

Influence of Product Quality on Purchase Decision at PT Pertani (Persero) UPP Sidrap Regency

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ABSTRACT

This study aims to determine and analyze how much influence product quality has on purchasing decisions at PT. Pertani (Persero) UPP Sidrap Regency. The analytical methods used in this study were observation, interviews, questionnaires, and documentation. The method of determining the sample is using the Roscoe formula as many as 70 respondents. The analytical method used is the method of multiple linear analysis. This method is processed using SPSS version.23. Based on the results of the research that has been done, where the results of multiple linear regression obtained $Y = 2.263 + 0.257 (X_1) + 0.009 (X_2) + 0.013 (X_3) + 0.132 (X_4) + 0.011 (X_5) + 0.143 (X_6) + e$. In addition, with the F test (simultaneous) it can be seen that performance, durability, suitability, reliability, features, design have a significant influence on purchasing decisions with a significant level of $0.000 < 0.05$. Based on the t-test (partial), of all the independent variables, only the performance variable is indicated by the value of tcount $(6.852) > (1.998)$ with a significant probability of $(0.000) < (0.05)$. While the design variable is indicated by the value of tcount $(3.077) > (1.998)$ with a significant probability of $(0.003) < (0.05)$. While other variables such as durability, suitability, reliability, and features have no significant effect on purchasing decisions.

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1. Introduction

Along with development increasingly technology sophisticated in this modern era, many company that grows and develops fast. Likewise, consumers, with various many products, of course consumer the smarter and more competitive in the choose suitable product for consumed. With the smarter consumer cause tough competition between producer in business snatch attention consumers who are in the market for buy the product.

Quality the product (*product quality*) in question is understanding that products offered by the company have Mark sell more who don't owned by product competitors, then from that company attempted focus on quality products, and compare them with products offered by the company competitors. Product with appearance best not yet of course is product with quality highest, if how it looks is not what consumers and markets need and want, because those products manufacturers who have

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on the market moment this sued for more creative and multiply variation as well as innovation the product in accordance need consumers and markets.

Purchase decision consumer have a number of considerations, including is decision about type product, shape product, brand, quality product, quantity product, time purchase and how payment. Purchased product must quality, consumer will feel product that quality if product they could fulfil wants and needs in accordance as expected or exceed what to expect.

PT Pertani (Persero) is a business entity state-owned (BUMN) which owns history long. Established since 1959 by President Soekarno through Constitution Emergency No.1 Dated January 14, 1959, company this is pioneer state company sector - focused first _ Agriculture from upstream to downstream for help farmers Indonesian. PT. Pertani (Persero) is a company company the company which moving in the field seeds and rice. Focus business this has push PT. Pertani (Persero) adapt self with development of the times for strengthen performance with build competence core business as producer until become a distributor of various commodity Agriculture especially Beni Padi, beni corn, premium and medium rice.

As stated on PT Pertani (Persero) has: many commodities agriculture. At PT. Pertani (Persero) Regency UPP Sidrap only focus on commodities Agriculture specifically Rice. Product is something that can meet the needs and desires of consumers. Each company has various products that will be sold to consumers, one of which is Celebes rice and special new rice or special head rice, which are products issued by the company PT Pertani (Persero) UPP Sidrap Regency.²

3

Table 1.1
Sales data PT. Pertani (Persero) Regency UPP Sidrap

Type Product	Amount Sale Per year PT Pertani (Persero) UPP Sidrap Regency		
	2018	2019	2020
Rice celebrities	Rp.962.079.000	Rp.1.617.905.000	Rp.164.860.000
Rice new special	Rp.23.314.671.500	Rp.23.414.434.000	Rp.3.711.804.500

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s table, it could be concluded that total sale every product at PT. Pertani (Persero) UPP Regency Sidrap for 3 years no forever experience increase.⁴

2. Theoretical Foundation

A. Management Marketing

According to Kotler (1997) in Bakhtiar Tijjang book, marketing is a social and managerial process in which individual and group get what are they need and want with create, offer and exchange value product with party another.⁵

B. Quality Product

Quality is whole features and characteristics something goods or services that affect their ability for satisfying stated need or implied. Satisfaction consumer to something product related close with quality or quality from required product. A consumer will feel the product he bought quality if product they could fulfil wants and needs in accordance as expected or exceed what to expect. Every company or producer must have quality that will monitor or support for increase or maintain position products on the market.

