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The Influence of Price and Product Quality on Product Purchasing Decisions at Pt Intan Pariwara

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ABSTRACT

Dewi Widhy Asti. 2022. The Influence of Price and Product Quality on Product Purchase Decisions at PT. Pariwara Diamond. Supervisors: Siti Hasbiah and Muh. Ilham Wardhana Haeruddin. This study aims to determine: (1) the effect of price on product purchasing decisions at PT. Intan Pariwara Palopo Branch. (2) the effect of product quality on product purchasing decisions at PT. Intan Pariwara Palopo Branch. (3) the effect of price quality and product quality on product purchasing decisions at PT. Intan Pariwara Palopo Branch. The population in this study are consumers in 2019 - 2021 at PT. Intan Pariwara cab Palopo totaling 2,128,179 people. The sampling technique uses probability sampling technique. Data collection was carried out using a questionnaire method. The data analysis technique used is the classical assumption test and hypothesis testing with multiple linear regression analysis. The results of the research after the data were processed through the help of the SPSS program from data testing carried out by the results of the validity test and the results of the reliability test showed that the data used in this study were stated to be valid and reliable. Data testing is continued with the classical assumption test where from the results of the classical assumption test it can be stated that the data is normally distributed and the data used comes from the same (homogeneous) data. This is evidenced by the t test for the work experience variable which has a $t_{count} > t_{table}$ value, that is, $t_{count} > t_{table}$, that is, $2.027 > 1.984$ and a significance value of $0.012 < 0.05$ so it can be stated that the price variable has a partial effect on decisions purchase and Hypothesis acceptable. Then, price and product quality variables simultaneously influence the purchasing decision variable. The results of this study support the hypothesis which states that price and product quality simultaneously have a positive effect on purchasing decision.

Keyword: Price, Product Quality, Price Quality.

INTRODUCTION

Companies must be able to recognize what the current and future consumer needs and expectations are. Consumers as individuals in setting or buying goods have gone through the processes or stages beforehand such as obtaining information either through advertisements or references from other people and then comparing one product with another product until finally they make a decision to buy that product. This consumer behavior is a very important phenomenon in the company's marketing activities, namely consumer behavior in making purchases (Irawan, 2013). Many manufacturers create

various kinds of products, but with different qualities. Products that are sold must have benefits that can meet the needs and desires of consumers. The company's interest is that its products sell well in the market and are able to compete with other products, this shows that consumers cannot always articulate the information conveyed, because before deciding to use a product, a consumer will basically carry out a decision-making process first. The decision-making process is the consumer's stage in deciding on a particular product which he thinks is the best.

According to (Chiao, 2001), the consumer purchasing decision process is influenced by external factors and internal factors. Internal factors which are often referred to as consumers provide a significant influence. Consumer psychology such as product quality, service quality, price, brand image, promotion, which are factors that influence consumer purchasing decisions. Someone will dare to pay for a product at a high price if he assesses the expected satisfaction with the product to be purchased. With consumer satisfaction with the product purchased, in this case it is a motivation for the company to continue to improve product quality and continue to develop products to improve even better customer satisfaction.

According to (Nitisusastro, 2017) Price is the value of goods that are determined or represented or an amount of money or other equivalent means of exchange, which must be paid for goods or services at a certain time. Price is a determining factor in a product, with prices consumers will find it easier to choose products, because prices are the main factor in attracting consumers for a product, with price provisions consumers will more easily make decisions to buy the product they want. Educational learning guide books are really needed, currently many companies are competing to market their products, one of the companies that produce books, namely PT. Intan Pariwara, competition between companies is getting tougher along with advances in science and technology. This will spur entrepreneurs to improve the performance of their companies in an effort to maximize profits. The purpose of the establishment of a company is basically to obtain the maximum profit in order to maintain its survival. In order to maximize profit, the company must increase the sales volume of its products through marketing activities.

There is also a factor Product quality is a determinant of consumer satisfaction after purchasing and using a product. Product quality is a condition of an item based on an assessment of the product according to a predetermined measuring standard. The more according to the standards set, the higher the quality of the product will be assessed. Product quality is something that needs to get the main attention of companies or manufacturers, considering that the quality of a product is closely related to consumer satisfaction, which is the goal of product marketing activities carried out by companies. Quality states the level of ability of a particular brand or product in carrying out certain functions.

