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THE IMPACT OF PRICE, SERVICES, QUALITY OF SERVICES AND PRODUCTS TOWARD PURCHASING DECISION OF CUSTOMERS IN PT. NUSIRA MEDAN

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Abstract: *The objective research was a company of PT. Nusira Medan. This study which aimed in determining the impact of prices which were influenced by using exchange rate could be stabilized or unstabilized due to inconsistent of prices over time, by reviewing the quality of provided services. It was acceptable by the customers were not complain about receiving in services existing. Furthermore, the products of quality provided of the company that could satisfy the customers in order to make purchases for the next time, by paying more attention of the price given, especially in improving the service and product quality to improve decisions purchasing at PT. Nusira Medan. Furthermore, the theory which contained of this study was a theory that related of price, services quality and product quality. The approaching of this research used the quantitative approaching and the research type was descriptive quantitative. The methods of data collections which made in interviewing, questionnaire and documentation studying. The population were the customers whom made purchases at PT. Nusira Medan that consisted of 100 customers. The results of the determinating test, were Adjusted R Square of 0.526, could show 52.6% in purchasing of variable decisions could be clarified of price variables and quality of services and product. This study can be concluded partially which price variables and service quality took the positive and significantly effect, thus the product variable of quality gained the positively and insignificant effect. Simultaneously, it also took the positively and significantly influence based on the purchasing of customer decision in PT. Nusira Medan.*

Keywords: *Price, services of quality, product quality, purchasing of customer decision*

1. Introduction

PT. Nusira Medan is a manufacturer of crumb rubber. Production and marketing process crumb rubber PT. Nusira has run quite smoothly by producing rubber type SIR 20 or asphalt-shaped. At this time PT. Nusira has been able to reach the production level of 2000-3000 tons every month. Raw materials needed to be processed at PT. NUSIRA MEDAN obtained from several sources of rubber production of the people, especially the production of rubber plantations commonly called BOKAR (Rubber Processing Materials People) which include: Aceh, Langkat, Deli Serdang, Nias, Lampung and Palembang. Karetalam SIR-20 comes from the coagulum (latex that has been clumped) or the result of processing materials such as lum, sitangin, or rubber pieces leftover obtained through rubber plantations people with the same material origin with coagulum.

Purchase decision on PT. NUSIRA MEDAN is expected to decrease compared to the previous year due to the company's target and realization decreased in the past year. sales of products from PT. Nusira Medan named SIR-20. Can be seen from the following sales data table:

Table 1. Sir-20 PT. Product Sales Data Nusira Period January/d December 2019

Month	target	Sales	Percentage
January	Rp. 30.000.000.000	Rp. 33.318.190.086	111,06%
February	Rp. 30.000.000.000	Rp. 22.289.065.624	74,29%
March	Rp. 30.000.000.000	Rp. 37.030.498.210	123,43%
April	Rp. 30.000.000.000	Rp. 37.948.354.891	126,46%
May	Rp. 30.000.000.000	Rp.37.478.354.891	126,59%
June	Rp. 30.000.000.000	Rp.36.320.416.789	121,06%
July	Rp. 30.000.000.000	Rp.28.797.807.408	95,99 %
August	Rp. 30.000.000.000	Rp.28.418.696.904	94,72%
September	Rp. 30.000.000.000	Rp.29.113.173.932	97,04%
October	Rp. 30.000.000.000	Rp.30.075.205.773	100,25 %
November	Rp. 30.000.000.000	Rp.18.110.876.490	60,36%
December	Rp. 30.000.000.000	Rp.21.482.690.114	71,60%

Source: PT. Nusira, 2019

Table 1 shows that the target sales of products from PT. Nusira Medan named SIR-20. The company's target from January to December 2019 is RP.30.000.000.000 per month and the highest percentage of the company's target reached in May is the realization of the highest achievement of 126.59%. while the lowest target in November was 60.36%. This reflects that there has been a decrease in the decision to purchase sir-20 products at PT. Nusira Medan.

The purpose of this research is to find out the influence of product prices (X1) that use the USD exchange rate, the influence of poor service quality (X2), the influence of product quality (X3) that changes to the purchase decision (Y) at PT. Nusira Medan, and as well as Overcoming the influence of price, quality of service, product quality that is often erratic to the purchase decision on PT. Nusira Medan.

