The Effect of Price and Service Quality on the Purchasing Decision for Kids Clothes Barbie Brand at PT. Matahari Departement Store, Tbk, Medan Fair Plaza Branch.

Evi Novalin Bako[1], Mawati halawa[2]

Management Department, STIE IBMI Medan, Jl, Perniagaan Baru No. 33A, Medan, 20111, Indonesia

A R T I C L E I N F O	ABSTRACT
	The purpose of this research is to determine the effect of Price and Service Quality on Purchasing Decisions for Kids Clothes Brand Barbie at PT. Matahari Departement Store, Tbk Medan Fair Plaza Branch. The population in this research is the consumers of PT. Matahari Department Store, Tbk Medan Fair Plaza Branch, totaling 1,155 consumers. The sampling technique used the Slovin formula. The sample in this research is 92 respondents. Data was collected using a questionnaire in accordance with the indicators of each variable used. The data analysis technique uses is descriptive analysis and multiple linear regression. The result of the test (t) or partial test shows that the price has a positive and significant effect on purchasing decisions which is t count = 9.106 > t table 1.986. Service Quality Variables also have a positive and significant effect on purchasing decisions which is t value = 9.654 > t table 1.986 and simultaneously (F test) Variable Price and Service Quality (0.000) are smaller than alpha 5% (0.05) or required significance value of F is less than 5% or 0.05 or the Fcount value = 47.014 > Ftable 3,10.
E-mail: evinovalin@gmail.com	

1. Introduction

Inovating companies and produce quality products will provide a mutually beneficial relationship between consumers and the company in the long term. In producing and marketing its products, it should be adjusted to the needs and desires of consumers who are currently in demand by consumers so that the products of these companies will be able to compete and survive in the market. Purchase decisions made by consumers are caused by several factors, including price and quality of service where these two factors are taken into consideration in consumer purchasing decisions.

Repeated purchasing decisions will have a good impact on the development and growth of the company. In addition, satisfactory service will also make consumers do repeat purchases, which means that it will increase the company's sales. Efforts to achieve the goals that have been set by the company are one of them through marketing activities, which is a process in which individuals and groups get what they need and want by creating products that have competitive prices and have good service quality in order to make decisions purchases for consumers.

Good service quality can create purchasing decisions. If the company cannot fulfill the desires of its consumers, usually customers will feel dissatisfied with a product by comparing the performance or results they feel compared to their expectations. In addition to service, price is also an important factor in terms of product marketing. Low prices or affordable prices can trigger an increase in product marketing performance. Price is also a factor for quality, where a product with high quality will dare to be valued at a high price as well. Prices can influence consumers in making decisions to purchase a product.

Table 1
Sales Data for Kids' Clothing Barbie Brand Competitors per Year
at Matahari Department Store Plaza Medan Fair Branch 2015 – 2019

Brand	Year	Sales/Year (Rp)	Target /Sales (Rp)	Sales Percentage (%)
Barbie	2015	150.000.000	144.000.000	104
	2016	190.000.000	165.000.000	115
	2017	391.000.000	209.000.000	187
	2018	745.000.000	430.100.000	173
	2019	698.000.000	819.500.000	85
Popeye	2015	145.000.000	139.000.000	104
	2016	184.000.000	159.500.000	115
	2017	368.000.000	202.400.000	181
	2018	695.000.000	404.800.000	171
	2019	742.500.000	764.500.000	97
That's Donald	2015	139.000.000	133.000.000	104
	2016	186.000.000	152.000.000	121
	2017	379.000.000	204.600.000	185
	2018	689.000.000	416.900.000	165
	2019	735.000.000	757.000.000	96

Source: PT. Matahari Departement Store, Tbk, 2020

Table 1 shows that sales of Barbie Brand Kids' Clothes are not stable. This is important for the company to pay attention to. In 2015 to 2016, sales of Kids' clothes Barbie Brand were stable and in 2017 to 2018 they were the highest sales while 2019 was the lowest sales due to the condition of the shop being quiet and the products offered were also not varied which had an impact on sales of Kids' Clothing Barbie Brand in Indonesia at 2019 decreased.

