

The Effect of Price and Product Quality on Consumer Purchase Decisions of CV.Muda Kita Indonesia in Bandung City

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This study aims to determine the influence of price and product quality on consumer purchasing decisions at CV. Muda Kita Indonesia in Bandung. The background of this study is based on the phenomenon of declining purchases over the past three years, which is suspected to be influenced by consumer perceptions of price and product quality. The research method used was quantitative with descriptive verification analysis. Data were obtained through questionnaires distributed to respondents and analyzed using multiple linear regression with the help of SPSS 29. The results showed that price significantly influenced purchasing decisions, while product quality significantly influenced purchasing decisions. Simultaneously, price and product quality significantly influenced purchasing decisions. Price and product quality contributed 57.4% of the variation in purchasing decisions, while the remaining 42.6% was influenced by other factors outside this study. These findings confirm that product quality is a more dominant factor than price in influencing consumer purchasing decisions.

Keywords: Price, Product Quality, Purchasing Decisions

Introduction

The garment industry in Bandung is growing rapidly in line with the increasing demand for uniforms for students, communities, companies, and government agencies. Bandung is known as one of the largest garment centers in Indonesia, supported by a creative workforce and easy access to raw materials. CV. Muda Kita Indonesia is a garment and printing company focused on providing products for student organizations. However, internal company data shows a decline in the number of orders, from 342 units in 2022 to 164 units in 2024. This situation indicates problems with marketing strategies and customer satisfaction.

Several consumer complaints relate to perceived high prices and product quality that does not always meet expectations, such as material thickness, stitching quality, and timely completion. These issues indicate a gap between consumer expectations and the product received.

Literature Review

In the context of marketing strategy, price plays a vital role. According to Basu Swastha and Irawan (2020, p. 35), "price is defined as the amount of money, possibly accompanied by additional elements, required to acquire a combination of products and services." Price has a broad impact on the economy as a whole. On a macro scale, price is closely related to important components such as wages, rent, interest, and profits. Price is also a crucial factor in the production process involving labor, capital, and entrepreneurship. For example, when a company sets high wages, this can motivate the workforce, which in turn increases overall company productivity. According to Kotler and Gary in Eva Agustina (2019, p. 4), "price indicators are affordability, discounts, and payment methods." Kotler and Armstrong (2019, p. 67) "product quality can be defined as a product's ability to perform its function." This encompasses various important aspects such as durability, reliability, accuracy, ease of use and maintenance, and other valuable attributes inherent in the product. Overall, product quality is not only about technical performance but also reflects the ease and comfort consumers experience in using it. One important aspect of consumer behavior is how they make choices when purchasing a product or service. Understanding purchasing decisions is crucial for businesses, as this process reflects consumers' responses to the offerings provided by producers. Therefore, in this study, it is important to first understand the definitions of purchasing decisions according to experts as a conceptual basis. According to Alfiah (2023, p. 145), "A purchasing decision is a decision-making process regarding a purchase, which includes determining whether to purchase or not to purchase, and this decision is derived from previous activities."

Methods

The success of research is highly dependent on the method chosen. Therefore, this study uses an explanatory method. According to Sugiyono (2017, p. 6), "explanatory research is a method that aims to explain the position of the variables being studied and the relationship between one variable and another." Therefore, this study uses an explanatory method to test the

formulated hypothesis, so it is hoped that it can provide an explanation regarding the relationship and influence between the independent and dependent variables contained in the hypothesis.

Results And Discussion

The Influence of Price on Purchasing Decisions

Based on the t-test results, the price variable (X1) had a calculated t-value of $3.074 > t$ -table 1.66 and a probability value of $0.05 > t$ -test significance value of 0.003, thus H₁ was accepted. Therefore, it can be concluded that the price variable has a significant influence on purchasing decisions for CV. Muda Kita Indonesia's clothing products in Bandung. The descriptive analysis results showed that the price variable obtained an average value of 55.82 with a percentage of 74.43%, which is included in the "High" category. Items with very high scores were X1.1, which reads "In my opinion, the price of this product is within my means.", X1.10, "I find it easy to make payments when purchasing this product.", and X1.13, "In my opinion, the price of this product is appropriate for its quality."

The Influence of Product Quality on Purchasing Decisions

Based on the t-test results, the product quality variable (X2) has a calculated t-value of $4.482 > t$ -table 1.66 and a probability value of $0.05 > t$ -test significance value of 0.000. Therefore, H₂ is accepted. Thus, it can be concluded that product quality has a significant influence on consumer purchasing decisions at CV. Muda Kita Indonesia in Bandung. The descriptive analysis results show that the product quality variable obtained an average value of 55.42 and a percentage of 73.89%, which is categorized as high. Items with very high scores are X2.1 "This product functions well according to my expectations." X2.4 "This product remains durable even after frequent use." X2.5 "This product always provides consistent results every time it is used." X2.6 "This product is durable enough for daily use." X2.10 "This product meets the description or specifications provided." X2.15 "Overall, this product has a good reputation in my eyes as a consumer."

The Influence of Price and Product Quality on Purchasing Decisions

Based on the F-test results, the calculated f-value was $65.433 > f\text{-table } 3.938$, and the probability value was $0.05 > \text{the significance value of the f-test of } 0.000$. Therefore, H3 was accepted. Thus, it can be concluded that price and product quality simultaneously significantly influence purchasing decisions at CV. Muda Kita Indonesia's confectionery products in Bandung. This means that the combination of appropriate price and good product quality will further strengthen consumers' purchasing decisions. The coefficient of determination (R^2) was 0.574, or 57.4%. This figure indicates that 57.4% of the variation in purchasing decisions can be explained by price and product quality, while the remaining 42.6% is influenced by other factors outside this study, such as promotional strategies, brand image, after-sales service, and consumer psychological and social factors. This substantial R^2 value demonstrates that both independent variables significantly contribute to shaping consumer behavior towards purchasing decisions.

Conclusion

Based on the results of the t-test and f-test on the price variable, it can be concluded that price significantly influences the purchasing decisions of consumers at CV. Muda Kita Indonesia in Bandung. Consumers assess product prices as appropriate to their affordability, commensurate with the quality and benefits received, and easy payment methods. The results of the t-test and f-test on the product quality variable indicate that product quality significantly influences the purchasing decisions of consumers at CV. Muda Kita Indonesia in Bandung. Consumers assess the product offered as functional as expected, durable even with frequent use, consistent results, long-lasting for daily needs, and in accordance with promised specifications.

The results of the F-test reinforce the two previous findings by showing that price and product quality simultaneously have a positive and significant influence on consumer purchasing decisions. The coefficient of determination (R^2) of 0.574 indicates that 57.4% of the variation in purchasing decisions can be explained by these two variables, with the remainder

influenced by factors outside the study. Furthermore, the correlation (R) of 0.758 indicates a strong relationship between price and product quality and purchasing decisions. This means that striking a balance between competitive pricing and good product quality is a crucial strategy for strengthening consumer interest in CV. Muda Kita Indonesia's clothing line.

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