Library Review and Hypothesis Development

Price Definition

According to (Hasan, 1999), "Price is any form of monetary cost sacrificed by consumers to acquire, own, utilize a combination of goods and services of a product. For a pricing company it is a way to differentiate its offerings from its competitors".

Price Indicator

a. Choose a price target
b. Specify request
c. Estimating the cost of
d. Analyze the offers and prices of competitors
e. Choose a pricing method

Understanding Service Quality

(Abdullah & Tantri, 2014), argue that Quality is the overall characteristics and characteristics of a goods or services that have an influence on its ability to satisfy the stated or implied needs.

Service Quality Indicators

a. Reliability
b. Responsivenes
c. Assurance
d. Empathy
e. Tangible

Product Quality

According to (Abdullah & Tantri, 2014), product quality is one of the main positioning tools for marketers. Quality has a close relationship with customer value and satisfaction. Quality can also be defined as "freedom from damage".

Product Quality Indicator

a. nice design
b. Competitive advantage
c. Physical attraction
d. Authenticity
e. Originality shows authenticity

Definition of Purchase Decision

Based on (Sangadji, 2017), what is meant by purchasing decisions are all intentional behavior based on desires that are generated when consumers consciously choose one of the alternative actions available.

Purchase Decision Indicator

a. Decision about product type
b. Decisions about product form
c. Decision about brand
d. Decision on sales amount
e. Decision on product quantity
f. Decision about the time of purchase
g. Decision on payment method

Theory of the Effect of Price on Purchase Decisions

According to (Hasan, 1999), in order to achieve the sales volume target (in tons, kilos, units, etc.), the sales value in the form of an exchange rate (USD) or absolute or relative market share, it is necessary to set a price in such a way.

Theory of the Effect of Service Quality on Purchase Decisions

(Tjiptono & Chandra, 2011), suggest that service quality reflects the comparison between the level of service provided by the company compared to customer expectations.

Theory of the Effect of Product Quality on Purchase Decisions

(Alma, 2009) argues that buying decisions, this is the stage where consumers make decisions, then he will have a series of decisions regarding the type of product, brand, quality, model, time, price, method of payment, and so on.

Conceptual framework

Based on the description of the theory and previous research, a conceptual framework can be drawn up in this research through the picture below:

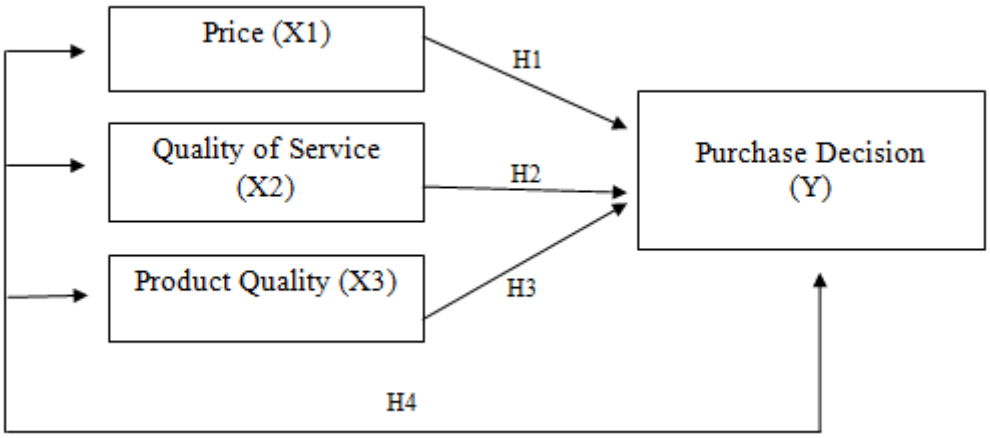

Figure 1. Conceptual Framework

Hypothesis

(Suryabrata, n.d.) says that the research hypothesis is a temporary answer to a research problem, the truth of which still needs to be tested empirically. The hypotheses of this research are:
H1: The price of the product affects the customer's purchasing decisions at PT.Nusira Medan
H2: Quality of service affects customer purchasing decisions at PT.Nusira Medan
H3 : Product quality has an effect on customer purchasing decisions at PT.Nusira Medan
H4 :Price, service quality and product quality are suspected to have a joint effect on customer purchasing decisions at PT.Nusira Medan

2. Research Method

Types of Research and Approach

The type of research used is descriptive quantitative research. Descriptive research According to (Sugiyono, 2012), namely the formulation of the problem with regard to the question of the existence of variables or more (stand-alone variables) in this study, the researcher did not make comparisons of variables in other samples. The research approach used was quantitative research, which can be interpreted as a research method based on the population in the study, namely all customers. PT. Nusira Medan.