Table 2
Customer Complaint Data for Kids' Clothes Barbie Brand
at Matahari Department Store Plaza Medan Fair Branch 2015-2019 Periode

Year	Number of Complaint		Explanation of the complaint.
2015	40	a.	Belt for Kids Brand Barbie are often forgotten to be given to consumers eventhough the belts are free
2016	34	a.	The stitches on the Kids' Clothes Barbie Brand are not neat
		b.	There in no layer of Kids Clothes Barbie Brand
2017	24	a.	One of the buttons on the Barbie brand Kids' clothes came off because the employees didn't pay attention
		b.	The veil of Moeslem Kids' Clothes Barbie Brand often forgetten to be given to the consumers.
2018	31	a.	Employees do not offer other types of Barbie Brand Kids' Clothing products to consumers
		b.	The emproyess often wrong in giving ongoing discount in the store
2019	24	a.	The store is cramp so when many cunsumers are shopping, they feel uncomfortable thereby reducing consumers interest in choosing other Kids'Clothing Barbie Brand items.
Jumlah	153		
		b.	The employees often give wrong size of Kids' Clothing Barbie Brand
		c.	The employees are not friendly in seving a consumers

Source : PT. Matahari Departement Store, 2020

The table above shows an increase in the number of customer complaints every year. The number of complaints is obtained from every consumer who comes to Customer Service and the Kids' Clothing Barbie Brand directly every year. In 2015 the number of complaints increased eventhough it was a stable year compared to previous years. In 2016 the number of complaints decreased compared to the number of complaints in 2015. In 2017 the complaints decreased but in 2018 the complaint data increased and the sales data decreased. In 2019 there was a decrease in the number of consumer complaints. The price set by PT. Ricky Hansen Shining (Brand Barbie) is often compared to consumers

by other factors. The price comparison data for the last five years at PT. Matahari Department Store Plaza Medan Fair Branch.

Table 3.
Price comparison of kids' clothes Barbie brand with other competitors

Types of Products	Size (Year)	Barbie Brand	Olive	That's Donald
Long Sleeved Shirt	7-8	Rp.369.900	Rp.369.900	Rp.329.900
Short Sleeved Shirt	7-8	Rp.289.900	Rp.269.900	Rp. 269.900
Long Pants	7-8	Rp.359.900	Rp.339.900	Rp.349.900
Shorts	7-8	Rp.269.900	Rp.269.900	Rp.259.900
Shirt	7-8	Rp.249.900	Rp.229.900	Rp.239.900
T-Shirts	7-8	Rp.169.900	Rp.149.900	Rp.159.900
Jacket	7-8	Rp.319.900	Rp.309.900	Rp.289.900

Source : PT. Matahari Departement Store, 2020

Based on the price data in table 3, it can be explained that the price set by PT. Matahari Department Store, Plaza Medan Fair Branch for kids' clothes Barbie Brand are expensive compared to other brands. This is because the material of the Barbie Brand Kids' clothes has a softer material and is very comfortable for children to wear. The service quality standards that apply at Matahari Department Store Plaza Medan Fair are:
  a.   Timeliness of service, including time to wait during transactions and payment processing.
  b.   Service accuracy, namely minimizing errors in services and transactions.
  c.   Courtesy and friendliness when providing services to consumers.
  d.   Ease of getting services, such as the availability of human resources to help serve consumers and other supporting facilities such as computers to find the availability of a product.
  e.   Consumer convenience, such as location, parking, comfortable waiting room, availability of information and so on.
  The percentage of unstable sales, the increasing number of consumer complaints and the high price of kids' clothes Barbie Brand made researchers interested in conducting research with the title "The Effect of Price and Service Quality on Purchase Decisions for Barbie Brand Children's Clothing at PT. Matahari Department Store, T.bk Plaza Medan Fair Branch.

2. Methods

This research was conducted at Matahari Department Store, Tbk, Plaza Medan Fair Branch, which is located at Jalan Gatot Subroto No.30 Medan, North Sumatra. This type of research is quantitative research. The population is all consumers who make purchases of Kids' clothes Barbie brand at PT. Matahari Department Store, Tbk, Plaza Medan Fair Branch in 2015-2019 with a total of 1,155 consumers. The sampling technique used the Slovin technique. According to Sugiyono (2011: 87) the use of the Slovin formula is because in sampling, the number must be representative so that the research results can be generalized and the calculations do not use the sample number table but are carried out with simple formulas and calculations. The sample used is 92 consumers. Sources of data in this study from primary data and secondary data where primary data obtained from questionnaires and secondary data obtained from data that has been documented. The data analysis technique used is descriptive analysis and multiple linear regression.

