

The Effect of Product Quality and Price on Purchase Decisions of Mask for Anticipating Covid 19 In the City of Medan

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ABSTRACT

This review intends to dissect and decide the effect of item quality on buying choices, break down and decide the relationship of cost to buying choices and investigate and decide the impact of item quality and cost on buying choices for covers to expect Coronavirus. 19 in the city of Medan. The populace in this review chosen 7 individuals in each sub-region from 23 sub-areas in the city of Medan or a sum of 161 individuals utilizing quantity testing. The information investigation strategy utilized Various Direct Relapse, Traditional Supposition Test, t-test and F-test, and the Coefficient of Assurance. To some extent, buying choices are fundamentally impacted side-effect quality and cost. In the interim, at the same time, item quality and cost, together essentially affect the choice to buy veils, which are planned to expect Coronavirus in the city of Medan. Veil makers are approached to give great quality covers at reasonable costs, with the goal that individuals of Medan have the buying ability to devour covers notwithstanding Coronavirus. With reasonable costs, individuals will develop a culture of utilizing covers to keep away from infections and make sound living propensities in the new typical.

Keywords: Price, Product Quality, Purchase Decision

JEL Classification: M31, L67

INTRODUCTION

Promoting is. various exercises did to accomplish the organization's authoritative objectives, by expecting the requirements of clients or customers, and coordinating the progression of labor and products required from makers to clients.(Mc. Charty, J., & Perreault, 1998). Buyers are a significant variable for organizations. Associations should truly concentrate on customers in light of the fact that, in the present savage rivalry, shoppers get item presents from one organization, yet in addition from different other contending organizations that offer comparative items. Organizations should have appealing methodologies that are unique in relation to contenders so their items are consistently sought after and bought by customers(Nel Arianty, 2019).

Buy choice is a condition where purchasers will understand their requirements, wants, and assumptions for an item that will be burned-through. An organization should have methodologies in advertising its items, with the goal that the quantity of customers can be kept up with or even expanded. Assuming the client is fulfilled, then, at that point, he will end up being a dependable client and make rehash buys. Buying choices won't show up very much like that, yet depend on earlier support, the motivation can emerge out of inside variables and outside factors including item quality (Rini Astuti, Hasrudy Tanjung, 2019).

Item quality is something that can be proposed to buyers on the lookout for consideration, buy, use, or utilization that can fulfill their needs and needs. For organizations, item quality has significant importance for organizations, on the grounds that without item quality, associations can do nothing from their exercises (Rahmad Bahagia, 2019). Great items are required so purchaser wants can be satisfied as per their assumptions, which will cause customers to acknowledge an item and surprisingly become faithful to the item. Buyers will feel fulfilled assuming the consequences of their assessment show that the items they use are of excellent, great item quality will urge buyers to make buys (Murviana Koto, Hastina Febriaty, 2019).

In settling on a choice to purchase an item, buyers will believe things identified with the cost to be bought. It can work on the nature of buys, to be specific the job of value assignment. Cost can assist purchasers with choosing how to acquire the most noteworthy expected advantage or utility dependent on their buying power (Julita Julita, 2019). Hence, the presence of costs can assist purchasers with choosing how to distribute them to different requirements for labor and products. Cost is something delicate particularly in this pandemic circumstance (Hastina Febriaty, Murviana Koto, 2019). Not generally a low cost will be an aide for shoppers in purchasing products. There are many elements that are considered before buyers choose to purchase an item (Asrizal Efendy Nasution, 2019).

In view of the depiction of the issue over, the analyst wishes to direct a more top to bottom review, particularly with respect to the impact of item quality and cost on buying choices, particularly veil items, by picking the title "The Impact of Item Quality and Cost on Cover Buy Choices Expecting the Coronavirus Flare-up in the City of Medan." A portion of the things that become the definition of the issues looked by the organization, as follows: a) Is the choice to purchase a cover in the city of Medan affected by the nature of the item b) Does the cost affect the choice to purchase covers for individuals of the city of Medan c) Is the choice to purchase covers in individuals of the city of Medan, affected side-effect quality and cost.

LITERATURE REVIEW

For everybody, the dynamic cycle in purchasing, is fundamentally something similar. It is the age, pay, way of life and character qualities of every customer that separates them. Buyers will do combination process that joins the information it has, to assess at least two elective practices and pick one of them (Bangun, 2012).