Population and Sample

The research was conducted at PT. Nusira which is located at Jalan Defense No. 70A Medan, North Sumatra and was carried out in August 2020 until finished. The population of this study are customers at PT.Nusira Medan, namely 13,739 customers. The sample from this study uses a "simple random sampling" technique. According to (Sujarweni, 2014), to determine the number of samples, you can use the Slovin formula. used as a sample and as many as 100 customers to test the research sample.

Data collection technique

Data collection techniques are as follows:

1) Interview (interview)
2) List of questions (Questionare)
3) Documentation study

Table 2. Identification and Operational Definition of Research Variables

variable	Variable Definitions	Variable Indicators	Measurement Scale
Price (X1)	Price According to (Hasan, 1999), namely "all monetary costs sacrificed by consumers in order to obtain, rmemili, Utilizing a combination of goods and services of a product	Choosing a price Determining the demand Estimating the cost of Choosing a pricing method Source: (Abdullah & Tantri, 2014)	Likert
Quality of Service (X2)	Quality According to (Abdullah & Tantri, 2014), Overall cirri and characteristics of a goods or services that affect its ability to satisfy the needs expressed or implied.	1. Reliability (reliability) 2. Responsiveness 3. Assurance 4. Empathetic physical products Source: (Sangadji, 2017)	Likert
Product Quality (X3)	Quality products according to (Abdurrahman, 2015), one of the main positioning tools marketers. Quality is closely related to the value of customer satisfaction. The quality can also be defined as "damage-free."	1. Nice design. 2. Physical attraction. 3. Authenticity of originality shows quality Source: (Wijaya, 2018)	Likert

Purchase Decision (Y)	The decision to buy according to (Sangadji, 2017) all behavior is deliberately based on the desire that is generated when the consumer consciously chooses one of the alternative measures.	1. Decisions about the type of product 2. Decisions about its sale 3. Decisions about the timing of the amount of products 4. Decisions about payment methods Source: (Abdurrahman, 2015)	Likert

Data Processing Techniques

The data analysis technique in this study used a regression model. In a study, the possibility of problems in regression analysis quite often in fitting the predictive model into a data set. The study was tested with several statistical tests consisting of validity tests, reliability tests, classical assumption tests, and hypothesis testing.

3. Results and Discussion

Results

Test Validity

The results of the validity test use construct validity because the questionnaire is in the form of a test, the person moment correlation used is to determine valid items. The instrument is said to be valid if the value of r_(count)>r_table with = 0.05.(Ghozali & Latan, 2015) In this study, r_table = 0.361

Table 3. Test Results Validity with Likert Test

Variable	Questions	Corrected Item-Total Correlation	Information
Price (X1)	X1.1	0,490	Valid
	X1.2	0,764	Valid
	X1.3	0,431	Valid
	X1.4	0,715	Valid
	X1.5	0,403	Valid
	X1.6	0,541	Valid
Quality of Service(X2)	X2.1	0,575	Valid
	X2.2	0,553	Valid
	X2.3	0,490	Valid
	X2.4	0,764	Valid
	X2.5	0,687	Valid
	X2.6	0,436	Valid
	X2.7	0,710	Valid

	X2.8	0,746	Valid
	X2.9	0,504	Valid
	X2.10	0,582	Valid
Product Quality(X3)	X3.1	0,713	Valid
	X3.2	0,764	Valid
	X3.3	0,522	Valid
	X3.4	0,710	Valid
	X3.5	0,764	Valid
	X3.6	0,576	Valid
Customer Purchase Decision (Y)	Y1	0,746	Valid
	Y2	0,521	Valid
	Y3	0,687	Valid
	Y4	0,692	Valid
	Y5	0,679	Valid
	Y6	0,683	Valid
	Y7	0,713	Valid
	Y8	0,764	Valid

Sumber : Data diolah dengan SPSS (2021)

Based on table 3 the results of the validity test above can be seen that it is said to be valid. Because all the results of the questions are greater than 0.361 (r_table.)