PT. Intan Pariwara is a company engaged in publishing and printing textbooks from kindergarten to vocational or high school levels. The company has been providing quality textbooks for decades to support education in Indonesia. Even though currently there are many publishing and printing companies engaged in the same publishing and printing business, this makes PT. Intan Pariwara continues to make efforts to make breakthroughs to maintain the continuity of the company. Several promotional breakthroughs made by PT. Intan Pariwara is advertising, personal sales and sales promotions in the form of gifts. Advertising by PT. Intan Pariwara through banners depends on selling books to schools. Then advertising through newspapers carried out by PT. Intan Pariwara is only limited to superior book products, for example the Grade VI Elementary School Seconds Book, the Grade IX Middle School Seconds Book and the XII Grade High School Seconds Book. This is because the books are not sold to schools but to bookstores.

The intended target is parents of students not schools. While the books sold to schools are only textbooks. Then for the promotion of PT. Another Diamond Advertising is personal selling. However, personal selling that is carried out to schools is sometimes constrained by problems with approaching the customer, namely the school principal. Not all school principals welcome sales 4 when offering books.

The rise of business competition today has caused consumers to be more selective about products to buy, this is because there are many products offered by manufacturers with various brands, designs, and product quality that consumers will consider before making a purchase. Product quality is the ability of the product to carry out its function. The existence of similar competitors in the same area is a threat to the company so that the company must maintain product quality.

Table 1: Book Price Comparison List

Publisher	Book Price					
	Mathematics	Bhs. Indonesia	Bhs. English	Physics	Chemical	Biology
Diamond Advertisement	Rp. 55,000	Rp. 55,000	Rp. 55,000	Rp. 70,000	Rp. 60,000	Rp. 65,000
Yudhistira	Rp. 53,000	Rp. 76,000	Rp. 92,000	Rp. 135,000	Rp. 60,000	Rp. 73,500
Erlangga	Rp. 81,800	Rp. 156,800	Rp. 67,200	Rp. 91,200	Rp. 81,500	Rp. 90,000

Source: PT. Intan Pariwara Cab. Palopo, Yudhistira-gi.co.id, Bukuerlangangga.co.id.

Based on table 1 above, it can be seen that the list of price comparisons at the advertising diamond publishers is still relatively affordable compared to the products of its competing publishers. 360,000/package while the yudhistira publisher is Rp. 489,500/package and Erlangga publisher Rp. 568,500/ package. It was concluded that in

terms of the price of books per package, into advertising publishers saved 26% more than Yudhistira publishers and 36% savings from Erlangga publishers.

Usually people assume that products at low prices are of poor quality, but in the previous research conducted by Arvana Putri in 2018 on PT. Intan Pariwara produces good product quality in terms of consumer respondents who think positively and significantly but prices are still relatively affordable, while in research conducted by Khairul 2019 it explains that similar competitors such as Erlangga conclude that product quality is much better because the author tries to examine whether product quality influence consumer interest to buy the product.

METHOD

The method for obtaining data as research material is using questionnaires or questionnaires, which are a number of questions used to obtain data from respondents in the sense of personal reports or things that need to be known (Hasan, 2013: 17). Data analysis methods used in this study are descriptive analysis techniques, multiple linear regression and several other statistical testing methods. The statistical data collected is generally random and raw, then the data is summed up in an orderly manner and the survey results that have been obtained are included in the data tabulation processed using the statistical application program SPSS version 23.0. The data analysis method in this study is as follows:

1. Quantitative descriptive

Descriptive research is research that uses observations or questionnaires about the state of the subject we are studying. Through questionnaires and so on we collect data to test hypotheses or answer a question. In this descriptive research, the researcher will explain what actually happened regarding what is being studied (Sugiyono 2017: 2).

2. Multiple linear regression

Multiple linear regression with three variables is a multiple linear regression that relates one dependent variable (Y) to the independent variable (X). The multiple linear regression equation is written:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

Information:

Y	= Purchasing Decision
X1	= Price
X2	= Product Quality
A	= Constant
β_1 and β_2	= Regression coefficient
ϵ	= Level Error

3. Validity test

Validity is a measure that indicates the extent to which a measuring instrument is able to measure what it is intended to measure. A valid instrument means that the measuring instrument used to obtain the data is valid. Valid means that the instrument can be used to measure what should be measured (Sugiyono, 2012: 173).

The validity test is: If $r_{\text{count}} > r_{\text{table}}$, then it is declared valid. If $r_{\text{count}} < r_{\text{table}}$, then it is declared invalid (Mathar, 2013: 27).

4. Reliability Test

Reliable research results, if there are data similarities at different times. If the object is red, then now and tomorrow it will still be red. A reliable instrument is an instrument which, when used several times to measure the same object, will produce the same data (Sugiyono, 2012: 173). The most frequently used reliability test method is Cronbach's Alpha. Decision making for the reliability test as follows:

- a. Cronbach's Alpha < 0.6 poor reliability.
- b. Cronbach's Alpha $0.6 - 0.79$ = acceptable reliability.
- c. Cronbach's Alpha 0.8 = good reliability (Mathar, 2013: 42).