Product is something complex nature good could touched nor no could touched, including pack, color, price, prestige companies and retailers, service companies and retailers, accepted by the buyer for satisfying wants and needs.⁶

²Anastasia, U., & Nurendah, Y. (2014). Pengaruh Kualitas Produk dan Citra Merek Terhadap Keputusan Pembelian Konsumen. Jurnal Ilmiah Manajemen Kesatuan, 2(2), 181-190.

⁴ Santoso, K. W., Waluyo, H. D., & Listyorini, S. (2014). Pengaruh kualitas produk, harga dan promosi terhadap keputusan pembelian permen tolak angin di Semarang. Jurnal Ilmu Administrasi Bisnis, 3(1), 95-105.

⁵ Tijjang Bakhtiar (2018). Konsep Bauran Pemasaran dan Perilaku Konsumen. Bandung

Quality product, customer will satisfy if after buy and use product, it turns out quality the product good. quality product this is global and existing dimensions six indicator from quality product.

1. *Performance* (performance), related with characteristics operation base from a product.
2. *Durability* (power hold), which means how long or age product concerned endure before product the must replaced. The bigger frequency usage consumer to product so the greater power stand product.
3. *Conformance* to Specifications with specification), that is to what extent characteristics operation base from a product fulfil specification certain from consumer or no found product defects.
4. *Features* (features), are characteristics designed product for perfect function product or add interest consumer to product.
5. *Reliability* (reliability), is probability that product will work with satisfying or no in period time certain. The smaller possibility happening damage so product the could reliable.
6. *design* (Design), relate with how appearance product can be seen from looks, tastes, smells and looks from interesting product.

C. Definition of Purchase Decision

According to Nitisemito, decision purchase is the “retrieval process” decision consumer in consuming products and activities individual ". This thing related in his business fulfil need with involved stage in evaluate, acquire, and use product.

Results can be made only if there is some the selected alternative when alternative options no there is for actions taken without the presence of options the no can it is said make decision. Recruitment decision is an activities individual who are directly involved in get and use items offered. Decisions made by a person can called as a solving problem. In the process of recruitment decisions, consumers have target or desired behavior achieved or satisfied.⁷

3. Methode

This research was conducted at PT Pertani (Persero) UPP Sidrap Regency, located on Jalan Cokroaminoto, Kec. Maritengngae, Kab. Sidendeng Rappang, with the research time approximately two months in 2021.

In this study, take sample use roscoe approach.⁸ When in study will do analysis with multivariate (correlation or gegresi double for example)⁹, then total member sample minimum 10 to 15 of total variables studied. Amount variable (independent + dependent) in study this as much as 7, so that total sample required $10 \times 7 = 70$ respondents. As for technique withdrawal sample on research this is incidental sampling that is technique determination sample based on coincidence, that is who only that coincidence/incidental meet with researcher at company PT Pertani (Persero) Regency UPP Sidrap could use as sample, if seen by chance found that suitable as data source.

4. Results and Discussion

In this research, the writer distributed the sheet questionnaire to the responder and then it processed with conducting the testing of data analysis by using *SPSS (statistical product and service solutions) program for windows ver.23*.

⁶ Razak, I., Nirwanto, N., & Triatmanto, B. (2019). Pengaruh Kualitas Produk Terhadap Kepuasan Pelanggan. *Jurnal Manajemen Bisnis Krisnadwipayana*, 7(2), 1-14.

⁷ Tijjng Bakhtiar (2018). *Konsep Bauran Pemasaran dan Perilaku Konsumen*. Bandung

⁸ Putra, P., & Amrial, A. (2021). The Effect of Service Quality On Customer Satisfaction On Pt. Bank Bukopin Kabupaten Sidrap, Sulawesi Selatan. *jmm17*, 8(02), 91-98.

⁹ Putra, P. (2021). Pengaruh Citra Merek dan Kualitas Produk terhadap Kepuasan Pelanggan Produk Mie Sedaap. *Jurnal Ilmiah Manajemen & Kewirausahaan*, 8(1), 70-76.