Test Reliability

The basis for decision making is that the questionnaire is said to be reliable if the Cronbach alpha value. Reliability testing is done by comparing alpha with a value of 0.60 where if the value of > 0.60 then the questions in the questionnaire can be said to be reliable/consistent. (Ghozali & Latan, 2015)

Table 4. Reliability Test on Research Variables

Variable	Questions	Cronbach's Alpha if Item Deleted	information
Price (X1)	X1.1	0,954	Reliable
	X1.2	0,952	Reliable
	X1.3	0,955	Reliable
	X1.4	0,952	Reliable
	X1.5	0,955	Reliable
	X1.6	0,954	Reliable
Quality of Service(X2)	X2.1	0,953	Reliable
	X2.2	0,954	Reliable
	X2.3	0,954	Reliable
	X2.4	0,952	Reliable
	X2.5	0,953	Reliable

	X2.6	0,954	Reliable
	X2.7	0,952	Reliable
	X2.8	0,952	Reliable
	X2.9	0,954	Reliable
	X2.10	0,953	Reliable
Product Quality(X3)	X3.1	0,952	Reliable
	X3.2	0,952	Reliable
	X3.3	0,954	Reliable
	X3.4	0,952	Reliable
	X3.5	0,952	Reliable
	X3.6	0,953	Reliable
Customer Purchase Decision (Y)	Y1	0,952	Reliable
	Y2	0,954	Reliable
	Y3	0,953	Reliable
	Y4	0,952	Reliable
	Y5	0,953	Reliable
	Y6	0,952	Reliable
	Y7	0,952	Reliable
	Y8	0,952	Reliable

Source : processed data using SPSS (2021)

From table 4 above, it shows that the Cronbach's Alpha value of each instrument variable in the study has a value of more than 0.60. Thus, it can be stated that each instrument variable price, service quality, product quality and customer purchasing decisions can be declared reliable.

Test the Kalsik Assumptions

1) Test Normality

Table 5. Kolmogorov –Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		UnstandardizedResidual
N		100
NormalParameters[a,b]	Mean	.0000000
	Std. Deviation	2.57235949
MostExtreme Differences	Absolute	.060
	Positive	.053
	Negative	-.060
TestStatistic		.060
Asymp. Sig. (2-tailed)		.200

Based on the results of the Kolmogorov-Smirnov normality test, it is stated that the significant value obtained is greater than 0.05, which is 0.200. Therefore, it can be concluded that the data are classified as normally distributed.

2) Test of Multicollinearity

The multicollinearity test can be known through the Variance Inflation Factor (VIF) test. The regression model is considered not to have multicollinearity if the VIF value is < 10 and if the tolerance value is > 0.10 then there is no multicollinearity.

Table 6. Test of Multicollinearity

Variable	Tolerance	VIF
Price (X1)	.732	1.366
Quality of Service (X2)	.739	1.353
Product Quality (X3)	.598	1.671

Source: Data processed with SPSS 2021

Table 6 above shows the value of VIF for each variable where price, service quality and product quality have values < 10. This means that the hypothesis does not occur multicollinearity so that the model can be accepted.

3) Heteroscedasticity Test

Heteroscedasticity test occurs if there is a relationship between the confounding variable and the independent variable. To find out the presence of these symptoms, a heteroscedasticity test was used with the eGlejser method

Table 7. Result Glejser Test (Heteroscedasticity)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.476	1.206		1.223	.224
	Price	-5.423E-6	.051	.000	.000	1.000
	Quality of Service	.020	.040	.060	.504	.616
	Product Quality	.006	.056	.013	.100	.920

Dependent Variable: Customer Purchase Decision

Table 7 shows that the significance value of the variables X1, X2, and X3 is above 0.05 so it can be said that the relationship between the independent variables and the residual value is not significant, so it can be concluded that there is no heteroscedasticity in this regression model. The following is a graph of heteroscedasticity that can be seen in the image r below.