5. Classic assumption test

According to (Ghozali, 2011: 105) "The classic assumption test is a test that is generally included in assessing model reliability or used as a requirement test for a multiple linear regression analysis." In this study the classical assumption test consists of a multicollinearity test, autocorrelation test, heteroscedasticity, and normality test, there is no provision for order in the test. The classical assumption is important because it is a condition that must be met in the regression model so that the model becomes valid as an estimator. The following is an explanation of the classic assumptions in this study, namely:

a. Multicollinearity Test

The multicollinearity test aims to test whether the regression model found a correlation between independent (Independent) variables (Ghozali, 2011: 105). Multicollinearity test by looking at the range of TOLERANCE and VIF (Variance Inflation Factor) values, if the $TOL > 0.10$ and $VIF < 10$, then the independent variables are not correlated with each other or there are no signs of multicollinearity.

b. Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an uncertainty of variance from the residual of one observation to 35 other observations. If the variance from one observation residual to another observation remains, it is called homoscedasticity and if it is different it is called heteroscedasticity. A good regression model is that there is homoscedasticity in the model or in other words there is no heteroscedasticity (Ghozali, 2011: 139). To detect whether there is heteroscedasticity from the level of significance, the Glejser test or the absolute residual of the data is used. If the significance level is above 5%, it means that heteroscedasticity does not occur, but if it is below 5%, it means that there is a symptom of heteroscedasticity (Ghozali, 2011: 142).

c. Normality test

The normality test is to test whether in the regression model, the confounding or residual variables have a normal distribution. To find out whether the data is normal or not, it can be seen with the Asymp. Sig (2-tailed) on the test results using the One Sample Kolmogorov-Smirnov Test (KS). This test is carried out by looking at the statistical significance value resulting from the calculation. If the significance probability is above 5%, then the regression model meets the normality assumption (Ghozali, 2011:160-165).

d. Hypothesis test

Hypotheses are statements that describe a relationship between two variables related to a particular case and are temporary assumptions that need to be tested to be true or not true about conjectures in a study and have benefits for the research process to be effective and efficient. A hypothesis is an assumption or conjecture about something that is made to explain it and is required to check it. If these assumptions or conjectures are specific to the population, generally regarding population parameter values, then the hypothesis is called a statistical hypothesis.

6. Simultaneous test (F test)

According to Ghozali (2016: 96) the F test here aims to find out whether the independent (independent) variables jointly affect the dependent (dependent) variable. The procedures that can be used are as follows:

- a. In this study used a significance level of 0.05 with degrees of freedom ($n - k$), where n is the number of observations and k is the number of variables.
- b. Decision criteria: The model fit test is rejected if $\alpha > 0.05$ and the model fit test is accepted if $\alpha < 0.05$.

7. Partial Test (t test)

According to Ghozali (2016: 96) The first hypothesis test is the t test, used to see the effect of each independent (independent) variable partially on the dependent (dependent) variable with the following procedure:

- a. Determine the hypothesis of each group:
- b. H_0 = Independent variable partially or individually does not affect the dependent variable.
- c. H_1 = Independent variable partially or individually has influence on the dependent variable.
- d. Comparing the calculated t value with t table with the following criteria:
 - 1) If $t\text{-count} < t\text{-table}$, then the independent variables individually have no effect on the dependent variable (H_0 is accepted).
 - 2) If $t\text{-count} > t\text{-table}$, then the independent variables individually affect the dependent variable (H_0 is rejected).
- e. Determine the level of significance, namely $\alpha = 0.05$ (5%).

- f. This research was also carried out by looking at the significance level of 0.05 ($\alpha = 5\%$) with degrees of freedom ($n - k$), where n = the number of observations and k = the number of variables. With test criteria:
- 1) If the significance level is > 0.05 then H_0 is rejected and H_1 is accepted, meaning that there is no influence between the independent variable and the dependent variable.
 - 2) If the significance level < 0.05 then H_0 is accepted and H_1 is rejected, it means that there is an influence between the independent variable and the dependent variable.

FINDING AND DISCUSSION

1. Overview of Respondents

The general description of the respondents is meant to know clearly the characteristics of the students who are used as respondents. The characteristics of these respondents were obtained from research results by looking at the identities that had been filled out by respondents in the questionnaire. From these data can be obtained specific characteristics of respondents in connection with the problems studied. Respondents in this study were 100 students of SMA Negeri 1 Palopo.

