

THE INFLUENCE OF YELLOW RICE PRODUCT QUALITY ON CUSTOMER PURCHASE DECISIONS AT WAROENG KEMBAR BUSINESS IN BARRU REGENCY

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Abstract

The research aims to determine the effect of product quality on purchasing decisions at the Waroeng Kembar business in Barru Regency. The independent variable in this study is the purchasing decision, and the dependent variable is product quality. The population in this study is all customers of Waroeng Kembar, with a sample size of 90 respondents. Data collection was carried out by distributing questionnaires to the respondents. The analysis method used is simple linear regression analysis using SPSS software. Based on the results of the regression analysis, a significance value of 0.000 was obtained, which is less than 0.05, and the coefficient is positive, thus it can be concluded that product quality positively and significantly affects customer purchasing decisions at Waroeng Kembar.

Keywords : Product quality, Consumer Behavior, Purchase Decisions.

INTRODUCTION

The competitiveness of the business world seems to be getting tougher in this era of globalization. Consumers or customers are becoming increasingly cautious in choosing products as the competition among companies becomes more intense. This means that companies now need to generate new innovations in the production of a product or service in order to survive. A company can use various techniques to succeed in this business competition, such as pricing strategies and improving the quality of the goods produced. It is generally known that pricing is one of the many elements evaluated by buyers when making purchasing decisions (Silape et al., 2019).

It is generally known that pricing is one of the many elements evaluated by buyers when making purchasing decisions (Silape et al., 2019). Not only is price important, but product quality is also crucial for optimizing the company's processes. Not only price is important, but product quality is also crucial for optimizing the company's processes. Companies or organizations that prioritize product quality will have an advantage over their competitors in dominating the market because not all companies can achieve popularity. This shows that a company will be able to thrive in facing commercial competition if it continuously evaluates and improves the quality of the products it produces (Andriani et al., 2019).

The quality of a good product that meets the desires or expectations of consumers will attract buyers who will not care about the price or regret the sacrifice they made to purchase the item. A company must pay attention to the quality of the products it produces, because product quality is a key factor that drives consumer decisions to acquire a product or service. Better product quality leads to increased consumer interest (Ernawati, 2019). According to Nurfauzi (2023), product quality is a set of attributes and characteristics that determine how well the output meets consumer needs. According to Andriani (2019), quality is the characteristic of a product or service that affects its ability to meet stated or implied needs.

This research is driven by the purchase decision theory, which emphasizes the role of product quality in influencing purchase decisions, stating that product quality is an important factor in influencing purchase decisions (Kotler & Keller, 2016). Another opinion by Kotler & Keller (2016) states that purchasing decisions are consumer behaviors related to how individuals, groups, and organizations choose, buy, and use goods, services, ideas, or experiences to satisfy their needs and wants. The consumer purchase decision-making process goes through many complex stages that involve numerous alternatives and are influenced by various factors.

The consumer purchasing decision-making process goes through many complex stages involving multiple alternatives and is influenced by various factors. What determines a company's ability to compete and thrive in the culinary business is having quality products and flavors that customers enjoy. What determines a company's ability to compete and thrive in the culinary business is having high-quality products and flavors that customers enjoy. The products at Waroeng Kembar include Nasi Kuning with a variety of side dishes, such as soy sauce chicken, crispy chicken, tempeh orek, spicy tofu, spicy boiled eggs, boiled eggs, fried noodles, and urap, which are all favored by customers. Compared to similar stalls, the products offered at Waroeng Kembar have a soft texture, are not hard, and last longer. A product is considered good if it can meet the needs and desires of consumers.

Waroeng Kembar, located on Jl. Poros Makassar - Pare-Pare, faces stiff competition from other eateries offering similar dishes. As a result, sales and profits fluctuate every month. The monthly sales of Waroeng Kembar are as follows:

Table Sales of Waroeng Kembar

No.	Month	Number of Visitors Per Day	Monthly Sales Amount (Rupiah)
1.	June	30-45 people	Rp. 11.955.000
2.	July	25-35 people	Rp. 9.135.000
3.	August	40-50 people	Rp. 15.750.000

Source: Researcher Data, 2024

Based on the data above, it is known that in June, Waroeng Kembar had between 40-45 visitors per day with sales amounting to Rp. 11,955,000. In July, Waroeng Kembar experienced a decrease in visitors to 20-35 people per day, resulting in a decline in sales to Rp. 9,135,000. However, in August, sales increased to Rp. 15,750,000 with 45-50 visitors per day.

Consumers have diverse opinions regarding the quality of Waroeng Kembar's products, which influences their purchasing decisions. Product quality can encompass various aspects such as performance, durability, aesthetics, and product features, each of which may have different influences on consumer decisions. Therefore, Waroeng Kembar must maintain consumer purchasing decisions because it is important to sustain and even enhance the business. Improving customer purchase decisions can lead to repeat purchases and increase profitability and sales. Based on previous information, the author is interested in conducting research specifically on product quality at Waroeng Kembar.

RESEARCH METHOD

This research was conducted at Waroeng Kembar located on Jln. Poros Makassar – Pare-Pare, Soppeng Riaja District, Barru Regency. This research was conducted in August-September 2024.

Descriptive quantitative research and inferential statistics to explain a phenomenon using numbers. The term "descriptive data analysis" refers to the process of describing or depicting the data that has been collected. Whereas inferential statistical analysis is a method for analyzing data from a sample and using the results to extrapolate to the entire population. Hypothesis testing is conducted by comparing variable X (Product Quality) with variable Y (Purchase Decision).