Kotler and Keller (2010), proposes that the buying choice interaction is helped out through five phases, to be specific 1). Issue acknowledgment 2). Data search 3). Assessment of choices (approval of choices) 4). Buy choice, 5). Post-buy conduct. To arrive at a buy choice, an item offered should obviously have great item quality. Item quality is something essential that each organization should make progress toward assuming they need their items to contend on the lookout. The presence of a proportional connection among organizations and customers will give freedoms to know and get what are the necessities and assumptions that exist in buyer discernments (Prof. Dr. Maartje Paais & Souhoka, 2021)

(Abdullah, T., & Tantri, 2019) expressed that item quality is one of a few things that go with and supplement the attributes of item credits, as well as bundling and brand names. There are additionally many advantages that can be gotten by making a decent quality item. (Kotler, P., & Keller, 2010) notice, a portion of the advantages incorporate; further develop organization notoriety, lower costs. expanding piece of the pie, worldwide effect, item obligation, item appearance and acknowledging quality that is seen as significant.

Cost will likewise influence the purchasing choice cycle, in light of the fact that prior to purchasing, customers for the most part will consider and think about item costs. Normally customers will make an evaluation of the cost of merchandise with the quality advertised. The higher the cost presented by the maker, the higher the nature of the item requested by the client of the merchandise. Purchasers might have assumptions that more exorbitant costs reflect better quality. Cost is the measure of cash that should be paid by the client to get the item (Assauri, 2015).

Cost is one of the most adaptable components of the promoting blend since it can change rapidly. Simultaneously, value fixing and rivalry is something that showcasing leaders frequently face. Estimating is one of the significant choices for business entertainers. Valuing choices rely upon an extremely intricate arrangement of natural and cutthroat powers. The organization doesn't simply set a solitary cost, but instead an evaluating structure that remembers things for every product offering. The evaluating structure changes after some time as the item's life cycle advances.

Organizations change Costs to reflect changes in expenses and request and consider changing purchasers and conditions. As the cutthroat climate changes, the firm thinks about when to start value changes and when to react to changes on the lookout. As indicated by (Basu, 2008), there are a few advantages of the cost, specifically 1). become a reference in working out the selling worth of a thing or administration, 2). to help exchange exercises, 3). work on the business interaction, 4). give advantages to the merchant or maker, 5). a reference for customers in surveying the nature of a thing or administration, 6). help customers in simply deciding.

RESEARCH METHOD

The methodology in this review is to utilize an affiliated and quantitative methodology. In this review, the free factor is the buy choice. The reliant variable is Item Quality and Cost (Sanusi, 2014). The objective populace in this review is the whole local area in each sub-region in the city of Medan which comprises of 23 sub-areas. This is done as such that the aftereffects of the review can address the depiction of the Medan city local area in different sub-regions. The quantity of tests chose is 7 examples in each sub-locale or 7 individuals x 23 regions = 161 individuals

The information assortment strategies utilized in this review utilized internet-based media, online meetings and online appropriation of articulations or questions. Instrument testing is done through a legitimacy test to gauge the legitimacy or legitimacy of a survey. Dependability is how much an action can gauge steadily and reliably in any circumstance (Sugiyono, 2013).

The information examination procedure utilized in this review is quantitative, in particular testing and breaking down by working out numbers and afterward making inferences from the test.(Hadi, 2011) The test utilizes different straight relapse examination methods, old style supposition test, dependability test, speculation testing and coefficient of assurance.

