

MEDIATION ROLE OF SERVICE QUALITY TO PURCHASE DECISIONS OF AGRICULTURAL PRODUCTS USING TECHNOLOGY

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Abstract

Background : Competition in the increasingly fierce business world makes entrepreneurs look for the right strategy to market their products. Consumer purchasing decisions are obtained from a learning process and a thought process that forms a perception. **Method :** The method of collecting data is through surveys and distributing questionnaires, with a sample of 96 respondents. The analytical method used is path analysis using smartpls. **Result :** . The results obtained based on the partial test there is a significant positive effect on product quality on service quality. There is an insignificant positive effect of price on service quality. There is a significant positive effect of Product Quality on Buying Decisions. **Conclusion :** There is a significant positive effect of Product Quality on Buying Decisions through Service Quality. There is a positive and insignificant effect of price on purchasing decisions through service quality.

Keywords: Product Quality, Price, Service Quality and Purchase Decision

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INTRODUCTION

Competition in the increasingly fierce business world makes entrepreneurs look for the right strategy to market their products. Consumer purchasing decisions are obtained from a learning process and a thought process that forms a perception. Perception creates a very strong motivation and desire that ultimately leads to consumer purchasing decisions. Consumers will make purchasing decisions according to their wants and needs. Consumer purchasing decisions are the end of the marketing process. In the marketing process, producers must be observant in seeing opportunities and threats so that producers must formulate strategies that are able to provide value to consumers. Consumers will assess several alternative options to determine their purchasing decisions. The alternative options contain the strengths and weaknesses of each of these alternative options. Buying interest is an individual activity that is directly involved in obtaining and using the goods offered.

In the process of the global economy, similar businesses will experience intense competition, both in terms of the quality of the products provided, the prices offered and the strategies used by a company. Competition in a similar business world makes entrepreneurs try to formulate appropriate strategies to be able to sell their products. Consumer purchasing decisions are obtained from a learning process and a thought process that forms a perception. Perception creates a very strong motivation and desire that ultimately leads to consumer purchasing decisions. Consumers will make purchasing decisions according to their

wants and needs. Consumer purchasing decisions are the end of the marketing process. In the marketing process, producers must be more careful in seeing opportunities and threats so that producers are able to create good strategies. Consumers will assess several alternative options to determine their purchasing decisions. The alternative options contain the strengths and weaknesses of each of these alternative options. Thus, the number of companies competing in the market makes consumers have many choices to choose and make purchasing decisions. In the marketing process, producers must be careful in seeing opportunities and threats so that producers must formulate strategies that are able to provide value to consumers.

According to (Kotler, Philip & Armstrong, 2016) Purchase intention is the stage in the buyer's purchase decision process where consumers actually buy. Furthermore, according to (Kotler, Philip & Armstrong, 2016) the factors that influence Buying Interest are Cultural, Social, Personal and Psychological. Furthermore, according to (Kotler, Philip & Keller, 2016) the factors that influence Purchase Interest are perceptions in which there are perceptions about products, brands, prices, locations, promotions and distribution channels.

According to (Alma, 2017) defines product quality as a set of attributes, both tangible and intangible, including the problem of color, price, the good name of the factory, the good name of the store that sells (retailer), and factory services and retailer services, which are received by buyers in order to satisfy his desire. According to (Kotler, Philip & Armstrong, 2014) Price is the amount of money





charged for a product or service, the amount of value exchanged by customers to obtain or use the product or service. According to (Tjiptono, 2016) argues that Service Quality is any action or activity that can be offered by a party to another party, which is basically intangible and does not result in any ownership.

The Alahan Panjang vegetable market is located in the Gumanti Valley, Kab. Solok, West Sumatra Province, Indonesia. This vegetable market sells various types of vegetables. To maintain business continuity against other competitors in Alahan Panjang. The vegetable market strategy focuses on efforts to increase sales, increase efficiency in all lines, as well as diversify business in prospective sectors related to the vegetable sales business. The vegetable market really pays attention to its marketing strategy. The problem that occurs in the vegetable market is a decrease in sales volume.

It can be concluded that the level of purchasing decisions is not optimal, allegedly caused by product quality and price through service quality. Based on the results of previous research conducted by (Farida, 2017) which states that Product Variation has a positive and significant influence on Purchase Interest. Research conducted (Nurrahman, 2016) which states that Product Variation has a positive and significant influence on Purchase Interest. As well as research conducted (Pradwika, 2018) which states that Product Variation has a positive and significant influence on Purchase Interest. Then the research conducted (Achidah & Hasiolan, 2016) which states that Promotion has a positive and significant influence on Purchase Interest. Research conducted (Irawan,

2018) which states that Promotion has a positive and significant influence on Purchase Interest. As well as research conducted (Iis, 2019) which states that Promotion has a positive and significant influence on Buying Interest. Then the research conducted (Lubis, 2016) which states that the price has a positive and significant influence on buying interest. Research conducted (Khumairo, 2017) which states that price has a positive and significant influence on buying interest. As well as research conducted (Nurdiansyah, 2017) which states that price has a positive and significant influence on buying interest.

