

THE INFLUENCE OF RAW MATERIAL QUALITY AND PRICE ON CONSUMER DECISIONS BUY BROILER PRODUCTS 1 AT PT. INDOJAYA AGRINUSA MEDAN

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Abstract

This study aims to determine whether the quality of raw materials and prices have a significant effect on consumer decisions in buying broiler 1 products at PT. Indojoya Agrinusa Medan and how much influence the quality of raw materials and prices have on consumer decisions in buying broiler 1 products at PT. Indojoya Agrinusa Medan. The method used in this study is a quantitative method with several tests, namely reliability analysis, classical assumption deviation test and linear regression. Based on the regression results of the primary data processed using SPSS 18, the multiple linear regression equation is obtained as follows: $Y = 4.234 + 0.109 X1 - 0.781 X2$. Partially, the raw material quality variable ($X1$) has a significant influence on purchasing decisions, as evidenced by the t count $> t$ table ($8.977 > 2.012$). Meanwhile, the price variable ($X2$) does not have a significant effect on purchasing decisions, as evidenced by the value of t count $< t$ table ($1.821 < 2.012$). Simultaneously, raw material quality ($X1$) and price ($X2$) variables have a significant influence on purchasing decisions. This means that the hypothesis in this study is accepted, as evidenced by the calculated F value $> F$ table ($26.080 > 3.20$). Raw material quality ($X1$) and price ($X2$) variables are able to contribute to the purchasing decision variable by 68.1% while the remaining 31.9% is influenced by other variables not examined in this study. From the conclusion above,

Keywords: *Quality of Raw Materials, Prices, and Purchasing Decisions*

INTRODUCTION

Background of the problem

Every established company must have a purpose. Besides seeking the highest profit, the company also has another goal, namely achieving the survival and development of the company. In order to achieve this goal, the company needs to pay attention to the company's activities, which include the products produced, competitive prices and the right distribution channels. The development of the world of livestock continues to grow, seeing the development of technology to produce livestock significantly. The success of the business partners is the main key that the company has succeeded in creating good animal feed for consumption by broiler chickens.

PT. Indojoya Agrinusa Medan is a company that produces broiler chicken feed with various grades. For now, many have been produced to meet customer needs. PT. Indojoya Agrinusa Medan sells products to all broiler livestock entrepreneurs wherever they are. PT. Indojoya Agrinusa Medan produces broiler chicken feed on a large scale so it has stock in the warehouse. Business partners often complain that animal feed is not fresh, so consumers

are afraid of the quality of raw materials. Then employees often provide the wrong level of animal feed due to employee negligence in understanding the types of animal feed and the price for each type of animal feed has a fairly high price difference even though the quality of animal feed is not much different.

Formulation of the problem

Based on the description on the background and identification of the problems described above, the problems that will be studied in this study are:

1. Does the quality of raw materials and prices have a significant effect on consumer decisions in buying broiler 1 products at PT. Indojaya Agrinusa Medan?
2. How much influence the quality of raw materials and prices on consumer decisions in buying broiler 1 products at PT. Indojaya Agrinusa Medan?

Research purposes

The research objective used was to analyze how much influence the quality of raw materials and prices have on consumer decisions in buying broiler 1 products at PT. Indojaya Agrinusa Medan.

Benefits of research

The benefits expected from this research are theoretically useful for the development of economics, especially for the development of management science, especially in marketing management regarding raw materials and determining selling prices.

LITERATURE REVIEW

Theoretical review

Definition of Raw Materials

According to Wibowo, he argues that "raw materials are an important factor that also determines the level of cost of goods and the smoothness of the business production process".¹ According to Herjanto, he argues that "raw materials are goods that will become part of the finished product which costs can easily be followed".² Based on the general understanding, the difference in the meaning of the words between raw and raw materials can be interpreted as follows. The general understanding of the term raw material can have the meaning of a basic material that can come from various places, where the material can be used to be processed with a certain process into another form that is different from its original form.

While the general understanding of raw materials is raw materials that form the basis of making a product where these materials can be processed through certain processes to be

¹ Wibowo. 2014. Marketing Management. Rajawali Press Publisher. 4th printing. Jakarta.

² Herjanto Eddy. 2010. Operations Management. Grasindo Publisher. Jakarta.

made into other forms. Based on the understanding between raw materials and raw materials above, there are several examples of manifestations of the term raw materials, some of which are silver ore, which has an important meaning in the silver-making industry, another example is wheat, which is the seed of the plant when it is dried and roasted. processing can produce flour where this wheat seed is very useful for the flour-producing industry.