Respondent in study this is consumer PT. Pertani (Persero) Regency UPP Sidrap who has done purchase. Amount respondents who are taken in study this a total of 70 respondents.¹⁰

- **Validity Test and Reliability Test**

With total sample (N) as much as 70 people then based on $DF = N - 2$ ($DF = 68$) is known Mark 0.2352 on r-table with level significance of test two direction of 0.05 or probability by 5%. Whole validity test results could see in the table following:

Table 4.1

Validity Test Quality Product on Purchase Decision

variable	Indicator Items	Corrected Item-Total Correlation	r- table	Information
X ₁	Performance 1	0.267	0.2352	Valid
	Performance 2	0.262	0.2352	Valid
	3 Performance	0.419	0.2352	Valid
X ₂	Power hold 1	0.485	0.2352	Valid
	Power hold 2	0.570	0.2352	Valid
	Power hold 3	0.663	0.2352	Valid
X ₃	Reliability 1	0.550	0.2352	Valid
	Reliability 2	0.474	0.2352	Valid
	Reliability 3	0.633	0.2352	Valid
X ₄	Suitability 1	0.612	0.2352	Valid
	Suitability 2	0.440	0.2352	Valid
	3 suitability	0.539	0.2352	Valid
X ₅	1 Design	0.631	0.2352	Valid
	Design 2	0.364	0.2352	Valid
	3 Design	0.462	0.2352	Valid
X ₆	Features 1	0.569	0.2352	Valid
	Feature 2	0.525	0.2352	Valid
	Features 3	0.405	0.2352	Valid
Y	Purchase decision 1	0.545	0.2352	Valid
	Purchase decision 2	0.371	0.2352	Valid
	Purchase decision 3	0.539	0.2352	Valid
	Purchase decision 4	0.419	0.2352	Valid
	5 purchase decision	0.415	0.2352	Valid

Source: processed data via SPSS.23 for windows (2021)

Table 4.2

Reliability Test Results
Reliability Statistics

Cronbach's Alpha	N of Items
.839	23

Source: data processed through SPSS.23 for windows (2021)

Based on results if the data in table 4.2 values Cronbach's alpha (α) is 0.839. More value big > 0.60 . It means could concluded indicator instrument variable independent performance, Power durability, reliability, fit, design and features as well as variable dependent decision purchase in study this already

¹⁰ Sugiyono (2014). Metode Penelitian Manajemen. Bandung: Alfabeta

reliable or could be trusted, because the results of the measurement are relatively consistent although the question is asked twice or more on different respondents, so this questionnaire could be used for the next study.¹¹

- **Test Hypothesis**
Analysis Multiple Linear Regression

Table 4.3
Analysis Multiple Linear Regression
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.263	.258		8,760	.000
Performance	.257	.038	.550	6.852	.000
Durability	.009	.077	.017	.116	.908
1 Fitness	.013	.069	.023	.192	.848
Reliability	.132	.083	.245	1.593	.116
Feature	.011	.072	.018	.152	.879
Design	.143	.047	.290	3.077	.003

a. Dependent Variable: PURCHASE DECISION

Source: primary data processed via SPSS V.23 for windows

by table 4.3 above obtained results equality multiple linear regression as following:

$$Y = 2,263 + 0,257 (X_1) + 0,009 (X_2) + 0,013 (X_3) + 0,132 (X_4) + 0,011 (X_5) + 0,143 (X_6) + e$$

Table 4.4
T test (Partial Test)
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.263	.258		8,760	.000
Performance	.257	.038	.550	6.852	.000
Durability	.009	.077	.017	.116	.908
1 Fitness	.013	.069	.023	.192	.848
Reliability	.132	.083	.245	1.593	.116
Feature	.011	.072	.018	.152	.879
Design	.143	.047	.290	3.077	.003

a. Dependent Variable: Purchase Decision

Source: primary data processed via SPSS V.23 for windows

For could knowing is by Partial variable free consisting of from that is performance (X_1), power stand (X_2), suitability (X_3), reliability (X_4) features (X_5), and the design (X_6) has an effect to decision purchase, thing this could know with compare $T_{\text{calculate}}$ that can see in the table *coefficient* with t_{table} on table distribution t.

