

The Influence of Price, Product Quality and Service on the Decision to Purchase Broiler Chicken at the Ajung Market, Jember Regency

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Abstract

This research aims to determine the influence of price, product quality and service variables on purchasing decisions for broiler chickens at Ajung Market, Jember Regency. The population of this study is all residents who live in Ajung District, totaling 72,596 residents. Sampling was based on expert opinion that $n \geq 30$ could be used for research. Thus, the sample for this research was determined to be 40 respondents. The sampling method is purposive sampling. Descriptive analysis was carried out to determine the description of respondents and research variables. To test the questionnaire as a research measuring tool, validity and reliability tests are used. To analyze the influence of the independent variable on the dependent variable, multiple linear regression analysis was used. The results of the analysis show that product price does not influence the decision to purchase broiler chicken at Ajung Market. Product quality does not influence the decision to purchase broiler chicken at Ajung Market. Meanwhile, service influences the decision to purchase broiler chicken at Ajung Market, Jember Regency

Keywords

price; product quality; service; buying decision; broilers



I. Introduction

The agricultural sector is important in the development of a country, especially developing countries, including Indonesia. The agricultural sector primarily plays a role as a provider of raw materials, provider of feed ingredients, provider of raw materials for small, medium and large industries. The agricultural subsector consists of 6 subsectors, namely the food crops subsector, horticulture subsector, plantation subsector, fisheries subsector, forestry subsector and livestock subsector. One of the 6 subsectors is the livestock subsector. (Haris, Sarma, & Falatehan, 2018).

Consumer behavior regarding purchasing decisions is an important thing that requires attention from entrepreneurs. Purchasing decisions are the actions of consumers in deciding what products or services they will consume (Kotler, 2016). For a seller, every decision made by a consumer will have an impact on the results of product or service sales. Therefore, there is a need for a strategy to improve purchasing decisions. Several factors that can improve purchasing decisions include: product price, product quality and also service from the seller.

One element of the marketing mix is price. With this price variable, the company will get income from sales. Price is something attached to goods which is measured in rupiah (Kambali, 2020). Price is usually an abstract attribute attached to a product so that the product has value (Tjiptono, 2014). Research from (Bachtiar, 2018), (Pratiwi &

Patrikha, 2021), (Utama, dkk. 2019), (Silaban, dkk. 2019), (Tarmidi et al., 2021), (Wijaya, dkk. 2021), (Qomariah, dkk. 2020), (Apriliana & Sumowo, 2015), (Angga & Santoso, 2015), (Hermawan, 2015), (Agustina, dkk. 2018), (Sa'dullah & Azhad, 2015), (Aminullah, dkk. 2018), (Qomariah, dkk. 2021), (Napik, dkk. 2018), (Rumengan, dkk. 2015), (Sudjatnika & Vania, 2017), (Istanti, 2017), which states that price can have an impact on consumer purchasing decisions.

Promotional factors can also increase purchasing decisions by consumers. Promotion is an effort to introduce products to the general public so that people know about the company's products (Qomariah, 2016). The company will continue to make efforts to ensure that people who previously did not know the product will get to know the company's products by carrying out promotions (Lupiyoadi, 2013). Research on promotions with purchasing decisions was carried out by:(Napik, et. all. 2018), (Setyaningsih & Murwatningsih, 2017), (Susilo, et. all. 2018), (Mardiyani & Murwatningsih, 2015), (Purnamasari & Budiarmo, 2019), (Jamaludin, 2015), (Nurgayatri, 2016), (Qomariah, 2011), (Andrenata & Qomariah, 2022), (Humam, et. all. 2022), (Wahyono & Susilawati, 2016), (Buchori & Harwani, 2021), (Apriliana & Sumowo, 2015), (Nurgayatri, 2016), which states that promotions can increase consumer purchasing decisions.

The next factor that can also increase purchasing decisions is service from the service provider. Services provided to parties who need services must be provided well so that customers feel satisfied and will decide to buy the product (Fadhli et al., (2021). Good service will make consumers decide to buy a product. Therefore, companies or organizations must provide the best service for their business. The relationship between service quality and purchasing decisions has been widely carried out in the form of research. The research on services with purchasing decisions was carried out by:(Romadhoni, dkk. 2021), (Fatimah, dkk. 2022), (Dayrobi & Raharjo, 2020) which states that service can improve purchasing decisions.

Based on theory and previous research, this research aims to find out and analyze the influence of product price, quality of a product and service on the decision to purchase broiler chicken at Ajung Market, Ajung Jember sub-district.

II. Research Methods

This research uses descriptive and analytical methods which aim to describe events systematically, actually and accurately in various facts, properties and relationships of various existing phenomena. (Sugiyono, 2017). The research location is Ajung Market, precisely in Krasak Village, Ajung District, Jember Regency. The total population is the entire population living in Ajung District, totaling 72,596. Meanwhile, the research sample is determined with the requirement that the minimum sample size be at least 30 ($n \geq 30$) respondents for regional research (Sugiyono, 2017). Determining the sample size of 40 respondents (consumers/buyers of chicken meat) to be used in this research used a non-probability sampling method in the form of accidental sampling. Descriptive analysis is used to describe respondents and research variables. Validity test analysis and reliability test are used to test measuring instruments in research. To test the hypothesis in the research, multiple linear regression analysis was used.

III. Result and Discussion

3.1 Descriptive Analysis Results

Based on the results of descriptive statistics, it can be seen that the total number of respondents who were male was 13 people or 32.5%. There were 27 female respondents or 67.5%. The majority of respondents here are women because the majority of activities to go to the market to buy vegetables, side dishes, and including buying broiler meat are carried out by women.

