

# The Role Of Product Quality On The Purchase Decisions

Putu Saroyeni Piartini (royetrini@gmail.com)  
Universitas Udayana

## Abstract

The shift in views that happens in individuals who are becoming more oriented toward something quick is a chance to compete with entrepreneurs. This adjustment resulted in the immediate and beautiful presentation of a broad variety of commercial items. The drinking water business sector is now one of the most popular business sectors for micro and medium-sized enterprises, owing to the increasing demand for clean water and the decrease in the availability of clean water, so that packaging water is a solution that allows One of the companies named Balian Water to be the subject of this research. This study is quantitative in its technique, kind, and character. A frequency distribution table, line graph, bar graph, circle diagram, and histogram are common ways to depict data. Quality, pricing, and advertising all have a significant impact on purchasing decisions. Because the quality, pricing, and promotional efforts of a product influence people's purchasing decisions.

**Keywords:** Quality, Price, Promotion, Purchase Decision.

## Introduction

The shift in sentiments that happens in persons who are suddenly more inclined toward something is a chance to conduct business against the worker. This adjustment resulted in the immediate and beautiful presentation of a broad variety of commercial items. Such a situation happens in practically every economic area, one of which is drinking water in packaging, also known as drinkingwater.2020 (Piartini).

Many ways can be achieved to be superior in a tough enterprise competition, but one of the most important instruments is the quality of the products produced, especially nowadays with such rapid development of technology making it easier for consumers to obtain information every day increases the critical power of a product's consumers.

One of the water supply companies Balian Water is a company that distributes drinking and drinking health water as part of its operations. This firm was established in 1861.

Balian safeguards the environment by avoiding causing harm to the ecology. Balian is derived from a free-flowing water source, therefore it does not deplete Bali's subterranean aquifer supplies. We now have crates for Balian glass bottle items that provide consumers sustainable packaging circulation options to minimize carbon footprints and eliminate the usage of plastics on Bali.

## Literature Review

According to Piartrini (2022) the quality of a product is something of higher value that a product has, which causes the product to deserve a higher price than other products. As for the quality of the product according to the vision of the public is something that can only be seen from the glasses of the buyer not from the seller. The quality of a product is also determined by various elements, i.e. the practicality of the producer, endurance, shape and design of the product, etc.

The price is one of the vital instruments of a product that will influence the decision of the public to buy the product or not. The price also is something that will be properly studied by the society and will be compared in such a way before deciding to make a purchase, therefore in this case the entrepreneur is very necessary his understanding of the essential function of the price over the product. Price can also be a peculiar satisfaction for the consumer when at a certain price level if the product purchased can satisfy the satisfaction of consumers with a price not too high then it will provide its own benefits to the consumers. As for Piartrini (2022), the nominal price of money held by a product for the future will be paid by the society that wants the product.

To succeed in capturing the market, effective management methods and effective measures are essential. Promotion is one of the important steps that an entrepreneur must take in promoting his product, through promotions will also be created dialogue between entrepreneurs and the public so that the public will know clearly that the advantages offered by the product, Piartrini (2021).

Once the product has completed the necessary instruments in winning the hearts of the public to buy the product, then the ball is in the hands of the people in deciding to buy or not against the product. Usually the people before deciding on the purchase of a product will be studied and influenced by several factors such as internal financial conditions, social conditions, media, place, price, promotion, form of product, environment, which will subsequently round the decision on the people to buy that product. (Piartrini, 2016 ).

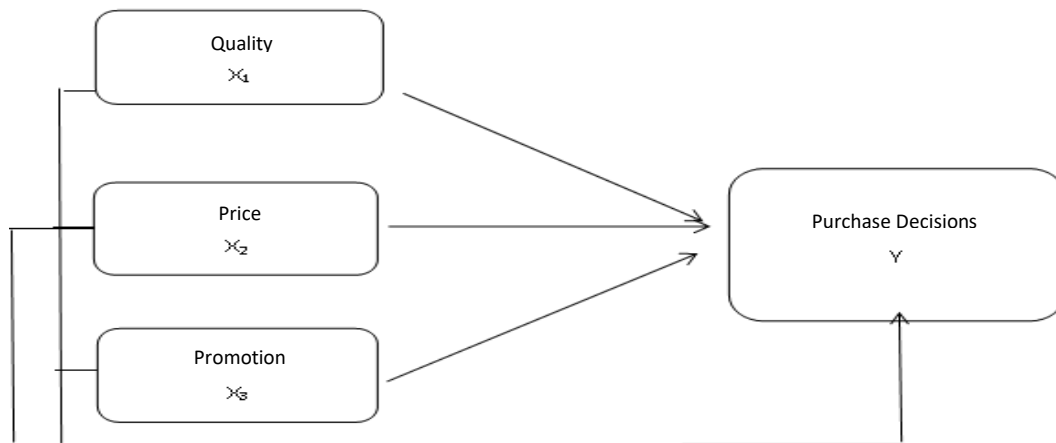


Figure 1. Conceptual framework

## Methods

This study is quantitative in its technique, kind, and character. According to Kushendar (2023), quantitative data analysis is research in which the research data is numerical, the analysis frames statistics, and the findings are provided in the form of research reports. A frequency distribution table, line graph, bar graph, circle diagram, and histogram are common ways to depict data.

According to Kurhayadi (2021), population is the number of an item and topic of research in which the right has its own features and traits as determined by the person doing research in order to carry out research in order to acquire additional findings. While samples are one of the features derived from populations with the same goals as populations. In terms of the survey population, there were 66 respondents that purchased Balian Water.

## Results and Discussion

Table 1. Result t Test

Coefficients <sup>a</sup>		
Mode	t	Sig.
(Constant)	.660	.436
Quality	2.684	.006
Price	2.430	.013
Promotion	2.163	.033

According to the above table, the quality (X1) has a thitung value (2,684) > (1,864) and a significant value value 0,006 0,04, therefore Ho accepted and gained the conclusion that the quality variable has a good and absolute influence on the purchase choice variable. Through the price (X2) has a Thitung value (2.430) > (1,864), and the significant value is 0.013 0.04; so, Ho received and obtained the findings that an absolute good and partial influence on price purchasing choice was discovered. On the promotion (X3), the thitung worth (2,163) > (1.864) and significant value of 0,033 0.04, it was acknowledged that promotional factors had a positive and somewhat positive impact on purchase choice variables.

**Table 2. F test results**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regressio	630.068	3	243.360	16.366	<,001 <sup>b</sup>
	Residual	1344.411	86	14.004		
	Total	2064.480	88			

When observing the results of the test above, the conclusion is that there is a value of Fcalung (16,366) > Ftable (2,60) with a significance of 0,001 < 0,04

So the conclusion is found that there is a positive and significant influence between quality, price, and promos simultaneously prevailing on the purchasing decision variables.

**Table 3. Determination Coefficient Test**

Model Summary				
Model	R	R Square	Adjusted R	Estimate
1	.483 <sup>a</sup>	.342	.344	3.64236

Based on the above table, the value of the Adjusted R square coefficient is 0.344 or 33.2%, thus obtaining the result of the combined influence of quality, price and promotion variables on the purchase decision of 34.4%.

## Conclusion

Based on the findings and discussions of the preceding research, it is possible to conclude that quality has a good and absolute effect on purchase decision, price has a good and absolute effect on purchase decision, promotions have a good and absolute impact on purchasing decision, quality, price, and promotion have a good and absolute impact on purchasing decision in Balian Water. Because the people's choice to acquire a product is influenced by the product's quality, price, and promotional activities.

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