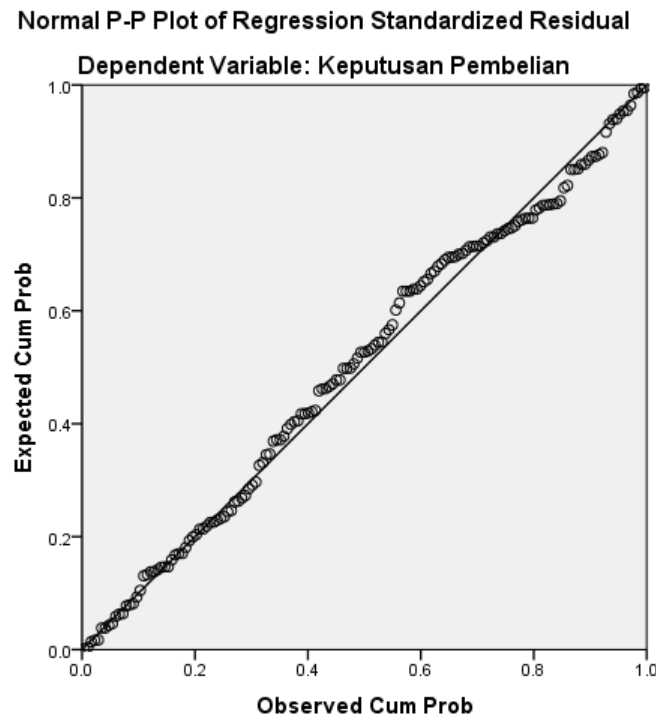
RESULTS AND DISCUSSION

In this review, scientists handled poll information as information comprising of 6 explanations for the item quality variable (X1), 8 proclamations at the cost variable (X2) and 10 articulations for the buying choice variable (Y). This circulated poll is given to the local area in each sub-region in Medan City which comprises of 23 sub-regions with 7 examples chose in each sub-region or 7 x 23 sub-regions = 161 individuals as the exploration test utilizing a Likert scale as an agenda(Sugiyono, 2010).

Respondents who were tested in this review comprised of 86 men and 75 ladies comprising of different ages and residing in private homes just as investment properties and motel. The situation with the respondents comprises of understudies, private representatives, business visionaries, government employees, TNI, Polri and others

In light of the old-style suspicion test, it was observed that the information spread along an inclining line, implying that the information between the reliant variable and the autonomous variable had a typical relationship or dispersion or met the ordinariness supposition test.

Figure 1. Normal P-P Plot of Regression Standardized Residual



For the multicollinearity test, it is realized that the Change Expansion Element (VIF) an incentive for the item quality variable (X1) is 1.002 and the value variable (X2) is 1.002. Every autonomous variable has a worth under 10. Similarly, the resilience an incentive for the item quality variable (X1) is 0.998 and the value (X2) is 0.998. From every factor the resilience esteem is more noteworthy than 0.1, so it tends to be inferred that there is no side effect of multicollinearity between the autonomous factors which is shown by the resistance worth of every free factor is more prominent than 0.1 and the VIF esteem is under 10.

Heteroscedasticity test was directed to see if in the relapse model there was an imbalance of difference from the residuals of one perception to another perception. To see if or not there is heteroscedasticity in the relapse model of this review. The techniques in heteroscedasticity testing are the diagram strategy and the Scatterplot strategy. The premise of the investigation is that it very well may be seen that the remaining spread is sporadic and doesn't shape an example. This can be found in the focuses or plots that spread. The end that can be drawn is that there is no heteroscedasticity.

In view of the t-test table, the t-test for the item quality variable is 4.190 for a mistake of 5%, and the t-table is 1.975. From this, acquired t count > t table or 4,190 > 1,975. This implies that there is an impact between item quality and the choice to buy veils fully expecting the Coronavirus episode in individuals of Medan City. Concerning the value variable, acquired t count of 4.147 and t table of 1.975. From this, it is acquired that t count > t table or 4,147 > 1,975. This implies that there is an impact among cost and the choice to buy covers fully expecting the Coronavirus episode in individuals of Medan City.

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	16.615	3.673		4.524
	Product Quality	.537	.128	.303	4.190
	Price	.304	.073	.300	4.147
a. Dependent Variable: Purchase Decision					

For the computation of the worth of F, gotten F number-crunching for item quality and value factors of 16.583 for a mistake of 5%, acquired F table of 3.05. For this situation F count > T table or 16.583 > 3.05. This shows that there is an impact between item quality and cost on the choice to buy covers fully expecting the Coronavirus flare-up in individuals of Medan City.

The R-Square worth in this exploration is 0.173 which implies 17.3% of the factors of buying choices are impacted by the free factors, specifically item quality and cost. While the leftover 82.7% is impacted by different factors not analyzed in this review.

CONCLUSION

In light of the aftereffects of the exploration and conversation that have been expressed already, ends can be drawn from research on the impact of item quality and cost on buying choices to expect the Coronavirus flare-up in individuals of Medan City, as follows:

1. Partially the nature of the item impacts the choice to buy covers fully expecting the Coronavirus flare-up in individuals of Medan City.
2. Partially, the cost impacts the choice to buy covers fully expecting the Coronavirus flare-up in individuals of Medan City.
3. Simultaneously item quality and cost significantly affect the choice to buy covers fully expecting the Coronavirus flare-up in individuals of Medan City.

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DECLARATION OF CONFLICTING INTERESTS

Regarding the results of research, systematic writing, and publishing of articles, there is no conflict of interest.

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