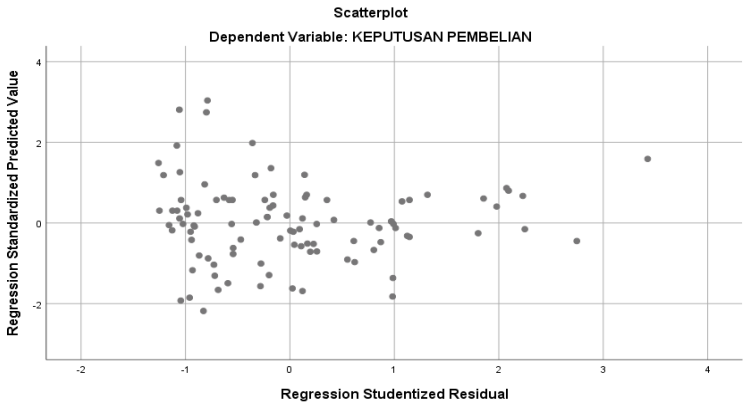

Figure 2. Heterokedasticity test results scatterplot chart

Based on the scatterplot graph presented, it can be seen that the points spread randomly and do not form a certain clear pattern and are spread both above and below zero on the Y axis. This means that there is no heteroscedasticity in the regression model, so the regression model can be used to predict customer purchasing decisions based on the input of the independent variables.

Test Hypothesis

Multiple Linearr Regression

Multiple linear calculations performed using the SPSS program can be seen in the table below:

Table 8. Result on calculation of Equation on Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	6.235	1.927	
	Price	.248	.081	.247
	Quality of Service	.554	.064	.702
	Product Quality	144	.089	.144

Source : Data processed with spss 2021

Constanta = 6.235 + 0.248 Price + 0.554 Service Quality + 0.144 Product Quality.

Based on these equations it can be said:

1) The constant value (a) = 6.235, which means that each variable obtained by price, service quality and product quality is 6.235.
2) Price variable = 0.248 which is positive, which means that each process increase in the price variable is 1 unit. Then the value of the price variable increases by 0.248 on the hypothesis of the price variable
3) Service quality variable = 0.554 which is positive, which means that for every process improvement, the service quality variable is 1 unit. Then the value of the price variable increases by 0.554 on the hypothesis of the service quality variable.

4) Product quality variable = 0.144 which is positive, which means that for each process improvement, the product quality variable is 1 unit. The value of the price variable increases by 0.144 on the hypothesis of the product quality variable variabel

Coefficient of Determination (R2)

The test results of the determination of the data can be seen in the table below:

Table 9. Testing Coefficient Determination

Model Summary				
Model	R	RSquare	Adjusted R Square	Std. Error of theEstimate
1	.735[a]	.540	.526	2.61224

a. Predictors: (Constant), Quality of Products, Quality of Service, Price

Based on the table, the coefficient of determination adjusted R is 0.526. This hall shows that the ability of the variables price (X1), service quality (X2) and product quality (X3) explain the purchase decision (Y) at PT Nusira Medan by 52.6% while the remaining 47.4% are other independent variables not examined in this study such as promotion variables, distributions and other variables.

Simultaneous Submission of Hypotheses (Test F)

This test is carried out to see whether the independent variables consisting of price, service quality and product quality are included in the model that have a joint influence on the dependent variable, namely the customer's purchase decision. By using the Ftable model at = 0.05 with numerator = k – 1= 4 – 1 = 3 and denominator = n – k = 100 – 4 = 96 then the calculation of F table at 0.05 is 2.70.

Table 10. ANOVA[a]

Model		Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	769.664	3	256.555	37.597	.000[b]
	Residual	655.086	96	6.824		
	Total	1424.750	99			

Source : Data processed with spss 2021

From the ANOVA test, Fcount is 37.597 > Ftable 2.70 with a significance level of 0.000. Therefore, 0.000 < of 0.05, the study accepts Ha and rejects H0 so the regression model can be used to predict customer purchasing decisions with this statement that price, service quality and product quality have a positive and significant effect on customer purchasing decisions at PT. Nusira Medan.

Partial Hypothesis Testing(t-test)

The research model used is the tcount value obtained using the mSPSS program and the ttable value with the denominator (df). The denominator = n – k = 100 – 4 = 96 with a significance of 5% then, t table 0.05 (96) = 1.660 tcount value will be compared with ttable value, so the decision making is:

H0 Accepted if tcount< ttable or -tcount>-ttable at = 5%
Ha Accepted if tcount> ttable or - tcount< - ttable at = 5%

Tabel 11. Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.235	1.927		3.235	.002
	Price	.248	.081	.247	3.047	.003
	Quality of Service	.554	.064	.702	8.720	.000
	Product Quality	.144	.089	.144	1.613	.110

a. Dependent Variable:Customer Purchase Decision

In the t-test table, it can be seen that the significance results for variables lX1, X2, and X3 are as follows.