3.   Result And Discussion

3.1 Hypothesis Test
Data for analysis and hypothesis testing is processed systematically using the SPSS version 20 program tool.
  a.   Multiple linear regression analysis

The results of the regression analysis can be seen in the table below:

Table 4
Multiple linear regression analysis

	Coefficientsª				
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	12.453	4.712		2.643	.010
Price	.009	.081	.008	9.106	.000
Service Quality	.696	.072	.718	9.654	.000

Source: Processing Results With SPSS Version 20

Based on the table above, the multiple linear regression equations in this study are:

$$Y = 12,453 + 0,009X_1 + 0,696X_2 + e$$

The results can be seen from the following information:
a. In this regression model, the constant value listed is 12,453 which can be interpreted if the independent variable in the model is assumed to be equal to zero, on average the variables outside the model will still increase the Purchase Decision by 12.453 one-unit or in other words if the price variable and the Quality of Service is not improved, then the Purchase Decision is still 12,453 units.
b. The value of the regression coefficient b1 of 0.009 in this study can be interpreted that when the price increases by one unit, it will increase the Purchase Decision by 0.009 units.
c. The value of the regression coefficient b2 of 0.696 in this study can be interpreted that the variable of Service Quality (X2) is 0.696 which indicates that when Service Quality has increased by one unit, it will increase Purchase Decisions by 0.696 units.

3.2 Partial Test (t Test)
The results of partially testing the first hypothesis can be seen in the following table

Table 4
T Test Result

	Coefficientsª				
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	12.453	4.712		2.643	.010
Price	.009	.081	.008	9.106	.000
Service Quality	.696	.072	.718	9.654	.000

Source : SPSS Calculation Results

Based on the table above, the following results are obtained:
a. The significance value for the Price variable (0.000) is smaller than that of alpha 5% (0.05) or tcount = 9.106 > t table 1.986 (n-k=92-3=89). Based on the results obtained, reject H0 and accept. Ha for Price variable. Thus, partially that the price variable has a positive and significant effect on purchasing decisions at PT. Matahari Department Store, tbk Plaza Medan Fair branch.
b. The significance value for the Service Quality variable (0.000) is smaller than that of alpha 5% (0.05) or t arithmetic = 9.654 > t table t table 1.986 (n-k = 92-3 = 89). Based on the results obtained, reject H0 and accept Ha for the Service Quality variable. thus, partially that the service quality variable has a positive and significant effect on purchasing decisions at PT. Matahari Department Store, Tbk Plaza Medan Fair branch.

3.3 Simultaneous Test (F test)
The results of the F test in this study can be seen in the table below:

Table 4
F Test Result

ANOVAª					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	622.488	2	311.244	47.014	.000ᵇ
Residual	589.196	89	6.620		
Total	1211.685	91			

Source: SPSS Calculation Result

In the results of the regression test in this study, it is known that a significance value of 0.000 is required where the F significance value is less than 5% or 0.05 or the Fcount = 47,014 > Ftable 3.10 (df1 = k-1 = 3-1 = 2) while (df2=n–k (92-3=89). Thus, it can be concluded that all independent variables, namely Price and Service Quality, have a positive and significant impact on Purchase Decisions at PT. Matahari Department Store, Tbk Plaza Medan Fair Branch.

3.4 Coefficient of determination (R2)

The results of the determination test can be seen in the following table:

Table 5
Coefficient of Determination Test Results

Model Summaryᵇ				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.717ª	.514	.503	2.57297

Sumber: SPSS Calculation Result

Based on the table above, it is obtained: for more than one independent variable, it is better to use adjusted R square. Where the value (R2) is 0.503 (50.3%) so it can be said that 50.3% variation in the dependent variable, namely Price and Service Quality in the model can explain the Purchasing Decision variable at PT. Matahari Department Store, Tbk, Plaza Medan Fair Branch while the remaining 49.7% is influenced by other variables outside the model. as for other variables that affect the purchase decision.

3.5 Discussiom

a. The Effect of Price on Purchase Decision

The results of this study indicate that the significance value for the price variable (0.000) is smaller than that of alpha 5% (0.05) or t arithmetic = 9.106 > t table 1.986 (n-k = 92-3 = 89). Based on the results obtained, reject H0 and accept.Ha for the Price variable. Thus, partially that the price variable has a positive and significant effect on purchasing decisions at PT. Matahari Department Store, Tbk Plaza Medan Fair branch so it can be concluded that when the price is increased it will increase the Purchase Decision.

b. The Effect of Service Quality on Purchase Decision

The results of this study note that the significance value for the Service Quality variable (0.000) is smaller than that of alpha 5% (0.05) or t count = 9.654 > t table. t table 1,986 (n-k=92-3=89). Based on the results obtained, reject H0 and accept. Ha for the Service Quality variable. Thus, partially that the service quality variable has a positive and significant effect on purchasing decisions at PT. Matahari Department Store, Tbk Plaza Medan Fair branch so it can be concluded that when the Quality of Service is getting better, the Purchase Decision will also increase.

c. The Effect of Price and Service Quality on Purchase Decision

The results of this study have a significance value of 0.000, which requires a significance value of F less than 5% or 0.05 or F count = 47,014> F table 3.10 (df1= k-1=3-1=2) while (df2=n – k (92-3 = 89). Thus, it can be concluded that all independent variables, namely Price and Service Quality, have a positive and significant impact on Purchase Decisions at PT Matahari Department Store, Tbk Plaza Medan Fair branch so that it can be concluded that when Price and Quality Improved service will increase the Purchase Decision.