Population is a broad category consisting of subjects with certain attributes that have been identified through research for study and subsequent conclusion. Therefore, the population as a whole consists of subjects or objects as well as people and their respective attributes. In essence, a population is defined as all members of a group of people, animals, events, or objects living together in a specific location in order to draw conclusions from the final research results. Teachers, students, curriculum, facilities, corporate institutions,

types of forest plants, marketing activities, production results, and so on can all be considered as part of the population (Amin et al., 2023). So the population not only includes humans but also organizations, animals, human labor, and other natural objects. To determine the population for this study, the researchers conducted observations to collect initial data, and it was found that the population for this study consisted of all customers of Waroeng Kembar during the period of August-September 2024, totaling 90 customers.

To determine the research population, the researcher conducted observations to collect initial data and found that the population in this study consisted of all Waroeng Kembar customers during the August-September 2024 period, totaling 90 customers.

2. Sample

A sample is a portion of the size and composition of a population. The sample taken from the population must accurately represent it. In this study, incidental sampling is used. Incidental sampling relies on chance to determine the sample size. Basically, anyone who meets the researcher by chance at Waroeng Kembar can be used as a sample if they are willing to serve as a valid data source (Sugiyono, 2021). According to Widodo (2020), if the population size is less than 100, then the sample used is the entire existing population. Therefore, the sample size in this study is 90 customers.

The data obtained must be organized, and to ensure this, data collection techniques are used, which are one of the research strategies employed by researchers with the aim of gathering information for the completeness of the study. A hypothesis is a hypothetical solution to a research problem stated as the research objective.

In this study, the author uses a quantitative methodology to explain the subsequent research findings. Data analysis activities include grouping data based on variables and types of respondents, tabulating data based on variables from all respondents, presenting data on the variables being studied, performing calculations to answer the problem formulation, and conducting calculations to test the proposed hypothesis.

This research uses the coefficient of determination (r^2) to test the hypothesis. The coefficient of determination from the demand function is used to determine the percentage contribution of each independent variable (overall) to the dependent variable. If the value of the coefficient of determination approaches 1, it can be concluded that the influence of the dependent variable on the independent variable is stronger. Conversely, if the (R^2) value approaches 0, the influence of the dependent variable on the independent variable becomes weaker.

RESULT AND DISCUSSION

Product quality is the ability of a product that includes product performance, product durability, product features, product reliability, conformity with significance, aesthetics, and the impression of quality. Product quality is one of the factors that can influence consumers in making purchasing decisions. Purchase decisions are part of consumer behavior, which includes need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Based on the analysis results, product quality has a positive and significant effect on purchasing decisions, as evidenced

by the $t_{\text{calculated}}$ value of 9.286, which is greater than the t_{table} value, with a significance value of 0.000, which is less than 0.05. Based on the results of the coefficient of determination (R^2) test, the influence of product quality on purchasing decisions is 49%, and 51% is influenced by other variables not explained in this study.

Based on the results of the coefficient of determination (R^2) test, the influence of product quality on purchasing decisions is 49%, and 51% is influenced by other variables not explained in this study. Product quality affects purchasing decisions through various indicators, one of which is conformity with specifications. Product quality influences purchasing decisions through various indicators, one of which is conformity with specifications. Where this includes the taste provided by Waroeng Kembar to its customers. This is supported by Rahmawati's (2023) opinion, which states that to attract customer interest in making purchases, the priority is certainly the taste of the product. Meanwhile, according to Azizah & Hadi (2020), taste is one of the driving factors for making purchasing decisions. Through the provided taste, it is hoped that customers will become loyal to the offered product.

Meanwhile, according to Azizah & Hadi (2020), taste is one of the driving factors for making purchasing decisions. It is hoped that the taste provided can make customers loyal to the offered product. Products with high quality will lead consumers to make a purchasing decision (Simanihuruk & Nugroho, 2021). Products with high quality will lead consumers to make a purchasing decision (Simanihuruk & Nugroho, 2021). Consumers will not buy products that do not meet their expectations. The higher the quality of the product, the higher the consumer's purchasing decision (Allysa et al., 2018). Thus, it can be concluded that the results of this study are in line with the proposed hypothesis, which states that product quality has a positive and significant impact on purchasing decisions. The results of this study are in line with the research conducted by Aghitsni & Busyra (2022), which states that product quality has a positive and significant effect on purchasing decisions.

The results of this study are in line with the research conducted by Aghitsni & Busyra (2022), which states that product quality has a positive and significant effect on purchasing decisions. There are several other factors that influence purchasing decisions, including service quality, price, promotion, and product packaging design. There are several other factors that influence purchasing decisions, including service quality, price, promotions, and product packaging design. However, these variables can change depending on different people and circumstances. Therefore, it is important to understand the variables that influence each person's purchasing decisions.

CONCLUSION

Based on the research results explained in the previous chapter regarding the influence of product quality on customer purchasing decisions at Waroeng Kembar in Barru Regency, it can be concluded that there is an influence of the product quality variable on purchasing decisions at Waroeng Kembar. Proven by a $t_{\text{calculated}}$ value of 8.855 with a significance value of $0.000 < 0.05$, which indicates a relationship between the product quality variable (X) and the purchasing decision (Y). Simultaneously, the product quality variable affects the purchasing decision at Waroeng Kembar, as evidenced by a

significance value of $0.000 < 0.05$ with a coefficient of determination (R Square) of 0.471 or 47.1%. The remaining 52.9% is influenced by other variables not examined in this study. Thus, it can be concluded that H_a is accepted.

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