

ANALYSIS OF THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY, PRICE, CUSTOMER CONFIDENCE ON THE DECISION TO PURCHASE NATURAL STONE AT CV RAINBOW PELANGI

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Abstract: There is a gap between the need and availability of housing in Indonesia. With the increase in the growth of housing developments in Indonesia, the need for natural stone as a support to beautify the appearance of the interior, exterior of houses and gardens is also increasing. This study aims to analyze the influence of product quality, service quality, price, customer trust, on natural stone purchasing decisions. The results of this study are product quality, service quality, price, and customer trust have a significant positive effect on purchasing decisions. Service quality variable (X2) is the most influence to purchasing decision (Y) with coefficient value 0,56, and then follow with price (X3) with coefficient value 0.28, and follow with product quality (X1) with coefficient value 0,14, and customer trust with coefficient value 0.06.

Keywords: *Product Quality, Service Quality, Price, Customer Trust, Purchase Decision*

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1. Introduction

Along with the progress of architectural art, natural stone is widely used to beautify the exterior interior of houses and gardens. In addition, a trend and lifestyle "back to nature" makes natural stone products increasingly popular with the public, both at home and abroad, so the need for natural stone is increasing. Based on data from Google Trend, it was found that the number of natural stone searches online was increasing in Indonesia 2018-2022. Even in 2020, even during a pandemic, the search for natural stones remains stable and tends to increase.

The need for housing continues to increase every year. To overcome these problems, the government has included housing development as one of the development priority scales. The development target is contained in the 2015-2019 National Intermediate Development Plan (RPJMN). According to data from the Ministry of Public Works and Public Housing (PUPR), as of 8 March 2019, the backlogs were 7.6 million units. One effort to overcome the backlog is the One Million Houses Program.

With the increase in the growth of housing developments in Indonesia, the need for natural stone to beautify the interior and exterior of houses and gardens is also increasing. With the increasing demand for natural stones, CV Rainbow Pelangi wants to answer market needs by providing natural stones of good quality. People are increasingly selective in choosing natural stone products, and competition between natural stone companies is getting tougher.

Companies must be able to have an advantage to win the competition. Company profits can increase if more consumers decide to buy products from the company.

According to Dessyaningrum (2020) define a purchasing decision as a choice from two or more alternative options. According to Kotler & Armstrong (2017), purchasing decisions are elements of customer behavior, namely research on how organizations, individuals, or groups make choices, decide to buy, use, and how experiences, ideas, goods, or services are used to fulfill satisfaction. , their wants and needs.

Irfan (2022), conducted research entitled "Analysis of the Influence of Product Quality and Price Perceptions on the Purchase Decision of Orthopedic Implant Products (Kangli) through Consumer Trust as Intervening Variables in PT. Java Almeda Mandiri in Surabaya". The research was conducted on 60 respondents. Data is processed with SEMPLS, software with smartPLS. The research results showed that customer trust, product quality, and price perception significantly influenced purchasing decisions.

Ariyanto et al. (2021), researched "The Influence of Service Quality and Product Quality toward Purchase Decisions of Honda Motorcycles at AHM Bintaro". This study aims to analyze the effect of service quality and product quality on purchasing decisions for Honda motorcycles at Bintaro AHM. The research method used is explanatory research with multiple regression statistical tests. The research results conclude that product quality and service quality significantly affect purchasing decisions for Honda motorbikes at AHM Bintaro.

Rachmawati (2019), researched "Factors Influencing Customers Purchase Decision of Residential Property in Selangor, Malaysia". This study analyzes the effect of product quality, price, location, promotion, and corporate image on purchasing decisions by randomly distributing 312 questionnaires in several residential areas in Selangor, Malaysia. From the results of the study it was found that product quality, price, location, promotion, and company image significantly influence purchasing decisions.

2. Literature Review

According to Peter and Olson (2014), purchasing decisions are an integration process to combine knowledge to evaluate two or more alternative behaviors and choose one of them. Meanwhile, according to Schiffman and Kanuk, the definition of a consumer purchasing decision is the selection of two or more choices. In other words, alternative choices must be available to someone when deciding. On the other hand, if the consumer has no alternative to choose from and is truly forced to make certain purchases and actions, this situation does not constitute a decision.

Kotler and Armstrong (2016) state, "Product quality is the ability of a product to perform its functions which include durability, reliability, accuracy, convenience, operation and repair and other attributes". If a product can carry out its functions, it is a good quality product. According to Kotler (2008), most products are divided into four quality levels: low quality, average quality, good quality, and very good quality.

