

Analysis of the Influence of Product Quality on Purchasing Decisions at PT. W Standard Indonesia

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Abstract

In recent years, advances in the automotive world, especially motorcycle, have grown and developed rapidly, this has made almost everyone around the world want and need a motorcycle with good performance and quality and a stable resale price. PT. W Standard Indonesia is a distributor of various types of motorcycle spare parts under the W Standard brand which is located in Medan City. This study aims to determine and analysis of the influence of product quality on purchasing decisions at PT. W Standard Indonesia. This type of research is descriptive quantitative research. The population in this study is the number of customers of PT. W Standard Indonesia in the last three months as many as 102 people. The number of samples for this study is 50 customers. The data analysis method used descriptive statistics and simple linear regression analysis consisting of partial test (t) and coefficient of determination (R^2). The results show that product quality has positive and significant effect on purchasing decisions at PT. W Standard Indonesia. Product quality can explain purchasing decisions at PT. W Standard Indonesia by 13.6% and the remaining 86.4% is explain by other variables not examined in this study.

Keywords

automotive; motorcycles;
product quality; purchasing
decisions



I. Introduction

In recent years, advances in the automotive world, especially motorcycles, have grown and developed rapidly, this has made almost everyone around the world want and need a motorcycle with good performance and quality and a stable resale price. The appearance of the motorcycle was originally a development of a wooden bicycle which was then given an engine to minimize the energy spent by the cyclist to pedal the bicycle. Bicycles are considered less efficient use because they still use human power, so in 1885 a German engineer Gottlieb Daimler and his partner, Wilhem Maybach became the first motorcycle assemblers in the world. Daimler mounted a small four-stroke engine on a wooden bicycle. The engine is positioned in the center and connected by a chain to the rear wheels. Then the engined wooden bicycle was given the name reitwagen.

The basic function of a motorcycle is initially to make it easier for someone to get to their destination quickly, but as technology develops in the automotive world, the function of a motorcycle is not only to make it easier for someone to get to their destination quickly, but also to function as a tool to improve social status, for example by buying motorcycle with a well-known brand.

According to Kotler and Armstrong (2008:272), product quality is one of the main positioning tools for marketers. According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019). Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni *et al*, 2020). Promotion strategy is a concept that is close to communication science. In the promotion, there are various forms of communication learned in communication science such as advertising, publicity, communication from mouth to mouth, personal sales, and direct marketing (Amin, 2019). Communication is the process of delivering messages by someone to other people to tell, change attitudes, opinions or behavior either directly orally or indirectly through the media. In this communication requires a reciprocal relationship between the delivery of messages and recipients namely communicators and communicants (Hasbullah, et al: 2018).

Quality has a direct impact on the performance of a product or service. According to Irawan (2002:45-51), product dimensions are divided into six dimensions, namely:

- a. Performance, which is the most basic dimension and relates to the main function of a product. Each product has a performance depending on the functional value that the company provides. Satisfaction with the main operating characteristics of the product.
- b. Reliability, namely the second dimension of product quality. The dimensions of performance and reliability are similar at first glance but have clear differences. Reliability shows the probability of the product failing to perform its function.
- c. Features, namely the third dimension of product quality, this dimension can be said to be a secondary aspect. Secondary characteristics that complement the basic functions of the product.
- d. Durability, which shows a measurement of the product cycle, both technically and time. A product is said to be durable if it has been used a lot, or has been used for a long time.
- e. Conformity, this dimension shows how far a product can match certain standards or specifications.
- f. Design, namely unique dimensions. This dimension offers a lot of emotional aspects in influencing consumer satisfaction. Emotional factor is a factor of consumer satisfaction that arises when a person consumes.

The presence of a motorcycle as a mainstay product can support a person's appearance, motorcycles are in great demand by the public, especially people who are in the age range between 18-27 years. Consumers in this age range buy motorcycles for various reasons, ranging from rugged design, suitability, durability, features, reliability, performance, and attitude.

According to Drumond (2003:68), purchasing decisions are identifying all possible options to solve the problem and assessing the choices systematically and objectively and their goals that determine the advantages and disadvantages of each. The definition of purchasing decisions according to Nugroho (2003:38) is an integration process that combines knowledge attitudes to evaluate two or more alternative behaviors, and choose one of them. Decision making is an individual activity that is directly involved in obtaining and using the goods offered.

The emergence of complaints and the absence of repeat purchases is an indication of customer dissatisfaction. On the other hand, the appearance of praise and the increase in customers indicates customer satisfaction. This is what the company needs to pay attention to, whether the customer is satisfied or dissatisfied with shopping. To provide satisfaction to customers, companies must be able to meet customer expectations, both in terms of price, product quality, service quality, and product durability.

PT. W Standard Indonesia is a distributor of various types of motorcycle spare parts under the W Standard brand which is located in Medan City. As time goes by, the company's development is getting faster and the community's demand for motorcycle spare parts is increasing, so PT. W Standard Indonesia is trying to compete with other companies to provide better service than before. Thus, PT. W Standard Indonesia will maintain its position as a provider of motorcycle spare parts following the latest updates and installation services by trusted mechanics.

This study aims to determine and analysis of the influence of product quality on purchasing decisions at PT. W Standard Indonesia.

II. Research Method

This type of research is descriptive quantitative research. Descriptive quantitative research is research that aims to describe or describe the properties (characteristics) of a situation or object of research that has been mentioned (Pandiangan, 2015; Pandiangan, 2018; Pandiangan et al., 2018). The results are then presented in the form of research carried out on large and small populations, but the data studied are data from samples taken from that population, so that relative, distributive events, and relationships between variables, sociological and psychological are found (Asyraini et al., 2022; Octiva et al., 2018; Octiva et al., 2021).

