

**Analysis Product Quality and Price on Purchase Decision of Drinking Water in Packaging Aqla****(Study on College Student at Musamus University)****Andi Dewi Aulia Mallombasang<sup>✉1</sup>, Reni Furwanti<sup>2</sup>, Adrianus Aprilius<sup>3</sup>**<sup>1</sup> Magister Management, Faculty of Economics and Business, Hasanuddin University<sup>2</sup> Magister of Sharia Economics, Faculty of Economics and Islamic Business, Sunan Kalijaga State Islamic University<sup>3</sup> Departement of Management, Faculty of Economics and Business, Musamus UniversityDOI : <https://doi.org/10.37531/ecotal.v1i2.15>

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**ABSTRACT**

The bottled drinking water industry is growing due to the increasing level of community needs. So the company must make a marketing strategy in order to survive and win competitors. The population in this study were 464 consumers majoring in Musamus university management and determining the sample using the Slovin formula was a sample of 61 people. data collection using a questionnaire. The method used is multiple linear analysis method. Test results prove that product quality and price have a positive influence on purchasing decisions. This should be a concern for management CV Tirta Alam Jaya Merauke will be quality products and prices because it affects the purchasing decision.

**Keywords:**

Product Quality , Price, Purchase Decision

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**Abstrak** : Industri air minum dalam kemasan semakin berkembang karena kebutuhan masyarakat yang semakin meningkat. Sehingga perusahaan harus membuat strategi pemasaran agar dapat bertahan dan memenangkan persaingan. Populasi dalam penelitian ini sebanyak 464 konsumen jurusan manajemen musamus universitas dan penentuan sampel menggunakan rumus Slovin adalah sampel sebanyak 61 orang. pengumpulan data menggunakan kuesioner. Metode yang digunakan adalah metode analisis linier berganda. Hasil pengujian membuktikan bahwa kualitas produk dan harga berpengaruh positif terhadap keputusan pembelian. Hal ini perlu menjadi perhatian manajemen CV Tirta Alam Jaya Merauke akan kualitas produk dan harga karena berpengaruh terhadap keputusan pembelian.

**Kata Kunci** : Kualitas Produk, Harga, Keputusan Pembelian

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## 1. Introduction

Water is one of the first necessities in our lives. At this time bottled drinking water as a means to complement the needs for consumption. Along with the development of bottled drinking water companies in Indonesia today is getting higher and drinking water companies are competing to offer their products. Aqla brand drinking water products as we know is one of the developing drinking water products in the city of Merauke. In my observation, the Aqla brand drinking water product is a product that can be consumed because it tastes good and the price is affordable and is healthy, but there are some people who say that the Aqla product is a simple product and that says it is also good and Aqla brand drinking water is not much different with other well-known drinking water brands, because Aqla drinking water already has SNI standards and Halal Certification.

Product quality is one of the important processes of producer activities where product quality directly leads to the achievement of company goals is to increase customer satisfaction. According to (Kotler, 2011) said that product quality is a strategic weapon that is merciless to beat competitors. So a company with good quality will grow rapidly and succeed. Aqla drinking water is known as affordable drinking water in all circles, there are several groups that say that the price of drinking water in Aqla is cheap, so from that price is the marketing variable that must be considered by Cv Tirta Alam Jaya Merauke. Price holds important leverage in marketing for both the seller and the buyer. According to (Devita, 2014) the price is the amount of money needed to obtain a number of combinations and services.

As technology advances, competitors are increasingly stringent in all fields in general in the economic field. To face competition from mineral water companies, the company has shifted to be oriented to marketing activities in support of increasing sales. Marketing strategy is the right strategy in increasing sales maximizing quality at a price. Thus the company is required to monitor changes in consumer behavior to identify potential buyers of a product to develop products and set affordable prices to attract attention and give strong responses from consumers. The purpose of this study was to determine the effect;

- 1) Product quality on the purchase decision of Aqla brand drinking water
- 2) The price of the Aqla brand drinking water purchase decision

Product quality and price are consistent with the Aqla brand drinking water purchasing decisions.