Formula for look for Mark t_{table} are:

$$t_{\text{table}} = (\text{Probability} = /2); (df = n - k)$$

Description: = Probability test two direction (0.05 (5%))

n = Total sample shaper regression (70 People)

k = Total variable (free + bound = 7 variables)

¹¹ Sugiyono (2014). Metode Penelitian Manajemen. Bandung: Alfa Beta

$$\begin{aligned} \text{So, } t_{\text{table}} &= (0.05/2); (70 - 7) \\ &= 0.025; 63 \end{aligned}$$

Then searched on distribution Mark t_{table} so found Mark t_{table} of 1.99834 or 1,998.

- **F test (simultaneous test)**

Test results with using the SPSS 23 program *for windows* could see in the table with level 5% significance ($\alpha = 0.05$).

Table 4.5
F test (simultaneous test)
ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,473	6	.412	20,535	.000 ^b
	Residual	1,265	63	.020		
	Total	3.738	69			

A. Dependent Variable: Purchase Decision

B. Predictors: (Constant), Design, Performance, Fitness, Durability, Features, Reliability

Source: *primary data processed via SPSS V.23 for windows*¹²

In the table above obtained that F value = 20,535 with probability level of significance (0.000 < 0.05). After knowing big F_{count} , then will compared to with F_{table} .

For knowing Mark from F_{table} so used formula:

$$F_{\text{table}} = (df1 = k - 1); (df2 = n - k)$$

Where: k = Total Variable (free + bound = 7 variables)

n = Total sample shaper regression (70 people)

$$\begin{aligned} \text{So, } F_{\text{table}} &= (df1 = 7-1); (df2 = 70 - 7) \\ &= (df1 = 6); (df2 = 63) \end{aligned}$$

Then searched on distribution Mark F_{table} with probability 0.05 so put forward Mark F_{table} as big as 2.36.

This thing means $F_{\text{count}} (20,535) > F_{\text{table}} (2,36)$. Where if $F_{\text{count}} > F_{\text{table}}$, then could said that there is positive influence _ between $X_1, X_2, X_3, X_4, X_5, X_6$ against Y, p this show that change up and down variable quality product take effect real to level decision purchase. Whereas Mark its significance is sig 0.000 < 0.05 (sig a < 0.05). Then H1 is accepted and H0 rejected.

- **Analysis Results Coefficient Determination (R^2)**

Table 4.10
Coefficient Result Determination (R^2)
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.813 ^a	.662	.629	.14168	.662	20,535	6	63	.000	1,488

A. Predictors: (Constant), Design, Performance, Fitness, Durability, Features, Reliability

B. Dependent Variable: Purchase Decision

Source: *primary data processed via SPSS V.23 for windows*

Influence performance (X_1) against decision purchase on PT. Pertani (Persero) Regency UPP Sidrap. This result show that variable performance (X_1) has significant influence to decision purchase at PT Pertani (Persero) UPP Regency Sidrap. This thing proved with t test statistic (partial) for variable. Performance (X_1) with t_{count} as big as 6,852 with Mark significant 0.000 more small from 0.05 (0.000 <

¹² Tijiang Bakhtiar (2018). Konsep Bauran Pemasaran dan Perilaku Konsumen. Bandung

0.05), and the coefficient regression have Mark positive as big as 0.257. This thing shows variable performance (X_1) in Partial have significant influence Among to variable decision purchase or in other words, H_a accepted.¹³

Influence power resistant (X_2) to decision purchase on PT. Pertani (Persero) Regency UPP Sidrap. This result show that variable power hold (X_2) no take effect by significant to decision purchase. at PT Pertani (Persero) UPP Regency Sidrap. This thing proved with t test (partial) for variable power hold (X_2) with t_{count} as big as 0.116 with Mark its significance as big as 0.908 more big from 0.05 ($0.908 > 0.05$), and the coefficient regression have Mark positive 0.009. This thing shows variable power hold (X_2) in Partial no have significant influence to variable decision purchase or in other words, H_a rejected.