Table 2: Identity of Respondents Based on Gender at SMA Negeri 1 Palopo

No.	Gender	Frequency	Percentage
1.	Man	42	42%
2.	Woman	58	58%
Total		100	100%

Source: Researcher Data, 2022

Table 2 above explains that there are 42% male students and 58% female students. It can be concluded that most of the respondents were female students.

Table 3: Identity of Respondents by Age at SMA Negeri 1 Palopo

No.	Age	Amount
1.	<20 years	100
2.	20-30 years	0
3.	31-40 years	0
4.	41-50 years	0
	Total	100

Source: Researcher Data, 2022

Based on table 3, it is explained that all students who were respondents in this study were less than 20 years old, all of whom were high school students.

2. Descriptive Analysis of Respondents' Answers

The description of the research variables aims to describe each research variable presented with descriptive statistics. Descriptive statistical analysis is intended to determine the distribution of the number of respondents' answers to the results of the

questionnaire (questionnaire). The results of the questionnaire include the independent variables namely price (X1) and product quality (X2) and the dependent variable in this study is the purchase decision. (Y).

To find out the criteria for respondents' responses to the indicators in this study, a method was used, namely associating each score obtained with the Likert scale value and adding the results of these scores to obtain the number of each question item. From the answers obtained from the respondents, it is necessary to know the rating scale which functions to find out the categorization of scores on the number of questionnaires with a scale range table. This questionnaire uses a Likert scale with the highest weight for each question is 5 and the lowest weight is 1. With a total of 100 respondents, consumers at PT Intan Pariwara Cab. Palopo then use the following formula:

$$\begin{aligned} \text{Maximum Value} &= \text{Number of Highest Weight Samples} \times \\ &= 100 \times 5 = 500 \times \end{aligned}$$

$$\begin{aligned} \text{Min Value} &= \text{Number of Lowest Weight Samples} \times \\ &= 100 \times 1 = 100 \times \end{aligned}$$

$$\begin{aligned} \text{intervals} &= \text{ValueMaximum} - \text{Minimum Value} \\ &= 500 - 100 = 400 \end{aligned}$$

$$\begin{aligned} \text{Intervals} &= \frac{\text{Hasil Interval}}{\text{Jumlah Bobot}} \\ &= \frac{400}{5} = 80 \end{aligned}$$

So that the interval distance in this study is 80.

Table 4: Respondent Response Criteria Interval

intervals	Scale
424–503	Strongly agree
243 - 323	Agree
162 - 242	Disagree
81 - 161	Don't agree
0 - 80	Strongly Disagree

Source: Researchers, 2022

a. Price Respondents (X1)

Table 5: Number of Price Respondents

No.	Price Statement (X1)	SS	S	KS	TS	STS	Total	Score	Ket.
Price affordability									
1	The price offered is in accordance with market share	74	26	-	-	-	100	479	SS
2	Product offered at affordable prices	79	21	-	-	-	100	479	SS
Price competitiveness									
3	The price offered is competitive with other products	52	48	-	-	-	100	452	SS
4	PT. Intan Pariwara keeps prices competitive with market share	68	32	-	-	-	100	468	SS
Compatibility of price with product quality									
5	The price offered is in accordance with the quality of the product.	71	29	-	-	-	100	471	SS
6	Consumers receive prices according to product quality.	85	11	4	-	-	100	481	SS
Prices Affect Consumer Purchasing Power									
7	Producers have set prices according to their target market.	91	9	-	-	-	100	491	SS
8	Consumers always consider the price accordingly with product resulting from	86	10	-	4	-	100	478	SS
Prices can affect consumers in making decisions									
9	Manufacturer delivers prices according to consumer wishes.	85	11	4	-	-	100	481	SS
10	Consumers see the price of a product by considering whether the product is appropriate, so that it becomes a material consideration for buying.	80	20	-	-	-	100	480	SS

Based on table 5 which contains respondents' responses about price as a variable X1 in this study it shows that the item with the highest choice, namely strongly agree in statement number 8 which contains consumers always consider price according to the product produced with the large number of students who choose that statement is 86 people and the statement that has the lowest score, namely statement number 6 totaling 4 people who choose not to agree, statement number 9 totaling 4 people who choose not to agree.

b. Product Quality Respondents (X2)

Table 6: Number of Product Quality Respondents

No.	Product Quality Statement (X2)	SS	S	KS	TS	STS	Total	Score	Ket.
Additional features or features									
1	The characteristics of the products offered are different from other products	60	40	-	-	-	100	460	SS
2	There are fundamental differences with other products	64	36	-	-	-	100	464	SS
Compliance with specifications									
3	PT. Intan Pariwara manufactures products according to the specified suitability	71	29	-	-	-	100	471	SS
4	Consumers accept the product according to its suitability.	78	22	-	-	-	100	478	SS
Durability									
5	PT. Intan Pariwara has maximum product durability.	81	19	-	-	-	100	481	SS
Aesthetics									
6	The products offered are very attractive	81	19	-	-	-	100	481	SS
7	Consumers are interested in the products offered.	82	18	-	-	-	100	482	SS
Quality									
8	Books that consumers have purchased according to their needs	72	28	-	-	-	100	472	SS