Types of Raw Materials

The types of raw materials according to Herjanto are as follows:³

1. Direct raw materials

Direct raw materials or direct materials are all raw materials that are part of the finished goods produced. The costs incurred to purchase direct raw materials have a close relationship and are proportional to the amount of finished goods produced.

2. Indirect Raw Materials

Indirect raw materials or also known as indirect materials, are raw materials that play a role in the production process but are not directly visible in the finished goods produced.

Definition of Price

According to Kotler and Armstrong, price can be narrowly defined as the amount of money billed for a product or service.⁴Or it can be broadly defined as price as the sum of the values that consumers exchange for the benefits of owning and using a product or service that enables a company to earn a reasonable profit by being paid for the customer value it creates.

Pricing Purpose

Realistic pricing goals require periodic monitoring to determine the effectiveness of the company's strategy. According to Tjiptono, there are basically four types of pricing, namely:⁵

- 1. Profit oriented goals.** This goal is known as profit maximization. In the era of global competition, where conditions are very complex and many variables affect the competitiveness of each company, profit maximization is very difficult to achieve, because it is very difficult to accurately estimate the amount of sales that can be achieved at a certain price level.
- 2. Volume oriented goals.** In addition to profit-oriented objectives, there are also companies that set their prices based on certain volume-oriented objectives or what are commonly known as volume pricing objectives. Prices are set in such a way as to achieve sales volume targets, sales value or market share.

³Wibowo. 2014. Marketing Management, 237

⁴ Kotler, Armstrong 2012. Marketing Management 2. Millennium Edition. PT. Independent Pledge. Jakarta.

⁵Tjiptono, Fandy. 2014. Brand Management and Strategy. Publisher Andi: Yogyakarta.

3. Image-oriented goals. The image of a company can be formed through a pricing strategy. Companies can charge high prices to create or maintain a prestigious image.
4. Price stabilization objective. In a market where consumers are highly price sensitive. If a company lowers its price, its competitors must lower their prices as well. Conditions like these underlie the formation of the objective of price stabilization in certain industries whose products are highly standardized (for example petroleum).
5. other purposes. Prices can also be set with the aim of preventing entry of competitors, maintaining customer loyalty, supporting resale or avoiding government interference.

Consideration Factors In Pricing

Pricing methods according to Tjiptono can be broadly grouped into four main categories, namely demand-based, cost-based, profit-based and competition-based pricing methods.⁶

1. The demand-based pricing method is a method that emphasizes the factors that influence customer tastes and preferences rather than factors such as costs, profits and competition. Customer requests are based on various considerations, including:
 - a. Customers' ability to buy (purchasing power)
 - b. Customer's ability to buy.
 - c. A lifestyle product in the customer, which concerns whether the product is a status symbol or just a product that is used daily.
 - d. The benefits that the product provides to the customer.
 - e. Prices of substitute products.
 - f. Potential market for the product.
 - g. The nature of non-price competition.
 - h. General consumer behavior.
 - i. Segments in the market.
2. Cost Based Pricing Method. In this method the main price determining factor is the supply or cost aspect, not the demand aspect. Prices are determined based on production and marketing costs added by a certain amount so as to cover direct costs, overhead costs and profits.
3. Profit-Based Pricing Methods. This method seeks to balance revenues and costs in pricing. This effort can be carried out on the basis of specific profit volume targets or expressed in the form of a percentage of sales or investment. This profit-based pricing method consists of target profit, pricing, target return on sales pricing, and target return on investment pricing.
4. Competition-Based Pricing Methods. Apart from being based on cost, demand or profit considerations, prices can also be set on the basis of competition, namely what competitors are doing. Competition-based pricing methods consist of customary pricing; above at or below market pricing ; loss leader pricing; and scaled bid pricing.