## 2. Literature Review

### 2.1. Marketing Management

The purpose of the organization certainly requires marketing to maximize itself against consumers. Companies need integrated management to process existing marketing programs to get maximum results. According to (Joseph,, Wiliam, 2008) stated that marketing is an activity to achieve the target of the organization carried out together with watching the desires of consumers and aiming the course of products and services to obtain the desires of consumers.

Marketing Management is the leading marketing text because its content and organization consistently reflect changes in marketing theory and practice (Hilip Kotler And Kevin Lane Keller, 2012).

### 2.2. Product Quality

Product quality is an important factor that influences customer satisfaction creation (Pahlawan, 2019). According to (Kotler, 2011), said that the product is the strength of an item to carry out its function, namely with durability, reliability, improvement provisions and other valuable attributes. The product is an opportunity offered by the seller to have a sale value that is not owned by a competing product.

Price can be an indicator of product quality (Dedy Ansari Harahap, Dita Amanah and Fauzia Agustini, 2018). Product quality has been and will remain one of the most important indicators of increasing economic and financial performance of a company (Ecobici Mihaela Loredana, 2016).

### 2.3. Price

According to (Kotler, 2011), it is suggested that some money is bestowed on a product or service or the amount of money exchanged for owning or using a product or service.

### 2.4. Buying Decision

(Kotler, 2011) says purchasing decisions are behaviors that arise due to stimuli or relationships from other parties. The decision identifies all choices and evaluates choices systematically and objectively as well as targets that determine the advantages and disadvantages of each, decision making is also the activities of individuals involved in obtaining or using the goods offered. Decision-making behavior by consumers to purchase products or services begins with

awareness of meeting their needs or desires and realizing the next problem, then consumers will take several stages which eventually arrive at the post-buyer evaluation stage (Naningsih and Hardiyono 2019). Buyer intention is also considered N. D. Paramita, and N. N. Kerti Yasa, JMK (Nia Budi Puspitasari, Susatyo Nugroho W.P., Deya Nilan Amyhorsea, and Aries Susanty, 2018). According to Vinna Sri Yuniarti in (Bayu Tri Cahya, Fika Sufiana, Marufah Hidayah Islamiah, 2020) consumers decide to buy goods or services through; needs recognition, information search), alternative evaluation, purchase decision, and post purchase evaluation.

### 2.5. Prior Research

(Angkondya, Safrilla, M, 2018) influence of product quality and price on Korean cosmetics purchasing decisions in Surakarta. The purpose of this research is to find out the quality of products and prices. The results of this study influence product quality to positively influence purchasing decisions and price influences purchasing decisions.

According to Yulianingsih, Syah, & Anindita, (2019), in their purchasing intention study stated that product packaging variables did not increase purchase intention, while product quality and promotion variables affected consumers' purchase intention. In line with Melita & Agustin (2019) the effect of product quality and price on the purchase decision of Honda Vario (a case study on the official Tridjaya Deler Honda Blitung branch) research results show that quality and price simultaneously have a significant effect on purchasing decisions. Meanwhile, Dhurup (2014) in his research found that there are no significant casual relationships between fashion interest and brand consciousness. Significant casual relationships were found between product novelty and brand consciousness and product quality and brand consciousness. However, brand consciousness does not seem to influence brand loyalty. Innovative products are advantages in all forms of organization. It is therefore managing quality of products in the digital economy based on intellectual accounting is substantiated (Gritsuk, Nadezhda, Gamulinskaya, & Petrova, 2020)

### 2.6. Hypothesis

The hypotheses in this study are:

- a) Allegedly the quality of the product influences the purchase decision of Aqla brand drinking water
- b) It is suspected that the price will influence the purchasing decision of Aqla brand drinking water

It is suspected that product quality and price influence the purchasing decision of Aqla brand drinking water.