Based on table 6 which contains respondents' responses about product quality as variable X2 in this study it shows that the item with the highest choice, namely statement no 7, consumers are interested in the products offered with the number of students who choose to strongly agree as many as 82 students but there are also 18 people who choose agree.

c. Purchasing Decision Respondents (Y)

Table 7: Number of Price Decision Respondents

No.	Purchase Decision Statement (Y)	SS	S	KS	T S	STS	To ta l	Sc or e	Ket.
Product selection									
1	I chose PT. Diamond advertises because it has its own characteristics	69	31	-	-	-	100	469	SS
2	PT products Intan Pariwara is very diverse and complete in terms of content and appearance.	68	32	-	-	-	100	468	SS
Dealer choice									
3	PT products Intan Pariwara can be purchased through the official website or other marketplaces.	63	37	-	-	-	100	463	SS
4	LKS Products PT. Advertising diamonds are available in almost all schools	66	32	2	-	-	100	464	SS
Purchase time									
5	I often repurchase Pt products. Diamond ad	76	23	1	-	-	100	475	SS
6	I'm always looking for information about promotions from PT. advertising diamond	97	3	-	-	-	100	497	SS
Purchase amount									
7	I bought more than one book	97	3	-	-	-	100	497	SS
8	I bought pt products. Intan ad as needed.	96	4	-	-	-	100	496	SS
Payment method									
9	I get convenience with the many choices of payment methods for PT. Pariwara Diamond.	81	19	-	-	-	100	481	SS

Based on table 7 which contains respondents' responses about purchasing decisions as a Y variable, namely in this study it shows that the item with the highest choice is statement no. 6 and 7 with the number of students who choose to strongly agree as many

as 97 people and the statement that has the lowest value, namely statement no 4 as many as 2 people chose to disagree and statement no. 5 as many as 1 person chose to disagree.

3. Analysis and Discussion of Validity and Reliability Tests

a. Validity test

1) X1 Validity Test (Price)

Validity test is carried out to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that can be measured by the questionnaire. A questionnaire is said to be valid if the value $>$ value then the questionnaire is said to be valid. $r_{hitung} > r_{tabel}$

Based on the results of research data processing using the SPSS 23 program with a total of 100 respondents, consumers at PT Intan Pariwara Cab. Palopo. So that at a significance level of 5% from table r, a value of 0.196 is obtained. $r_{hitung} > r_{tabel}$

Table 8: Price Validity Test

Items	r count	r table	Information
X1.1	0.432	0.196	Valid
X1.2	0.447	0.196	Valid
X1.3	0.510	0.196	Valid
X1.4	0.601	0.196	Valid
X1.5	0.651	0.196	Valid
X1.6	0.532	0.196	Valid
X1.7	0.576	0.196	Valid
X1.8	0.576	0.196	Valid
X1.9	0.702	0.196	Valid
X1.10	0.412	0.196	Valid

Source: Primary Data Processed 2022

In the table above it can be seen that the total item correlation coefficient r is greater than the critical number or $r_{hitung} > r_{tabel}$ (at a significant level of 5%), so all statements on the price variable are declared valid.

2) Test the Validity of Variable X2 (Product Quality)

Table 9: Product Quality Validity Test

Items	r count	r table	Information
X2.1	0.632	0.196	Valid
X2.2	0.499	0.196	Valid
X2.3	0.639	0.196	Valid
X2.4	0.731	0.196	Valid
X2.5	0.760	0.196	Valid
X2.6	0.783	0.196	Valid
X2.7	0.720	0.196	Valid
X2.8	0.620	0.196	Valid

Source: Primary Data Processed 2022

In the table above, it can be seen that the total item correlation coefficient is greater than the critical number or $r_{count} > r_{table}$ (at a significance level of 5%) then all statements on the product quality variable.