⁶Tjiptono, Fandy. 2014. Brand Management and Strategy, 154

Price Indicator

The indicators used in pricing include (Kotler and Armstrong):⁷

1. **Selling Price Determination.** Pricing decisions, like other marketing mix decisions, must be buyer oriented. Effective buyer-oriented pricing involves understanding how much value consumers place on the benefits they receive from the product and setting prices accordingly.
2. **Price Elasticity.** How responsive is demand to a change in price. If demand barely changes because of a small change in price, then the demand is inelastic. If demand changes a lot, we call the demand elastic. The more inelastic the demand, the more likely sellers are to raise prices.
3. **Competitor Price Growth.** Another factor that influences a company's pricing decisions is competitors' prices and possible competitors' reactions to the company's pricing actions. A consumer who tends to buy a product based on price evaluations and the value of other similar products. Price indicators are:
 - a. **Price affordability.** Price affordability is the actual price of a product that is written on a product, which must be paid by the customer. What this means is that customers are likely to look at the final price and decide whether to receive the good value expected. Customer expectations in seeing prices are:
 - 1) The price offered is affordable by customers financially.
 - 2) Pricing must be in accordance with the quality of the product so that customers can consider it in making a purchase.
 - b. **Discounts/discounts** Discounts are price discounts given by the seller to the buyer as a reward for certain activities from the buyer that are pleasing to the seller. There are various types of discounts, such as:
 - 1) **Quantity discounts** are price discounts given to encourage consumers to buy in larger quantities, thereby increasing overall sales volume. In practice, quantity discounts are often not in the form of cash discounts, but additional units received for the same amount of payment (bonus or free goods) given to consumers who buy in large quantities.
 - 2) **Seasonal discount** is a price discount that is given only at certain times. Seasonal discounts are used to encourage purchases of items that will not be needed for some time to come.
 - 3) **Cash discount** is a price discount given to buyers for paying their accounts in a period, and they make payments on time.
 - 4) **Trade discounts** are given by manufacturers to dealers (wholesalers and retailers) who are involved in distributing goods and performing certain functions, such as sales, storage and record keeping.
 - c. **Payment method.** Method of payment as a procedure and mechanism for payment of a product/service in accordance with existing regulations. Ease of making payments can be used as a consideration for customers in making purchasing decisions. Because if the payment facility is still inadequate or does not make it

⁷Kotler, Armstrong 2012. Marketing Management 2,452

easier for the customer, this can result in new problems for the customer. There are four indicators that can be used to measure the price of an item according to Pepadri and Sitinjak (in Wibowo and Karimah, namely):⁸

- 1) Price reference
- 2) Prices are relatively cheaper
- 3) Reasonable price
- 4) Appropriate sacrifice and price in accordance with the benefits.

Based on this description, the price indicators used in this study include: affordability, discounts, methods of payment.

Definition of Purchase Decision

A product can be said to have been consumed by consumers if the product has been decided to be purchased. The decision to buy is influenced by the value of the product being evaluated. If the perceived benefit is greater than the sacrifice to get it, the urge to buy it is higher. Conversely, if the benefits are smaller than the sacrifices, then usually the buyer will refuse to buy and generally switch to evaluating other similar products. In most people, consumer buying behavior is often initiated and influenced by many stimuli from outside themselves, both in the form of marketing stimuli and stimuli from their environment. The stimulus is then processed within oneself according to personal characteristics, before finally making a purchase decision.

Setiadi defines a decision as involving a choice between two or more alternative actions or behaviors. Decisions always require a choice between several different behaviors. A consumer who wants to make a choice, then he must choose an alternative choice.⁹ If the consumer does not choose an alternative choice, then this is not a situation where the consumer makes a decision.

According to Kotler and Armstrong, "Consumer buyer behavior refers to the buying behavior of final consumers - individuals and households that buy goods and services for personal consumption", this understanding can be interpreted that purchasing decision behavior refers to the final buying behavior of consumers, both individually, and households buying goods and services for personal consumption.¹⁰

Purchasing Decision Making Process

According to Kotler and Armstrong, consumers will go through 5 (five) stages of the buying decision process. These stages are:¹¹

1. Problem Introduction. The process of buying with the recognition of a problem or need, the buyer recognizes a difference between the actual situation and the state he

⁸Wibowo. 2014. Marketing Management, 5

⁹ Setiadi, Nugroho. 2010. Consumer Behavior. 4th printing. Revised Edition. Kencana Publisher. Jakarta.