According to Tjiptono (2019), service quality is a dynamic condition closely related to products, services, human resources, processes, and the environment that can at least meet or exceed the expected service quality. According to Tjiptono, the definition of service quality is an effort to fulfill needs accompanied by customer desires and the accuracy of the delivery method to meet customer expectations and satisfaction.

Price is the value of a good or service, measured by the amount of money the buyer spends to obtain a combination of goods or services and their services. According to Philip Kotler (2016), price is the amount of value or money charged for a product or service for the amount

of value consumers exchange for price benefits, which has become an important factor influencing buyers' choices. In a narrow sense, price is the amount of money charged for a thing or service.

According to Mowen and Minor (2002), customer trust is all the knowledge the customer possesses and all the conclusions the customer makes about the object, its attributes and benefits. Objects can be products, people, companies and anything about which someone has beliefs and attitudes.

Hypotheses Development

The Relationship between Product Quality and Purchasing Decisions

Rachmawati (2019), examined the influence of product quality, price, location, promotion, and company image on property purchase decisions in several residential areas in Selangor, Malaysia. From the study results, it was found that product quality significantly affects purchasing decisions. Amron (2018a), examined the effect of MPV (Multi Purpose Car) product quality on purchasing decisions. According to the research results, product quality significantly affects purchasing decisions.

H1 : Product quality has a significant effect on the decision to purchase natural stone.

The Relationship between Service Quality and Purchasing Decisions

Suryo (2019), examined the relationship between after-sales service quality and purchasing decisions for Wuling car products in Surakarta. From the research results, it was found that there was a significant relationship between the quality of after-sales service and purchasing decisions. Dapas (2019), researched "The Effect of Service Quality and Website Quality of Zalora.com on Purchase Decision as Mediated by Purchase Intention". This research examined 240 Zalora online shop customers using a questionnaire. The results showed that service quality and website quality positively affected purchasing decisions, with purchase intention as a mediating factor.

H2 : Service quality has a significant effect on the decision to purchase natural stone.

The Relationship between Price and Purchasing Decisions

Amron (2018b), examined the influence of MPV (Multi Purpose Car) product prices on purchasing decisions. From the research results, it was found that price has a very significant impact on purchasing decisions. Setiawan (2019), examined the relationship between price and purchasing decisions for office stationery in Pekanbaru. The results showed that price had a significant effect on purchasing decisions.

H3 : Price has a significant effect on the decision to purchase natural stone.

The Relationship between Customer Trust and Purchasing Decisions

Rachbini (2018), researched "The Impact of Customer Trust, Perceived Risk, Perceived Benefit on Purchase Intention and Purchase Decision". The population studied is e-commerce customers in Indonesia. From the study results, it was found that customer trust significantly affects purchase intention via the internet.

Dessyaningrum (2020), examined the influence of customer trust in Sophee customers on online purchasing decisions on the Sophee site. The research results showed a significant relationship between customer trust and purchasing decisions.

H4 : Customer trust has a significant effect on the decision to purchase natural stone.

3. Research Method

This quantitative research analyzes the effect of independent variables on product quality, service quality, price, and customer trust on the dependent variable, namely the purchase decision of natural stone. The population of this study was CV Rainbow Pelangi customers, with a total sample of 63. In this study, the sampling technique used was non-probability sampling with the method taken, namely purposive sampling. The data used is primary data from respondents' answers through questionnaires to CV Rainbow Pelangi customers, and secondary data comes from books, articles downloaded from the internet, journals, and theses (previous research). Data collection methods used a literature survey and a questionnaire (Likert scale). The data analysis method used in this study is quantitative, using multiple regression analysis. The measuring tool used in this study is STATA.

4. Results and Discussion

Before testing the influence of the independent variable on the dependent variable in this research, the instrument used in this research will be tested. This instrument testing is carried out to determine the validity and reliability of the instrument. The first test is validity testing, the results of which are in table 1 below:

Table 1. Results of Validity Testing of Research Instruments

Variable	Indikator	Pearson Correlation	Sig.	Result
Product Quality (X1)	X1_1	0.62	0.00	Valid
	X1_2	0.48	0.00	Valid
	X1_3	0.62	0.00	Valid
	X1_4	0.65	0.00	Valid
	X1_5	0.70	0.00	Valid
	X1_6	0.74	0.00	Valid
	X1_7	0.59	0.00	Valid
	X1_8	0.58	0.00	Valid
Servie Quality (X2)	X2.1	0.67	0.00	Valid
	X2_2	0.72	0.00	Valid
	X2_3	0.76	0.00	Valid
	X2_4	0.70	0.00	Valid
	X2_5	0.76	0.00	Valid
Price (X3)	X3.1	0.72	0.00	Valid
	X3_2	0.77	0.00	Valid
	X3_3	0.65	0.00	Valid
	X3_4	0.76	0.00	Valid
	X3_5	0.73	0.00	Valid
Customer Trust (X4)	X4.1	0.78	0.00	Valid
	X4_2	0.70	0.00	Valid
	X4_3	0.86	0.00	Valid
	X4_4	0.80	0.00	Valid
	Y1_1	0.70	0.00	Valid