3) Y Variable Validity Test (purchasing decision)

Table 10: Variable Validity Test

Items	r count	r table	Information
Y1	0.613	0.196	Valid
Y2	0.621	0.196	Valid
Y3	0.765	0.196	Valid
Y4	0.763	0.196	Valid
Y5	0.719	0.196	Valid
Y6	0.765	0.196	Valid
Y7	0.678	0.196	Valid
Y8	0.424	0.196	Valid
Y9	0.469	0.196	Valid

Source: Primary Data Processed 2022

From the results of the validity test above using the SPSS application it is known that all Y variables with 9 question items have rcount values $>$ rtable values. For example, in Y1, which has an rcount value = 0.613 which is greater than rtable = 0.196. So all the questions used in the questionnaire in this study can be said to be valid.

b. Reliability Test

The reliability test is a tool for measuring the consistency of a questionnaire which, even though a questionnaire is carried out repeatedly from time to time, the results of the questionnaire remain consistent. A questionnaire is said to be reliable if the calculated Cronbach alpha value is greater than 0.60, then the questionnaire is said to be reliable.

Below is a table of reliability test results for each research variable:

Table 11: Reliability Test

Variable	Alpha Cronbach	Number of items	Information
Price	737	10	Reliable
Product quality	821	8	Reliable
Buying decision	832	9	Reliable

Source: Processed from the 2022 questionnaire data

Based on the table above, it can be seen that the reliability test results of the three research variables have a calculated Cronbach's Alpha value of more than 0.60 so that from this reliability test it can be said that this questionnaire tool can be used to measure the research variables.

4. Analysis and Discussion of the Classical Assumption Test

a. Multicollinearity Test

Table 12: Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	std. Error	Betas			tolerance	VIF
(Constant)	33,841	6,746		5.016	.034		
1 X1_Price	.368	.110	.297	2027	012	.420	2,445
X2_Product Quality	.537	.112	.510	3.113	007	.420	2,445

Dependent Variable: Y_Purchase Decision

Multicollinearity aims to test whether the regression model found a correlation between the independent (independent) variables. Multicollinearity occurs when the tolerance value is < 0.10 or the same as the VIF value > 10 . From the table above it can be seen that the VIF price and product quality values are 2.445 and the tolerance value is 0.420, so it can be stated that this regression model is not found or is free of multicollinearity.

b. Heteroscedasticity Test

Problems that may arise in the use of multiple regression equations are multicollinearity, namely a condition where the independent variable is correlated with other independent variables. A good regression model should not be a correlation between the independent variables. The existence of buffer multicollinearity can be seen from the tolerance value or the variance inflation factor (VIF) value. If the tolerance value is below 1 and the inflation factor (VIF) value is not more than 10 then the model is free from multicollinearity.

Table 13: Heteroscedasticity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
(Constant)	20,703	13,724		.874	.665
1 X1_Price	4,043	12061	.070	.717	.475
X2_Product Quality	5.172	10062	.271	.774	.547

Dependent Variable: Abs_RES

According to Ghazali (2018: 137). The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from one residual observation to another. In this study, heteroscedasticity was tested by means of the Glejser test. In the Glejser test, the data experience heteroscedasticity if the significance is less ($<$) than 0.05.

From the table above it can be seen that the significance value of all independent variables is the price of 0.475 and product quality of 0.547. It can be concluded that there is no heteroscedasticity in this regression model.

c. Normality test

Table 14: Normality Test

		Unstandardized Residuals
N		100
Normal Parameters, b	Means	0E-7
	std. Deviation	2.62965525
Most Extreme Differences	absolute	.169
	Positive	.097
	Negative	-.169
Kolmogorov-Smirnov Z		.689
asymp. Sig. (2-tailed)		.557

Test distribution is Normal.

Calculated from data.

The normality test aims to test whether the residual or confounding variables in the regression model have a normal distribution. In this study, to test the normality of the data using a statistical test using non-parametric Kolmogorov-Smirnov (KS). The data KS test can be declared normal if it has a significance value > 0.05 .

To test the data more accurately, the researcher conducted a test using the non-parametric one sample Kolmogorov –Smirnov (one sample KS) method.

From the data above it can be seen that the results of the normality test using the non-parametric one sample Kolmogorov –Smirnov (one sample KS) method have a significance of 0.557 greater ($>$) than 0.05 and it can be said that the data is normally distributed.

5. Analysis and Discussion of the Hypothesis

a. Partial Test (T)

The t test was conducted to determine the extent to which the influence of the vevas variable on the dependent variable. Through the t test it can also be seen regarding information on how much influence price and product quality have on buyer decisions.

Table 15: Partial Test (T)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
(Constant)	33,841	6,746		5.016	.034
X1_Price	.368	.110	.297	2.027	.012
X2_Product Quality	.537	.112	.510	3.113	.007

Dependent Variable: Y_Purchase Decision

The t statistical test in this study can be seen in the probability value of the t-statistic. Statistical test t was conducted to show how far the influence of price and product quality on product purchasing decisions at PT Intan Pariwara.