¹⁰Kotler, Armstrong 2012. Marketing Management 2,157

¹¹? Kotler, Armstrong 2012. Marketing Management 2,176

- wants. This need can be driven by stimulation from within the buyer or from outside. For example, normal people's needs are thirst and hunger will increase until they reach a threshold threshold and turn into a drive based on existing experience. A person has learned how to overcome these urges and he is driven towards the one type of object that is known to satisfy those urges.
2. Consumer Information Search. Behavior after the purchase is looking for information depending on the strength of the drive needs, the amount of information owned, the ease of obtaining information, additions and satisfaction obtained from information seeking activities. Usually the amount of information-seeking activity increases as the consumer moves from a limited decision problem-solving situation to a maximum problem-solving situation.
 3. Alternative Evaluation. Information obtained from prospective buyers is used to obtain a clearer picture of the alternatives they face and the attractiveness of each alternative. Producers must try to understand how consumers know the information they get and arrive at certain attitudes about brand products and decisions to buy.
 4. Buying decision. Producers must understand that consumers have their own way of handling the information obtained by limiting the alternatives that must be selected or evaluated to determine which one to buy.
 5. Behavior After Purchase. If the goods to be purchased do not provide the expected satisfaction, then the buyer will change his attitude towards the brand of the goods to a negative attitude, and even get satisfaction from the goods he has purchased, the desire to buy the brand of goods tends to become stronger. Producers must reduce feelings of displeasure or negative feelings towards a product by helping consumers find information that justifies consumer choices through communication directed at people who have recently purchased their products.

Factors Influencing Purchase Decision

According to Setiadi, purchasing decisions from buyers are strongly influenced by the following factors:¹²

1. Cultural Factors

- a. Culture

Culture is the most basic determinant of a person's desires and behavior.

While other creatures act on instinct, human behavior is generally learned.

- b. Sub-culture

Each culture consists of smaller sub-cultures that provide more specific identification and socialization for its members. Sub-cultures can be divided into four types: nationalist groups, religious groups, racial groups, and geographic areas.

- c. Social class

¹²Setiadi, Nugroho. 2010. Consumer Behavior, 10

Social classes are relatively homogeneous and enduring groups in a society, which are hierarchically structured and whose membership has similar values, interests, and behaviors.

2. Social Factors

a. Reference Group

A person's reference group consists of all groups that have a direct or indirect influence on a person's attitude or behavior.

b. Family

The family can be divided into two in the buyer's life, namely the orientation family and the procreation family. Orientation family is a person's parents.

d. Role and Status

A person generally participates in groups throughout his life, family, clubs, organizations. A person's position in each group can be identified in terms of roles and status.

3. Personal Factors

a. Age and Stages in the Life Cycle

A person's consumption is also shaped by the stage of the family life cycle. Several recent studies have identified stages in the psychological life cycle.

b. Work

Marketers try to identify groups of workers who have above average interest in certain products and services.

c. Economic Situation

A person's economic situation is made up of disposable income, savings and assets, ability to borrow and attitude towards spending versus saving.

d. Lifestyle

Lifestyle is a pattern of living in the world that is expressed by one's activities, interests and opinions. Lifestyle describes "a person as a whole" who interacts with the environment. Lifestyle also reflects something behind a person's social class.

e. Personality and Self-Concept

Personality is a psychological characteristic that is different from each person who views his response to the environment which is relatively consistent. Personality can be a very useful variable in analyzing consumer behavior.

4. Psychological Factors

a. Motivation

Some needs are biogenic, these needs arise from a certain psychological state, such as hunger, thirst, discomfort. Meanwhile, other needs are psychogenic, namely needs that arise from certain physiological conditions, such as the need to be recognized, the need for self-esteem or the need to be accepted.

b. Perception

Perception is defined as the process by which a person selects, organizes, interprets input information to create a meaningful picture of this world.

c. Learning Process

The learning process describes changes in a person's behavior that arise from experience.

d. Beliefs and Attitudes

Belief is a descriptive idea that someone has towards something.

METHOD

This research was conducted at PT. Indojoya Agrinusa Medan which is located at Jl. Raya Medan-Tj. Morawa Km. 12,8. Bangsari Village. Regency. Deli Serdang, Medan 20362, Indonesia. Tel: (62-61) 7940211. Fax: (62-61) 7940223. Website:www.japfacomfeed.co.id. E-mail:inusa@mdn.japfacomfeed.o.id. PT. Indojoya Agrinusa Medan, the writer chose as the research location because the writer works every day at PT. Indojoya Agrinusa Medan. In this study the research subjects were consumers of PT. Indojoya Agrinusa Medan who bought broiler 1 animal feed products. While the research object is the variables to be studied, namely the quality of raw materials (X1), price (X2), and purchasing decisions (Y) for broiler 1 products at PT. Indojoya Agrinusa Medan. The population in this study are all consumers who buy broiler 1 products at PT. Indojoya Agrinusa Medan as many as 50 consumers. This sampling technique is called saturated sampling technique or census. Data analysis techniques in this study using quantitative techniques were used to test the effect of the independent variables and the dependent variable.

RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

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

Table
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Betas		
1	(Constant)	.4234	.4189		.011	.317
	Raw material quality	.109	.087	0.110	.977	.000
	Price	-.0781	.0087	0.783	.821	.214

a. Dependent Variable: Purchase_Decision

Source: SPSS Output Version 20, data will be processed in 2022

The multiple linear regression equation is obtained as follows:

$$Y = 4,234 + 0.109 X_1 - 0.781 X_2$$

1. Constant (a) = 4,234 shows a constant value, where if the independent variable = 0 then the dependent variable = 4,234, meaning that if there is no quality of raw materials and prices, the purchase decision is still worth 4.234.
2. The regression coefficient of the variable quality of raw materials (X_1) = 0.109 indicates that the quality of raw materials has a positive effect on purchasing decisions, so that if the quality of raw materials is increased by 1 unit, the purchasing decision will increase by 0.109.
3. The regression coefficient of the price variable (X_2) = -0.781 indicates that price has a negative effect on purchasing decisions, so that if the price is increased by 1 unit, the purchasing decision will decrease by 0.781.

Partial Hypothesis Test (t test)

In the Coefficients table, the calculated t value is also obtained. The calculated t value is then compared with the t table value at $\alpha = 0.05$. The value of t table on df (nk) where n is the number of samples and k is the number of variables both independent and dependent variables, then $50 - 3 = 47$. At df 47 with $\alpha = 0.05$ the value of t table is 2.012.

The calculated t value of the variable quality of raw materials (X_1) is equal to 8,977, thus $t_{\text{count}} > t_{\text{table}}$, then H_0 is rejected and H_1 is accepted which means that the raw material quality variable (X_1) has a significant influence on purchasing decisions.

The calculated t value of the price variable (X_2) is equal to 1,821, thus $t_{\text{count}} < t_{\text{table}}$, then H_0 is accepted and H_1 is rejected, which means that the price variable (X_2) has no significant effect on the quality of purchasing decisions.

Simultaneous Hypothesis Test (Test F)

Anova or analysis of variance is a joint regression coefficient test (F test) to test the significance of the effect of several independent variables on the dependent variable. The results of the F test can be seen in the following table:

Table

ANOVA b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1038,780		519,390	50,277	,000a
	Residual	485,540	7	10,331		
	Total	1524,320	9			

a. Predictors: (Constant), Price, Raw Material_Quality

b. Dependent Variable: Purchase_Decision

Source: SPSS Output Version 20, data will be processed in 2022

In the Anovab table, the calculated F value is 50.277 while the F table value is 3.20. Thus, F count > F table means that the raw material quality and price variables together have a positive and significant effect on purchasing decisions.

Determination Coefficient Test (R²)

The coefficient of determination (R²) of the regression results can be seen in the table below:

Table

Summary modelb

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	0,826a	0,681	0,668	3,2141

a. Predictors: (Constant), Raw material quality, Price

b. Dependent Variable: Quality of service

The value of the coefficient of determination (R²) from the regression result is 0.681, meaning that the raw material quality and price variables contribute 68.1% to the purchasing decision. This result is the result of (R² x 100%), while the remaining 31.9% is influenced by other variables not examined in this study.

CLOSING

Conclusion

From the results of the research that has been discussed by processing and questionnaires and using several tests, the following conclusions can be drawn:

1. Partially, the raw material quality variable (X1) has a significant influence on purchasing decisions, as evidenced by the t count > t table (8.977 > 2.012).

Meanwhile, the price variable (X2) does not have a significant effect on purchasing decisions, as evidenced by the value of t count < t table (1.821 < 2.012).

2. Simultaneously, raw material quality (X1) and price (X2) variables have a significant influence on purchasing decisions. This means that the hypothesis in this study is accepted, as evidenced by the calculated F value > F table (50.227 > 3.20).
3. Raw material quality (X1) and price (X2) variables are able to contribute to the purchasing decision variable by 68.1% while the remaining 31.9% is influenced by other variables not examined in this study.

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