Purchasing Decisions (Y)	Y1_2	0.70	0.00	Valid
	Y1_3	0.74	0.00	Valid
	Y1_4	0.73	0.00	Valid
	Y1_5	0.77	0.00	Valid

Source: Processed Data (2023)

Based on table 1 above, it can be seen that the results of testing the validity of all variables, including the question items, obtained a result of 0.00, which means that all research instruments met the validity testing requirements, namely a significant value below 0.05.

The next instrument test is reliability testing. The results of the reliability testing of this research instrument are in table 2 below:

Table 2. Research Instrument Reliability Test Results

Variable	Indikator	Cronbach's Alpha	Cronbach's Alpha if item deleted	Result
Product Quality (X1)	X1_1	0.78	0.75	Reliabel
	X1_2		0.78	Reliabel
	X1_3		0.75	Reliabel
	X1_4		0.74	Reliabel
	X1_5		0.74	Reliabel
	X1_6		0.72	Reliabel
	X1_7		0.76	Reliabel
	X1_8		0.76	Reliabel
Servie Quality (X2)	X2_1	0.77	0.74	Reliabel
	X2_2		0.72	Reliabel
	X2_3		0.69	Reliabel
	X2_4		0.74	Reliabel
	X2_5		0.72	Reliabel
Price (X3)	X3_1	0.78	0.73	Reliabel
	X3_2		0.71	Reliabel
	X3_3		0.75	Reliabel
	X3_4		0.72	Reliabel
	X3_5		0.74	Reliabel
Pelanggan (Y)	X4_1	0.79	0.73	Reliabel
	X4_2		0.78	Reliabel
	X4_3		0.69	Reliabel
	X4_4		0.73	Reliabel
Purchasing Decisions (Y)	Y1_1	0.77	0.75	Reliabel
	Y1_2		0.74	Reliabel

Source: Processed Data (2023)

Based on the results of the instrument reliability test in Table 2. it is known that all question items have a Cronbach's alpha value of more than 0.6, which means that all of the research instruments have fulfilled the reliability test.

The first classical assumption test carried out in this research was the normality test. Normality testing is carried out to know the distribution of residual research data. The results of testing the normality of this research data are in Table 3. below:

Table 3. Residual Normality Test

Variable	N	Joint	
		Adj chi2(2)	Sig>chi2
Residual	63	5.45	0,0655

Source: Processed Data (2023)

The results of the classical assumption test in Table 3 show that the Sig>chi2 value is 0.655, which means this value is more than the significance value, namely 0.05. So it can be concluded that the residual data in this study were normally distributed or passed the normality test.

The second classic assumption test in this study is the multicollinearity test. This test aims to determine whether the four independent variables have a relationship between one another. The results of testing the multicollinearity variable for this research data are in Table 4. below:

Table 4. Independent Variable Multicollinearity Test

Variable	VIF
Product Quality (X1)	1,65
Servie Quality (X2)	1,63
Price (X3)	1,08
Customer Trust (X4)	1,04

Source: Processed Data (2023)

Based on Table 4. above, it can be seen that the results of the vif values of the four independent variables above are less than 10. So it can be concluded that between the four variables there is no multicollinearity or there is no relationship between one variable and another.

The results of the heteroscedasticity test in this study are in Table 5. below:

Table 5. Heteroscedasticity Test

Cook-Weisberg test	
chi2(1)	2,47
Sig > chi2	0,1157

Source: Processed Data (2023)

Based on Table 5, it can be seen that the results of Sig > chi2 for heteroscedasticity testing in this study are 0.1157. This value meets the heteroscedasticity assumption, namely more than a significance value of 0.05. So, it is concluded that there was no heteroscedasticity in this research.