Population is a generalization area consisting of objects and subjects that have certain quantities and characteristics determined by researchers to be studied and then drawn conclusions (Pandia et al., 2018; Pandiangan et al., 2021). Population is all objects that are intended to be studied. The population is limited as a number of individual subjects who have at least the same characteristics (Pandiangan et al., 2022). The population in this study is the number of customers of PT. W Standard Medan in the last three months as many as 102 people. The sample is representative of the population. The sample in this way is to determine the sample within the limits of a certain amount according to the needs and adequacy of the analysis (Pandiangan, 2022). The number of samples for this study is 50 customers.

The data analysis method used descriptive statistics and simple linear regression analysis. Simple linear regression analysis is a linear relationship between one independent variable (X) and the dependent variable (Y) (Tobing et al., 2018). Analysis consisting of partial test (t) and coefficient of determination (R^2).

III. Results and Discussion

3.1 General Description

PT. W Standard Indonesia is a distributor of various types of motorcycle spare parts under the W Standard brand which is located in Medan City. This company was founded in 2002 with its address at Jalan Kapten Muslim No. 18–18a, Medan, (061) 7875718.

As time goes by, the company's development is getting faster and the community's demand for motorcycle spare parts is increasing, so PT. W Standard Indonesia is trying to

compete with other companies to provide better service than before. Thus, PT. W Standard Indonesia will maintain its position as a provider of motorcycle spare parts following the latest updates and installation services by trusted mechanics.

The company's vision is to become a leading company in the field of motorcycle spare parts sales, the development of which is renewed every year. The company's mission is:

- a. Give good attention to the community through job creation, and support for social development.
- b. Prioritizing customer satisfaction by providing high quality products at affordable prices.
- c. Carry out company activities with honesty.

The establishment of the organizational structure aims to obtain an overview and knowledge of the parts that exist in the company and the authority to carry out their respective duties.

The job description at PT. W Standard Indonesia as follows:

1. Director
 - a) Decide and determine the highest rules and policies of the company.
 - b) Responsible for leading and running the company.
 - c) Act as a representative of the company in relation to the outside world of the company.
 - d) Appointing and dismissing company employees.
2. Finance Manager
 - a) Assist the director in analyzing the company's finances.
 - b) Manage incoming and outgoing company budget.
 - c) Establish detailed implementation procedures regarding finances.
 - d) Supervise operations regarding company finances.
3. Human Resources Development Manager
 - a) Develop a system of personnel planning and control of employee policies.
 - b) Carry out administrative and staffing needs.
 - c) Supervise employee performance within the company.
4. Human Resources Development
 - a) Responsible for managing and developing human resources.
 - b) Conduct selection, promotion, transferring and demotion of employees as deemed necessary.
 - c) Fully responsible in the employee recruitment process starting from looking for prospective employees, interviews and selection.
5. Operational
 - a) Can identify well all the needs of the best in research.
 - b) Produce system application in research.
6. Administration
 - a) Supervise employee work productivity.
 - b) Provide daily documents.
7. Marketing
 - a) Collect various kinds of marketing information that can be used by managers to make decisions.
 - b) Providing promotional information to offer products or services with the aim of attracting potential consumers to buy or consume them.

c) Security

The responsibilities and authorities for the use of information security systems by parties outside the organization must be clearly stated.

3.2 Simple Linear Regression Analysis

Simple linear regression analysis is used to determine how much influence an independent variable has with the dependent variable (Tobing et al., 2018).

3.3 Partial Test (t)

Partial test (t) to see how much influence the independent variable partially has on the dependent variable (Tobing et al., 2018).

Table 1. Partial Test (t) Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26.962	4.478		6.021	.000
	Product Quality	.287	.137	.369	2.101	.045

a. Dependent Variable: Purchasing Decisions
Source: Research Results (2022)

The results show that product quality has positive and significant effect on purchasing decisions at PT. W Standard Indonesia.

3.4 Coefficient of Determination (R²)

The coefficient of determination (R²) is used to measure the level of the model's ability to explain the variation of the independent variables (Tobing et al., 2018).

Table 2. Coefficient of Determination (R²)
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.369 ^a	.136	.105	3.013

a. Predictors: (Constant), Product Quality
b. Dependent Variable: Purchasing Decisions
Source: Research Results (2022)

Product quality can explain purchasing decisions at PT. W Standard Indonesia by 13.6% and the remaining 86.4% is explain by other variables not examined in this study.

IV. Conclusion

The results show that product quality has positive and significant effect on purchasing decisions at PT. W Standard Indonesia. Product quality can explain purchasing decisions at PT. W Standard Indonesia by 13.6% and the remaining 86.4% is explain by other variables not examined in this study.

Suggestions

1. Considering that product quality has a dominant influence on motorcycle purchasing decisions, the Motorcycle Company as a company needs to further improve the quality of its products, the more product quality provided by the Motorcycle Company will increase the consumer purchasing decisions for motorcycle products.
2. For further researchers are expected to continue to develop this research. This study uses the independent variable product quality to measure purchasing decisions, and has a positive and significant effect on purchasing decisions but not too big of an influence so that it has not focused on the objects of purchasing decisions in a more direct way, for further researchers to replace variables in research with other variables such as communication marketing, marketing mix analysis, customer relationship marketing, customer pleasure, switching barriers, customer value and so on, as well as involving respondents in other parts so that the sample is larger so that it gets more accurate results.

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