If the probability value of the t-statistic is greater than the significance level $\alpha = 0.05$ or 5% then partially the independent variable has no significant effect on the dependent variable. Conversely, if the probability value of the t-statistic is smaller than the significance level $\alpha = 0.05$ or 5%, then partially the independent variable has a significant effect on the dependent variable.

To determine the value of t table ($a/2; nk-1$), where n is the number of samples, k is the independent variable. The t table calculation of the significance level used is 5% or 0.05 with the formula ($a/2; nk-1$), so ($0.05/2; 100-2-1$), a result of 1.984 is found. The t value for the price variable in the table above has a t count $>$ t table, namely $2.027 > 1.984$ and a significance value of $0.012 < 0.05$ so that it can be stated that the price variable has a partial effect on purchasing decisions and the hypothesis is acceptable. While the t value for the product quality variable in the table above has a t count $>$ t table, that is, $3.113 > 1.984$ and a significance value of $0.007 < 0.05$.

b. Simultaneous Test (F)

Table 16: Simultaneous Test (F)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	289,516	2	144,758	10.233	.000b
Residual	184,594	97	1,892,058		
Total	474,110	99			

Dependent Variable: Y_Purchase Decision

Predictors: (Constant), X2_Product Quality, X1_Price

The F statistical test shows whether all the independent variables or independent variables included in the model have a joint effect on the dependent or dependent variable. The F statistical test is used to fulfill all the effects of the independent variables tested at a significant level of 5%. The results of the simultaneous significant coefficient test can be seen in the table above. The Fcount value obtained is 10.233 while the Ftable value is 3.089. It can be seen that the Fcount value is 10.233 > Ftable 3.089 with a significant level of 0.000 because the significant level is <0.05. then this regression model can be used for purchasing decision variables. In other words, it can be said that the price and product quality variables simultaneously (simultaneously) have a positive effect on the purchasing decision variable.

6. Multiple Linear Regression Analysis

Multiple linear regression analysis aims to measure how much influence Price (X1) and Product Quality (X2) have on Purchase Decision (Y). The following is a table of multiple regression analysis test results:

Table 17: Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
(Constant)	33,841	6,746		5.016	.034
X1_Price	.368	.110	.297	2027	.012
X2_Product Quality	.537	.112	.510	3.113	.007

Dependent Variable: Y_Purchase Decision

Based on the table above by showing the numbers in column B (coefficient) the multiple linear regression equation can be arranged as follows:

$$Y = 33.841 + 0.368X1 + 0.537X2 + e$$

Based on the regression equation above, it can be explained as follows:

- a. Constant (a) of 33.841 indicates that the variable price (X1) and product quality (X2) are assumed to be 0, so the magnitude of the purchase decision (Y) is 33.841

- b. The regression coefficient for the price variable (X1) is 0.368, which means that every 1% increase (addition) to the price variable (X1) will increase the purchase decision by 0.368 or vice versa
 - c. The regression coefficient for the product quality variable is 0.537, which means that every 1% increase (addition) to the product quality variable will increase the purchasing decision by 0.537 or vice versa
7. Coefficient of Determination

Table 18: Coefficient of Determination

R Square	Adjusted Square	Rstd. Error of the Estimate
.644	.524	2,657

Predictors: (Constant), X2_Product Quality, X1_Price

The correlation coefficient (R) is 0.710, which means that there is a strong relationship between the independent variables and the dependent variable because it is close to number one.

The coefficient of determination of Adjusted R Square is 0.524, which means that the contribution of the independent variables in explaining the influence of the dependent variable is 52.4% and the remaining 47.6% is influenced by other variables not included in this study.

Based on data analysis in table 2 on the identity of the respondents where the number of respondents based on gender received the most responses, namely female students compared to male students due to a lack of interest in reading in male students according to Rahayu (2019) based on the results of research on the characteristics of the respondents as for several external factors that influence reading interest, namely male students more often play games and do other things compared to reading interest. Based on the analysis of table 3 on the identity of the respondent where the number of respondents' frequency based on age is obtained by high school students who are less than 20 years old because student status has a standard age of only under 20 years.

Based on data analysis in table 5, namely the price variable (X1), it is found that the item with the highest choice, namely strongly agree in statement number 8 which contains consumers always consider price according to the product produced, with the large number of students who chose that statement was 86 people because of the price products at PT Intan Pariwara are quite affordable compared to other competitors so consumers tend to buy more products at PT. Intan Pariwara and the statement that has the lowest score, namely statement number 6 which contains consumers accepting prices according to product quality, totaling 4 people who choose to disagree because prices that tend to be affordable do not match the quality of the product provided, for example, book covers are rather thin and easily torn so that consumer expectations do not match, while statement number 9 which contains producers giving prices according to the wishes of consumers also gets the lowest score, namely 4 students choosing to disagree because consumers do not get the appropriate price and quality of the product purchased. The research results in table

3 are supported by research conducted by Lubis (2018) which states that one of the marketing systems used by companies in marketing their products is price. Price is used as a tool in helping sales, on the other hand it is also used to build a long-term image of a product. Prices must be able to persuade consumers to behave in such a way as to be able to provide benefits for the company. In history, price is an important factor that influences a person's choice to buy.