RESEARCH METHODS

Data from questionnaires filled out by consumers who have been or are product buyers at the Alahan Panjang vegetable market are located in Lembah Gumanti, Kab. solo. The population in this study is unknown and large in size. The determination of the minimum number of samples is calculated based on the formula according to (Wibisono, 2016), which is as follows:

$$n = \frac{Z^2 pq}{e^2}$$

Where:

n = Number of samples

Z = 1.96

P = 50% chance of correct

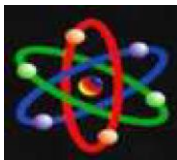
Q = 50% chance of being wrong

e = error rate %

In this study the error rate (e) is 10%.

$$= \frac{1,96^2 (0,5) (0,5)}{0,1^2}$$





$$\frac{0,9604}{0,01}$$

$n = 96,04$

So the sample in this study as many as 96 people from consumers who have or have purchased products at the Alahan Panjang vegetable market several times in Lembah Gumanti, Kab. solo. In this study, the structural equation modeling (SEM) analysis tool used the partial least square (PLS) program.

RESULTS AND DISCUSSION

Based on the results of the outer model testing using SmartPLS, the correlation value between the research variable statements where the value <0.5 is eliminated is as follows:

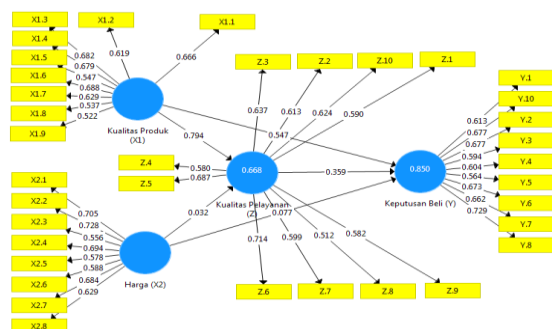


Figure 1. Testing Outer Model

Average Variance Extracted (AVE) Assessment

The validity criteria of a construct or variable can also be assessed through the Average Variance Extracted (AVE) value of each construct or variable. A construct is said to have high validity if its value is above 0.50. The following will present the AVE value for all variables.

Variabel	AVE
Keputusan Berkunjung (Y)	0,544
Brand Image (Z)	0,590
Promosi (X ₁)	0,537
Kualitas Pelayanan (X ₂)	0,587

Table 1. Average Variance Extracted (AVE) Value

Based on Table 1. it can be concluded that all the constructs or variables above meet the criteria of good validity. This is indicated by the Average Variance Extracted (AVE) value above 0.50 the recommended criteria

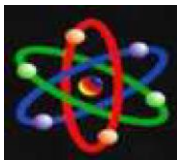
Konstruk (Variabel)	Cronbachs	
	Alpha	Rule of Thumb
Visit Decision	0,789	0,7
Brand Image	0,809	0,7
Promotion	0,800	0,7
Service quality	0,845	0,7

Table 2 . Reliability Value

Based on the SmartPLS output in Table 5. above, it has been found that the composite reliability value and the Crombach alpha value for each construct or variable are larger than 0.70. Thus, it can also be concluded that the level of data reliability is good or reliable.

Hypothesis testing aims to answer the problems that exist in this study, namely the influence of certain exogenous latent constructs with certain endogenous latent constructs either directly or indirectly through mediating variables. Hypothesis testing in this study, can be assessed from the magnitude of the value of t-statistics or t-count compared to t-table 1.96 at 5% alpha. If t-statistics/t-count < t-table 1.96 at 5% alpha, then Ho is rejected and If t-statistics/t-count > t-table 1.96 at 5% alpha, then Ha is accepted. The following is the SmartPLS output, which describes





the estimated output for structural model testing.

	Sampel Asli (O)	Rate-rata Sam...	Standar Deviasi (STDEV)	T Statistik (O/STDEV)	P Values
Harga (X2) -> Keputusan Beli (Y)	0.077	0.086	0.068	1.130	0.259
Harga (X2) -> Kualitas Pelayanan (Z)	0.032	0.043	0.089	0.356	0.722
Kualitas Pelayanan (Z) -> Keputusan Beli (Y)	0.359	0.350	0.086	4.178	0.000
Kualitas Produk (X1) -> Keputusan Beli (Y)	0.547	0.548	0.093	5.862	0.000
Kualitas Produk (X1) -> Kualitas Pelayanan (Z)	0.794	0.792	0.076	10.483	0.000