4. Conclusion

Based on the results of this study, the researchers make conclution that partially, the price variable has a positive and significant effect on purchasing decisions at PT. Matahari Departement Store, Tbk Plaza Medan Fair Branch with a significant value (0.000) which is smaller than the 5% alpha (0.05) or tcount = 9.106 > ttable 1.986 and partially, the service quality variable has a positive and significant effect on purchasing decisions at PT. Matahari Department Store, Tbk Plaza Medan Fair Branch with a significant value (0.000) smaller than alpha 5% (0.05) or tcount = 9.654 > t table 1.986. So, simultaneously, the variables of price and service quality have a positive and significant effect on purchasing decisions at PT. Matahari Department Store, Tbk Plaza Medan Fair Branch with a significant value (0.000) smaller than the 5% alpha (0.05) or Fcount = 47,014> Ftable 3.10 and the results of the determinant coefficient test in this model explain that price and service quality can explain the purchasing decision variables of 0.503 (50.3%) while the remaining 49.7% is influenced by variables not examined by researchers

Reference

Armahadyani. (2018). Pengaruh Harga, Promosi Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Konsumen Pada Kedai Makan Paet Mur Karawang. *Jurnal Manajemen& Bisnis Kreatif, Vol.3 no.2.*

Daga, Rosnaini. (2017). Citra, Kualitas Produk Dan Kepuasan Pelanggan. Skripsi. Sulawesi Selatan : Global Research And Consulting Institute

Gain, Robert, dkk. (2017). Pengaruh Kualitas Produk dan Harga terhadap Keputusan Pembelian Konsumen Vodka Soda Shirt. *Jurnal manajemen dan start-up bisnis, volume 2, nomor 2, hal 142-150.*

Kotler dan Armstrong. (2016). *Principle of Marketing.* Edisi 15. Ebook : Pearson.

Laksana, Fajar. (2018). *Manajemen Pemasaran.* Edisi 1. Yogyakarta : Graha Ilmu.

Lestari, Fibria. (2018). Faktor-faktor yang mempengaruhi kualitas pelayanan terhadap kepuasan pelanggan. *Jurnal social economic,* volume 10, hal 179-187

Pradana, dkk. (2017). Pengaruh Harga Kualitas Produk Dan Citra Merek Brand Image terhadap Keputusan Pembelian Motor. *Jurnal Kinerja. Vol 14, No 1: hal16-23.*

Rajagukguk, Judiansi. (2018). *Pengaruh harga dan kualitas pelayanan terhadap keputusan pembelian baju anak pitodito boy pada PT. Matahari Departement Store Plaza Medan Fair.* Skripsi. Medan : Universitas Prima Indonesia

Silaban, B.E., & Ardila, H. (2017). Analisis Pengaruh Kualitas Produk Harga dan Gaya Hidup Terhadap Keputusan Pembelian Iphone . *Jurnal Manajemen Bisnis, 2.*

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D.* Bandung : Alfabeta

Sunyoto, Danang. (2018). *Dasar-dasar Manajemen Pemasaran.* Edisi 3. Yogyakarta : CAPS (*Center of Academic Publishing Service).*

Syaleh, H. (2017). Pengaruh Kualitas Produk, Harga, Promosi Dan Tempat Pendistribusian Terhadap Keputusan Pembelian Sepeda Motor Yamaha Pada CV. Tjahaja Baru Bukittinggi. *Journal of Economic, Business and Accounting (COSTING) Volume 1 No 1, Desember 2017 e-ISSN:2597-5234*

Tjiptono dan Chandra. (2012). *Pemasaran Strategik.* Edisi 2. Yogyakarta : CV Andi Offset.

Tjiptono, Fandy. (2017). *Pemasaran Strategik.* Edisi 3, Bandung: ANDI Yogyakarta

Wahyutama, L. T. (2018). Analisis Pengaruh Citra Merek, Harga dan Kualitas Produk terhadap Keputusan Pembelian Produk Pakaian Merek Rown Division di Surakarta. Skripsi. Surakarta : Universitas Muhammadiyah Sirakarta.