Based on the results of data processing carried out in this research, the following linear regression analysis model was obtained:

$$Y = -1,802343 + 0,1401914X1 + 0,5566265X2 + 0,2812599X3 + 0,0559508 X4 + \varepsilon$$

The partial test results of the four variables are in table 6 below:

Table 6. T Test / Partial test

Variable	sig
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Product Quality (X1)	0.005
Service Quality (X2)	0.000
Price (X3)	0.002
Customer Trust (X4)	0.004

Source: Processed Data (2023)

The results of the interpretation of the T Test in Table 6 are as follows:

1. Hypothesis 1: The Product Quality variable (X1) has a significant positive influence on the Purchasing Decisions variable (Y1)
This can be seen from the significant value of the variable X1, namely 0.005, where the value is less than 0.05, it can be concluded that Product Quality (X1) has a significant influence on Purchasing Decisions (Y1). Meanwhile, the positive form of this influence can be seen from the coefficient on the Product Quality variable (X1), which is positive.
2. Hypothesis 2: The Service Quality variable (X2) has a significant positive influence on the Purchasing Decisions variable (Y1)
This can be seen from the significant value of the variable X1, namely 0.005, where the value is less than 0.05, it can be concluded that Product Quality (X1) has a significant influence on Purchasing Decisions (Y1). Meanwhile, the positive form of this influence can be seen from the coefficient on the Product Quality variable (X1), which is positive.
3. Hypothesis 3: The Price variable (X3) has a significant positive influence on the Purchasing Decisions variable (Y1)
This can be seen from the significant value of the Price variable (X3), which is 0.002 is less than 0.05, it can be concluded that the Price variable (X3) has a significant influence on Purchasing Decisions (Y1). Meanwhile, the positive form of this influence can be seen from the coefficient on the Price variable (X3), which is positive.
4. Hypothesis 4: The Customer Trust variable (X3) has a significant positive influence on the Purchasing Decisions variable (Y1)
This can be seen from the significant value of the Customer Trust variable (X4), namely 0.004 is less than 0.05, it can be concluded that the Customer Trust variable (X4) has a significant influence on Purchasing Decisions (Y1). Meanwhile, the positive form of this influence can be seen from the coefficient on the Customer Trust variable (X4), which is positive.

The results of testing the coefficient of determination in this study are in Table 7. below:

Table 7. Determination Coefficient Test (R-squared)

	Skor
R-squared	0.9677
Adj R-squared	0.9654

Source: Processed Data (2023)

The test results for the coefficient of determination are the magnitude of the independent variable's ability to explain the dependent variable. Table 7 above shows an R-squared value of 0.9677 or 96.77%, which means that the independent variable can explain the dependent variable by 96.77%, and the rest explains other factors outside this study. The closer to 100% the R-Squared results, the better because it shows the strength of the influence of the independent variables on the dependent variable studied.

The Influence of Product Quality (X1) on Purchasing Decisions (Y)

Based on the results of hypothesis testing in the Product Quality partial t test (X1), it is empirically proven to influence Purchasing Decisions (Y). The results of this study are in line with the results of previous research conducted by Dessyaningrum (2020), Suryo (2019), Ariyanto et al (2021), Dapas (2019), Rachmawati (2019), and Irfan (2022).

Based on the results of distributing the questionnaires, the respondents agreed that natural stone products from CV Rainbow Pelangi had Product Quality in the form of sizes according to customer demand. Precise size is one of the customer's considerations in assessing the Product Quality of natural stone. This is because the suitability of size facilitates product installation. Another product quality that is owned by natural stone products from CV Rainbow Pelangi is product features. CV Rainbow Pelangi serves special orders from customers. Customers approve CV Rainbow Pelangi's natural stone products to have scales and quantities according to demand. Appropriateness of the number and scale is very important in purchasing natural stone in wholesale quantities.

Another Product Quality that customers consider in making Purchasing Decisions is product durability. Customers certainly hope that the products purchased have long-term durability so that there is no need to replace natural stone products in the future due to the low product durability. The purpose of purchasing natural stone is aesthetics, so apart from considerations related to the quality and care of natural stone products, the most important thing is the beauty of the product. Respondents agreed that CV Rainbow Pelangi sells natural stone products with beautiful shapes, styles, and colors.

According to respondents and customers, the perception of Product Quality from CV Rainbow Pelangi natural stone is very good. Both in terms of size, model, color, quantity, features and other matters related to Product Quality in this study.

The Influence of Service Quality (X2) on Purchasing Decisions (Y)

Based on the results of testing the hypothesis on the partial t test, Service Quality (X2) is empirically proven to influence Purchasing Decisions (Y). The results of this study are in line with the results of previous research conducted by Dessyaningrum (2020), Suryo (2019), Ariyanto et al (2021), Dapas (2019), Rachmawati (2019), and Irfan (2022). This variable has the most significant influence among the other independent variables on the dependent variable, namely Purchasing Decisions.