### 3. Method

The object chosen in the study was Cv Tirta Alam Jaya Merauke, located on Jl. Garuda Spadem. The approach used is a quantitative approach. According to Sugiyono (2010) quantitative research methods are research in which data is in the form of numbers or data that is spelled out. Sampling using *Accidental sampling technique*. to determine the number of samples using the Slovin formula, there were 61 respondents from a population of 464 consumers. (Sugiyono, 2010) everything that has any form is determined by the researcher to be studied so that it gets information, then conclusions are drawn.

### 4. Result and Discussion

The results of statistical tests related to the hypothesis in this study can be seen in the following table:

**Table 1.** Hypothesis Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.109	1.413		.784	.436
	X1	.410	.078	.475	5.251	.000
	X2	.430	.085	.456	5.038	.000

a. Dependent Variable: Y

T test results for product quality obtained t count = 5.251 with a significant level of 0 using a significance limit of 0.05, this means  $t_{\text{arithmetic}} > T_{\text{table}}$  which means  $H_0$  is rejected and  $H_a$  is accepted. T test results for the price obtained t value = 5.038 with a significance level of 0.0 means  $t_{\text{arithmetic}} > t_{\text{table}}$  then  $H_0$  is atlah and  $H_a$  is accepted.

#### 4.1. Effect of product quality on purchasing decisions

Shows the positive and significant influence of product quality variables on the purchasing decisions of Aqla brand drinking water. The results show that a good assessment of product quality is in accordance with the level of wants and needs. The results show that consumers' experience in using Aqla drinking water products will produce good judgment. These results

indicate that consumers in running their money will consider the quality obtained from the money that will be spent.

#### 4.2. Effect of Price on purchasing decisions

Price has a significant influence on purchasing decisions which means that consumers choose products with relatively low prices affordable. Only a positive influence on purchasing decisions will help consumers in deciding the purchase of the desired product, the purchasing decision will occur. Price as the only element of the marketing mix that brings revenue to the company. The decision regarding price is not easy to do, if the price is expensive it will increase profits but it will decision regarding price is not easy to do, if the price is expensive it will increase profits but it will be difficult for consumers to reach be difficult for consumers to reach (Finatri, Pono, and Jusni 2020).

#### 4.3. Effect of product quality and price on purchasing decisions

It is said that product quality and price variables have a significant positive effect on purchasing decisions so that it can be concluded that  $H_0$  is accepted in this study and can be accepted or proven to be true.

Many factors influence consumer behavior in purchasing decisions for goods and services. Studying and analyzing consumer behavior in purchasing decisions is important, because a good basic knowledge of consumer behavior will be able to provide meaningful input for marketing strategy planning. One of them is product quality and price (Fetrisen., Aziz 2019).

Having a large selection of product brands is very profitable. That way consumers will be able to compare which products are the highest quality (Laoli., Hasan, 2020). Next about price is very important because it determines the behavior or not of a product or service. If in determining a price there is an error, it will have fatal consequences and harm the company itself. The selling price consists of the price of the item itself and the costs incurred to obtain the goods from the supplier (Furwanti, 2020).

### 5. Conclusion and Suggestion

Based on the results of data analysis that has been carried out on all data obtained, the following conclusions and suggestion can be drawn:

- 1) The results of research testing that simultaneously product quality, price significantly influence purchasing decisions on Cv Tirta Alam Jaya Merauke. Cv Tirta Alam Jaya Merauke

as a drinking water company must be able to maintain and even improve the quality of its products so that purchasing decisions are maintained.

- 2) Product quality has a positive and significant influence on purchasing decisions for Aqla brand drinking water at Cv Tirata Alam Jaya Merauke. Companies must pay attention to prices and must remain affordable and at competitive prices until consumers instill more trust in the product.

Price has a positive and significant effect on the purchase decision of Aqla brand drinking water at Cv Tirta Alam Jaya Merauke. The decision to purchase bottled Aqla water must always be taken care of and the results of the recapitulation of the product packaging questionnaire distribution must be more attractive so that consumers remain loyal, because with their convenient consumers they will recommend to their friends about Aqla drinking water products. product quality is always supported by good prices and attractive packaging, consumers will definitely feel more satisfied with Aqla products.

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