1) That the t-value for the Price variable (X1) is 3.047 > 1.660 or a significance value of 0.003 <0.05, the regression coefficient of product quality significance has a positive and significant influence on customer purchasing decisions. Then the value of tcount (3.047)> ttable (1.660) means that if the quality of service is improved, the customer's purchase decision (Y) has an effect.
2) That the tcount for the Service Quality variable (X2) is 8.720 > 1.660 or a significance value of 0.000 <0.05, the regression coefficient of product quality significance has a positive and significant influence on customer purchasing decisions. Then the value of tcount (8.720) > ttable (1.660) means that if the quality of service is improved, the customer's purchase decision (Y) has an effect.
3) Whereas the tcount for the Product Quality (X3) variable is 1.613 < 1.660 or a significance value of 0.110 > 0.05, the regression coefficient of product quality significance has a positive but not significant effect on customer purchasing decisions. Then the value of tcount (1.613) < ttable (1.660) means that although the product quality is improved, the customer's purchasing decision (Y) has no effect.

3.2 Discussion

The Influence of Price on Purchase Decisions:

Price is the only element of the marketing mix that provides income or income for the company (Philip & Kevin, 2007). From a marketing point of view, price is a monetary unit or other measure that is exchanged in order to obtain ownership rights over the use of a product or service. From a consumer point of view, price is often used as an indicator of value when the

price is associated with the perceived benefits of an item or service. can be defined as the ratio between perceived benefits and price. At a certain price level when the perceived benefits increase, the value also increases. From the results of the t test, it states that the price variable (X1) has a positive and significant positive and significant effect on purchasing decisions (Y) at PT. Nusira Medan. The results of this study are in line with research conducted by (Ghanimata & Kamal, 2012), (Pramono, 2011), (Kodu, 2013)and (Dewi, 2010), which found that price has a significant effect on purchasing decisions.

Effect of Product Quality on Purchase Decisions:

Research conducted by (Ghanimata & Kamal, 2012), (Pramono, 2011),(Kodu, 2013) and (Dewi, 2010), found that product quality has a positive effect on purchasing decisions. This study supports previous research conducted by the three researchers above by getting the results of research that product quality has a positive effect on purchasing decisions at PT. Nusira Medan. This is shown from the results of the test showing that the service quality variable (X2) partially has a positive and significant effect on purchasing decisions (Y) at PT. Nusira Medan.

The Effect of Service Quality on Purchase Decisions:

Service quality must start from customer needs ending with customer satisfaction and positive perceptions of service quality. As the party who buys and consumes the product/service, it is the customer who judges the level of service quality of the company. The results of this study indicate that the results of the t-test state that the product quality variable (X3) partially has a positive but not significant effect on purchasing decisions (Y) at PT. Nusira Medan. This study supports previous research conducted by (Kodu, 2013) and (Dewi, 2010) that service quality affects purchasing decisions.

Price, service quality and product quality affect purchasing decisions:

The results of the F test also state that the price variable (X1), service quality (X2), product quality (X3) simultaneously have a positive and significant effect on purchasing decisions (Y) at aPT. Nusira Medan. These results are in line with research conducted by (Kodu, 2013) that price, product quality and service quality simultaneously or partially have a significant effect on purchasing decisions.

4. Conclusion

From the results of this research, it can be concluded:

a. Price has a significant effect on purchasing decisions
b. Product quality has a significant effect on purchasing decisions.
c. Service quality has a significant effect on purchasing decisions.
d. Price, product quality and service quality simultaneously have a significant influence on purchasing decisions.

Suggestion

Based on the conclusions above, we as researchers provide the following suggestions:

a. To PT.Nusira Medan, it is better to pay more attention to the level of prices offered to customers and PT. Nusira also to improve the quality of services provided and the quality of products sold to customers. In addition, to increase customer interest, it is better for PT. Nusira to add promotions or discounts to further improve customer decisions in making purchases.
b. To the Prima Indonesia University, we hope that the results of our research can be used as study material in the library, learning, and enriching scientific research at Prima Indonesia University in order to help our juniors in conducting research.
c. To the researchers, it is hoped that the results of this research can be used as material or knowledge tools to add and expand research insights in the field of marketing management science.

To the next researchers or our juniors, we hope to be able to develop relevant theories on variables that are suspected to have a relationship with customer purchasing decisions, such as: Price, Service Quality, and Product Quality.

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