Based on data analysis in table 6 regarding product quality as a variable (X2) in this study, it shows that the item with the highest choice, namely statement number 7, consumers are interested in the product being offered with the number of students who choose to strongly agree as many as 82 students but there are also 18 students those who choose to agree are because the products being promoted to consumers have enough appeal to make consumers' buying interest increase, for example the cover of a book by PT Intan Pariwara has a cover and contents that are quite interesting and complete. The research results in table 6 are supported by research conducted by Lubis (2018) which states that product quality has also become part of a business strategy to increase competitive advantage.

the statement that has the lowest score, namely statement no 4 which contains PT Intan Pariwara's LKs products is available in almost all schools as many as 2 people disagree. which contains I often repurchase PT Intan Pariwara products as many as 1 person chooses to disagree due to the lack of promotion regarding the latest product offerings from PT Intan Pariwara. The research results in table 7 are supported by research conducted by Lubis (2018) which states that customer decisions are behaviors aimed at people who plan to buy goods and services to meet their needs. For manufacturers, Consumer decisions are quite an important consideration to note, because failure to capture information from consumers will affect the success or failure of the sales of the products they produce. Therefore, what influences the students' decision to buy products from PT. Intan Pariwara is a way of promoting and their need for products from PT. Pariwara Diamond.

This study aims to determine whether there is influence of the price and product quality variables on product purchasing decisions at PT. Intan Pariwara This research consists of 2 variables, namely the effect of price (X1) on product quality (X2). The method used in this study is a quantitative method with data analysis techniques using multiple linear regression analysis techniques.

Through the help of the SPSS program, from testing the data carried out, the results of the validity test and the results of the reliability test showed that the data used in this study were stated to be valid and reliable. Data testing is continued with the classical assumption test where from the results of the classical assumption test it can be stated that the data is normally distributed and the data used comes from the same (homogeneous) data.

In this regard, the formulation of the problem in chapter I is "does the price and quality of the product affect the product purchase decision at PT Intan Pariwara?" based on the results of the study showed that the effect of price and product quality on product purchase decisions at PT Intan Pariwara. This is evidenced by the t test for work experience

variables that have a value $>$ that is, $t \text{ count} > t \text{ table}$, namely $2.027 > 1.984$ and a significance value of $0.012 < 0.05$ so that it can be stated that the price variable has a partial effect on purchasing decisions and The hypothesis is acceptable. $t_{\text{hitung}} > t_{\text{tabel}}$ Thing This explains that the price and product quality affect product purchasing decisions. The results of this study indicate that price is one of the factors that can influence purchasing decisions. Because price is the amount of money required to obtain some combination of a product and the accompanying services. This is in accordance with the theory put forward by Philip Kotler that is an important factor for consumers as a material consideration for consumers in consuming a product or service.

This is in accordance with research conducted by Nazilatur Rohmah (2016) concerning the Influence of Price and Product Quality on Purchase Decisions for Hijab Products for Hijab Consumers in Zoya Kudus Outlets, which shows that the hypothesis states that there is an effect of price on consumer purchasing decisions. Furthermore, the indicators that draw the price and product quality variables simultaneously influence the purchasing decision variable. The results of this study, the price and product quality variables simultaneously influence the purchasing decision variable. The results of this study support the hypothesis which states that price and product quality simultaneously have a positive effect on purchasing decision. These results are in accordance with research conducted by Daniel Reven (2017), who examined the Effect Analysis of Product Design,

CONCLUSION

1. Product quality has a significant effect on purchasing decisions, meaning that the better the quality of the products provided, the higher the purchasing decisions of consumers to buy.
2. Price has a significant effect on purchasing decisions, meaning that the better the price given, the more it will increase the purchasing decision by consumers to purchase products.
3. Product quality and price simultaneously have a significant effect on purchasing decisions, meaning that product quality and price are two kinds of things that cannot be separated, are interrelated and play a big role in influencing one's purchasing decisions.
4. The most dominant and more influential factor on purchasing decisions is the price variable, meaning that price is the most important factor. Because actually consumers will not immediately buy without paying attention to the suitability of the price and quality offered.

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