Service Quality, which is the main focus of this research, includes service before, during, and after purchase. Service before purchase can be seen from how CV Rainbow Pelangi helps its customers determine the right natural stone products according to their needs. This has been approved by the customer and is proven to affect purchasing decisions for natural stone products.

Another Quality Service is the affordability of CV Rainbow Pelangi's business location. The location of the business is very important because at that location, the customer can directly see product samples, submit returns, and make complaints. Buying and selling transactions stop when the goods have been paid/delivered and the period after the sale or after sale. The affordability of a business location increases customer confidence in getting after-sales service.

Another measure used to determine Service Quality is CV Rainbow Pelangi's reliability in fulfilling agreements with customers. The study results show that customers agree that CV Rainbow Pelangi can deliver natural stone products on time according to the agreement with the customer. Timeliness and compliance with the agreement is a form of commitment and

responsibility of CV Rainbow Pelangi. Success in the first purchase regarding timeliness and suitability will be a consideration for the customer to make Purchasing Decisions again.

The Influence of Price (X3) on Purchasing Decisions (Y)

Based on the results of hypothesis testing in the partial Price t test (X3), it is empirically proven to influence Purchasing Decisions (Y). The results of this study are in line with the results of previous research conducted by Dessyaningrum (2020), Suryo (2019), Ariyanto et al (2021), Dapas (2019), Rachmawati (2019), and Irfan (2022). This variable has the second strongest influence after Service Quality on Purchasing Decisions.

Everyone certainly wants to get goods at the lowest price with the best quality. Price considerations related to Purchasing Decisions are related to the suitability of the price to the benefits obtained from the product purchased. This is also in accordance with the principle of cost and benefit. The respondents agreed that the benefits obtained from CV Rainbow Pelangi natural stone products were commensurate with the price. This means that customers feel supported in terms of price and in terms of benefits.

More than matching price with benefits alone is required because CV Rainbow Pelangi is not the only business that sells natural stone products, so competitive prices are needed compared to other natural stone suppliers. Therefore, CV Rainbow Pelangi must understand its position in the natural stone product market. Prices that are too high, even though they match the quality, will make customers switch to other natural stone suppliers that are more affordable. Meanwhile, prices that are too low will reduce CV Rainbow Pelangi's profit margin. Therefore, it is very important to know your position in the market and understand the value of the goods being sold.

The Influence of Customer Trust (X3) on Purchasing Decisions (Y)

Based on the results of testing the hypothesis on the partial t test Customer Trust (X4) is empirically proven to influence Purchasing Decisions (Y). The results of this study are in line with the results of previous research conducted by Dessyaningrum (2020), Suryo (2019), Ariyanto et al (2021), Dapas (2019), Rachmawati (2019), and Irfan (2022). Building Customer Trust takes work. CV Rainbow Pelangi took more than 5 years to gain the trust of its customers. CV Rainbow Pelangi continued to make improvements and developments related to Product Quality and its services during this period. CV Rainbow Pelangi also prioritizes the values of honesty, caring, and credibility.

CV Rainbow Pelangi can be said to be successful in building Customer Trust. This is proven in this study, the average respondent agrees that in providing its services to customers, CV Rainbow Pelangi has succeeded in upholding honesty, caring, and credibility. Due to the difficulty of building Customer Trust, CV Rainbow Pelangi is very careful about providing services before, during, and after the buying and selling process has been carried out.

5. Conclusion

Based on the results of data processing and discussion of the influence of Product Quality (X1), Service Quality (X2), Price (X3), and Customer Trust (X4) variables on Purchasing Decisions (Y), the conclusions of this study are:

1. Product Quality (X1) has a partially positive and significant effect on Purchasing Decisions (Y) natural stone products at CV Rainbow Pelangi.
2. Service Quality (X2) has a partially positive and significant effect on Purchasing Decisions (Y) natural stone products at CV Rainbow Pelangi.

3. Price (X3) has a partially positive and significant effect on Purchasing Decisions (Y) natural stone products at CV Rainbow Pelangi.
4. Customer Trust (X4) has a partially positive and significant effect on Purchasing Decisions (Y) natural stone products CV Rainbow Pelangi

The weakness of this study is that the research sample in this study was not separated between the B2C sample and the B2B sample which has a different perception for the four variables examined in Purchasing Decisions. Future research can add consumer satisfaction variables to determine their influence on Purchasing Decisions. Future researchers can also add a company SWOT analysis as a consideration. Future research can separate B2B and B2C samples to get better research results.

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