Figure 2. Result For Inner Weights Direct Affect

The results of testing the data using the SmartPLS program tool found the Product Quality coefficient value of 10,483 which is the magnitude of the influence given by this construct on Service Quality. Furthermore, to assess whether this hypothesis is accepted or rejected, the comparison between the value of t-statistics or t-count with a t-table of 1.96 at 5% alpha. Where the value of t-statistics > t-table 1.96 at 5% alpha or 10.483 > 1.96 with p-value 0.000 < 0.05 therefore H0 is rejected and H1 is accepted, in other words there is a significant positive effect on Product Quality on Service Quality. The results of this study are in line with research conducted by (Farida, 2017) there is a significant positive effect on Product Quality on Service Quality. Research conducted by (Nurrahman, 2016) there is a significant positive effect on Product Quality on Service Quality.

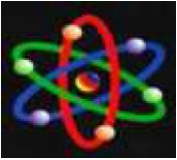
From the results of testing the data with the SmartPLS program, it was found that the price coefficient value was 0.356, which is the magnitude of the influence given by this construct on Service Quality. Furthermore, to assess whether this hypothesis is accepted or rejected, it is compared between the t-statistics or t-count values with a t-table of 1.96 at 5% alpha. Where if the t-statistics value > t-table 1.96 at 5% alpha or 0.356 < 1.96

with p-value 0.722 > 0.05 then the hypothesis can be accepted or H0 is accepted and H2 is rejected, in other words there is a positive influence that not significant Price on Service Quality. The results of this study are not in line with research conducted by (Pradwika, 2018) there is a significant positive effect of price on service quality.

Based on the results of data testing using the SmartPLS program tool, it can be seen that the product quality coefficient value is 5.862 which is the magnitude of the influence given by the Promotion Quality construct on Buyer Decisions. To find out whether this hypothesis is accepted or rejected, then the comparison between the value of t-statistics or t-count with a t-table of 1.96 at 5% alpha. Where the value of t-statistics > t-table 1.96 at 5% alpha or 5.862 > 1.96 with p-value 0.000 < 0.05 therefore H0 is rejected and H3 is accepted, in other words there is a significant positive effect on Product Quality to the Purchase Decision. The results of this study are in line with research conducted by (Handoko, 2017) there is a significant positive effect on Product Quality on Purchase Decisions.

Based on the results of data testing using the SmartPLS program tool, it can be seen that the price coefficient value is 1.130 which is the magnitude of the influence given by this construct to the formation of visiting decisions. To find out whether this hypothesis is accepted or rejected, then the comparison between the value of t-statistics or t-count with a t-table of 1.96 at 5% alpha. Where the value of t-statistics > t-table 1.96 at 5% alpha or 1.130 < 1.96 with p-value 0.040 < 0.05 therefore H0 is





accepted and H4 is rejected, in other words there is an insignificant positive effect. to the Purchase Decision. The results of this study are in line with research conducted by (Achidah & Hasiolan, 2016) there is an insignificant positive effect on price on purchasing decisions.

CONCLUSION

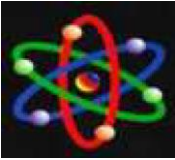
Based on the results of data processing with the SmartPLS program, the Service Quality coefficient value of 4.178 is obtained which is the magnitude of the influence given by this construct to the Buyer's Decision. Furthermore, to assess the value of t-statistics or t-count is useful for assessing the acceptance or rejection of the hypothesis, by comparing the value of t-statistics or t-count with the t-table at 1.96 (at an error rejecting the data of 5%). The value of t-statistics > t-table 1.96 or $4.178 > 1.96$ with a p-value of $0.000 < 0.05$. Thus, the hypothesis can be accepted or H0 is rejected and H5 is accepted, in other words there is a significant positive effect on Service Quality. Purchase Decision. The results of this study are in line with research conducted by (Irawan, 2018) there is a significant positive influence on Service Quality on Purchase Decisions. The value of t-statistics > t-table 1.96 or $4.008 > 1.96$ with a p-value of $0.000 < 0.05$. Thus, the hypothesis can be accepted or H0 is rejected and H6 is accepted, in other words there is a significant positive effect on product quality. Buying Decision through Service Quality. Then the Buying Decision will increase through Service Quality, Buying Decision will be better if it is not directly influenced by Product Quality. The value of t-statistics < t-table 1.96 or $0.347 < 1.96$ with a p-value of $0.729 >$

0.05. Thus, the hypothesis can be accepted or H0 is accepted and H7 is rejected, in other words there is an insignificant positive effect on price. Buying Decision through Service Quality. Then the Buying Decision will go down through the Quality of Service, the Buying Decision will be better if it is directly influenced by the Price.

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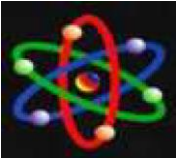
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