

Bowersox, D. (2014). Logistics Management in Logistics Management 1 Integration of Physical Distribution Management Systems and Material Management. Jakarta. P, 326.

Eka Dewi Setia Tarigan SE, M. S. E. P. (2017). The Influence of Packaging and Price on Purchasing Decisions for Mie Sedaap. Journal of Business and Management, 3(1), 57–67.

Fisher, G. (2023). Measuring the Factors Influencing Purchasing Decisions: Evidence From Cursor Tracking and Cognitive Modeling. *Management Science*, *69*(8), 4558–4578. https://doi.org/10.1287/mnsc.2022.4598

Habibah, U. (2016). The Influence of Product Quality and Price on Purchasing Decisions for Wardah Cosmetic Products in Bangkalan City, Madura. *JEB17: Journal of Economics and Business*, *1*, 1.

Izadkhasti, H. (2023). The impact of human capital, institutional quality, and innovation on the regional gross domestic product: panel data approach. *International Journal of Human Capital in Urban Management*, *8*(4), 485–498. https://doi.org/10.22034/IJHCUM.2023.04.04

Jafarzadeh Ghazi, A., Karray, S., & Azad, N. (2023). Price and quality competition while envisioning a quality-related product recall. *European Journal of Operational Research*, *311*(2), 486–501. https://doi.org/10.1016/j.ejor.2023.05.013

Kusumastuti, D. (2013). Public Organization Logistics Management. Jakarta (Open University).

Kotler, P., & Armstrong, G. (n.d.). *Principles Marketing*.

Liu, X., Luo, G., & Xu, X. (2022). Optimal Purchasing Decisions with Supplier Default in Portfolio Procurement. *Mathematics*, *10*(17). https://doi.org/10.3390/math10173155

Louis, D., Lombart, C., Grappe, C. G., Durif, F., Florence, C.-V., & Untilov, O. (2023). What claims best convey the quality of retailers' standard private label products? *International Journal of Retail and Distribution Management*, *51*(11), 1569–1587. https://doi.org/10.1108/IJRDM-11-2022-0437

Maharani, R. D. (2018). The influence of packaging and price on the decision to purchase delicious noodles. *Journal of Business & Management*, *2*(031), 130.

Ryoo, Y., & Kim, W. (2023). Price-ethicality association: When price discounts inhibit ethical purchasing. *Journal of Business Research*, *169*. https://doi.org/10.1016/j.jbusres.2023.114242

Saidani, B., Rachman, M. A., & Rizan, M. (2013). The influence of product quality and product design on purchasing decisions for Adidas futsal sports shoes in the East Jakarta area. *JRMSI-Indonesian Science Management Research Journal*, *4*(2), 201–217.

SE, E. D. S. T., & P, M. S. E. (2017). The Influence of Packaging and Price on Purchasing Decisions for Mie Sedaap. *Journal of Business and Management*, *3*(1), 57–67.

Siregar, J. L., Purba, P. Y., Simanjuntak, D. C. Y., Halim, R., & Tanama, J. (2019). The Influence of Price and Promotion on Purchase Decisions for Novage Skincare Products at Pt Orindo Alam Ayu (Oriflame Sweden). Familiar Champions, 4(1), 97–108.

Song, L., Suri, R., & Huang, Y. (2023). Inferring quality from price: the effect of stereotype threat on price–quality judgments. *European Journal of Marketing*, *57*(5), 1442–1466. https://doi.org/10.1108/EJM-10-2021-0802

Walukow, A. L. P., & Mananeke, L. (2014). The influence of product quality, price, promotion and location on consumer purchasing decisions at the Bentenan Center Sonder Minahasa. *EMBA Journal: Journal of Economic, Management, Business and Accounting Research*, *2*, 3.

Wang, D., Ren, T., Zhou, X., Yuan, K., & He, Q. (2021). Dynamic Contract Design of Product-Service Supply Chain considering Consumers' Strategic Behavior and Service Quality. *Complexity*, *2021*. https://doi.org/10.1155/2021/6848971

Wu, H., Li, J., & Zhao, Y. (2023). Foreign demand shocks, product switching, and export product quality: Evidence from China. *World Economy*, *46*(1), 276–301. https://doi.org/10.1111/twec.13307

Yazia, V. (2014). The Influence of Product Quality, Price, and Advertising on Blackberry Mobile Phone Purchase Decisions. Journal of Economics and Economic Education, 2(2), 165–173.

Yue, H., & Xu, Y. (2023). Production quality and pricing strategy for substitutable products under comparison effects. *Journal of Management Science and Engineering*, *8*(4), 529–557. https://doi.org/10.1016/j.jmse.2023.01.003