Influence suitability (X_3) against decision purchase on PT. Pertani (Persero) Regency UPP Sidrap. This result show that variable suitability (X_3) no take effect by significant to decision purchase at PT Pertani (Persero) UPP Regency Sidrap. This thing proved with t test (partial) for variable conformity (X_3) with t_{count} as big as 0.192 with Mark its significance as big as 0.848 more big from 0.05 ($0.848 > 0.05$), and the coefficient regression have Mark positive 0.013. This thing shows variable suitability (X_3) in Partial no have significant influence to variable decision purchase or in other words, H_a rejected.

Influence reliability (X_4) against decision purchase at PT Pertani (Persero) UPP Regency Sidrap. This result show that variable reliability (X_4) no take effect by significant to decision purchase at PT Pertani (Persero) UPP Regency Sidrap. This thing proved with t test (partial) for variable reliability (X_4) with t_{count} as big as 1,593 with Mark its significance as big as 0.116 more big from 0.05 ($0.116 > 0.05$), and the coefficient regression have Mark positive 0.132. This thing shows variable reliability (X_4) in Partial no have significant influence to variable decision purchase or in other words, H_a rejected.

Influence feature (X_5) against decision purchase on PT. Pertani (Persero) Regency UPP Sidrap. This result show that variable feature (X_5) no take effect by significant to decision purchase at PT Pertani (Persero) UPP Regency Sidrap. This thing proved with t test (partial) for variable features (X_5) with t_{count} as big as 0.152 with Mark its significance as big as 0.879 more big from 0.05 ($0.879 > 0.05$), and the coefficient regression have Mark positive 0.011. This thing shows variable features (X_5) in Partial no have significant influence to variable decision purchase or in other words, H_a rejected.

Influence design (X_6) against decision purchase on PT. Pertani (Persero) Regency UPP Sidrap. This result show that variable design (X_6) has significant influence to decision purchase at PT Pertani (Persero) UPP Regency Sidrap. This thing proved with t test statistic (partial) for variable. design (X_6) with t_{count} of 3,077 with Mark significant 0.003 more small from 0.05 ($0.003 < 0.05$), and the coefficient regression have Mark positive of 0.143. This thing shows variable design (X_6) in Partial have significant influence Among to variable decision purchase or in other words, H_{an} accepted.

Influence Performance, Power Resistant, Suitability, Reliability, Features, Design Against Purchase Decisions at PT Pertani (Persero) UPP Regency Sidrap. Research results show that there is influence Performance, Power Durability, Conformity, Reliability, Features, Design simultaneous to decision purchase at PT Pertani Persero) UPP Sidrap. This thing proved with results statistics F_{count} as big as 20.535 with level significance as big as 0.000. because of that significance smaller of 0.05 ($0.000 < 0.05$), then study this succeed prove the hypothesis that states that " supposedly " quality product take effect by simultaneous to decision purchase at PT Pertani (Persero) UPP Regency Sidrap."

Coefficient test results determinant R Square or R^2 on research this obtained Mark coefficient determinant R^2 (R Square) as big as 0.662 which means that big influence Performance, Power Durability, Conformity, Reliability, Features, Design against decision purchase is 66.2% and the rest as big as 33.8% explained by variable others who don't including in study this.¹⁴

¹⁴ Razak, I., Nirwanto, N., & Triatmanto, B. (2019). Pengaruh Kualitas Produk Terhadap Kepuasan Pelanggan. Jurnal Manajemen Bisnis Krisnadwipayana, 7(2), 1-14.

5. Conclusions

Based on the analysis of Partial (T-Test), the result of this study was found that all the variables were quality, and only two variables influential by Partial namely variable performance and variable design. Where is the variable performance be marked with Mark t count $(6.852) > t \text{ table } (1.998)$ with probability significant of $(0.000) < (0.05)$. Whereas variable design be marked with Mark t arithmetic $(3.077) > t \text{ table } (1.998)$ with probability significant of $(0.003) < (0.05)$. Whereas other variables like power durability, fit, reliability and features no take effect by Partial to decision purchase at PT Pertani (Persero) UPP Regency Sidrap. And based on testing by simultaneous (Test F) results study prove that all variable from indicator quality product (performance, power durability, suitability, reliability, features, and design) simultaneous have significant influence to variable dependent to decision purchase. With F value = 20,535 with probability level of significance $0.000 < 0.05$.

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Conflict of Interest Statement:

The author declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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