Based on the calculation results, it can be seen that the total number of respondents aged 25-35 years was 12 people or 30.0%, respondents aged 36-45 years were 12 people or 30.0%, and respondents aged > 45 years were 16 people or 40.0%. The majority of respondents here are over 45 years old, because their daily activity is going to the market.

Based on the calculation results, the education level of the respondents can be explained that the education level of 13 people graduated from elementary school or 32.5%, 8 people from junior high school or 20.0%, 18 people from high school or 45.0%, and 18 people from high school or 45.0%. as much as 1 person or 2.5%. The majority of respondents' education here is high school, because they are able to reach high school level.

3.2 Simultaneous F Test Results

Simultaneous F test to determine whether there is a simultaneous influence between the independent variables (price, product quality, service) on the dependent variable (purchasing decision). The results of the simlutant F test in this study can be seen in Table 1.

Table 1. Simultaneous F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	4,458	3	1,486	3,138	0,037
Residual	17,045	36	,473		
Total	21,503	39			

Based on the F test results in Table 1, it can be seen that the calculated F is 3.138 with a significance level of 0.037. This shows that the simultaneous F significance test shows ≤ 0.10 so that H0 is rejected and H1 is accepted. So it can be concluded that all independent variables, namely price (X1), product quality (X2) and service (X3) simultaneously/simultaneously have a significant effect on the dependent variable, namely purchasing decisions (Y).

3.3 Coefficient of Determination Results

Each independent variable used in this research will contribute to the dependent variable. The independent variables in this research are price (X1), product quality (X2) and service (X3), while the dependent variable is the purchase decision. The results of calculating the coefficient of determination are presented in Table 2.

Table 2. Research Determination Coefficient Test Results

No	Criteria Used	The magnitude of the coefficient
1.	R-value	0,455
2.	R Square value	0,207
3.	Adjusted R Square value	0,141

Based on the results of the regression analysis calculations in Table 2, it can be seen that the coefficient of determination obtained is (0.141). This means that 14.1% is influenced by the variables price (X1), product quality (X2), and service (X3). And the remaining 85.9% is influenced by other variables such as strategic location, promotions, competitors and other factors outside the model. The adj R square value is very small, this can be caused by 1. The lack of the number of variables studied, 2. The lack of respondents.

3.3 The Influence of Service Quality on Customer Satisfaction

Research on the influence of service quality on customer satisfaction is expected to provide results that service quality influences customer satisfaction at Trajekline Tour & Travel Jember. Research that also discusses the relationship between brand image and customer satisfaction has been conducted by (Pahlevi, Suwarni, and Nurzam 2021), (Dewi et al. 2018), (Harun 2015), (Kuntari, Kumadji, and Hidayat 2016), (Putro, Semuel, and Brahmana 2014), (Saleem and Raja 2014), (Djanas 2016), (Atmanegara et al. 2019), (Saputra 2013) where the research results state that service quality has a significant effect on customer satisfaction.

IV. Result and Discussion

The t test is a partial test to test the research hypothesis. There are 3 (three) hypotheses in this research. The significance level was determined at 5% (0.05). The calculation results for the t test in this study are presented in Table 3.

Table 3. t Test Results

No	Variable	Significance Count	t-count value	t-table value
1	Price (X1)	-0,983	-0,021	2,042
2	Quality Product (X2)	0,475	0,722	2,042
3	Service Quality (X3)	0,028 *	2,291	2,042

4.1 Results of Multiple Linear Regression Analysis

Multiple linear regression analysis in this research is to determine the influence of price, product quality and service variables on purchasing decisions. The calculation results of multiple linear regression analysis are presented in Table 4.

Table 4. Results of Multiple Linear Regression Analysis

No	Variable	Regression Coefficients	Significance Value
1	Constant	1,150	.321
2	Price (X1)	-0,004	.987
3	Quality Product (X2)	0,168	.480
4	Service Quality (X3)	0,513	.029

Based on Table 4, it can be seen that the regression equation formed is: $Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$ or $Y = 1.150 - 0.004 X_1 + 0.168$

4.2 Discussion

a. The Influence of Price on Purchasing Decisions

The research results show that the coefficient value for the price variable (X1) is -0.004 with a significance value of 0.987. Looking at the results of this research, the first hypothesis is rejected (H1 is rejected) and H0 is accepted. The price of goods will determine consumers in determining the products or services needed. Whatever the price set by the seller, buyers will continue to buy the goods and services they need. This research is in line with research conducted by (Sudjatmika & Vania, 2017), which states that price has an impact on purchasing decisions.

b. The Influence of Product Quality on Purchasing Decisions

The research results show that the coefficient value for the product quality variable (X2) is 0.168 with a significance value of 0.480. Looking at the results of this research, the second hypothesis is rejected (H2 is rejected) and H0 is accepted. The quality of goods will determine consumers in determining the products or services they need. Quality products or services will make buyers buy the goods and services they need. This research is in line with research conducted by (Fiorentino, dkk. 2021), which states that product quality has an impact on purchasing decisions.

c. The Influence of Service on Purchasing Decisions

The research results show that the coefficient value for the service variable (X3) is 0.168 with a significance value of 0.480. Looking at the results of this research, the third hypothesis is accepted (H3 is accepted) and H0 is rejected. Service is very meaningful for consumers who want to buy a product or service. Therefore, sellers need to pay attention to service to consumers which will make buyers buy the goods and services they need. This research is in line with research conducted by (Anggreni, dkk. 2023), which states that service has an impact on purchasing decisions.

V. Conclusion

The price set by the seller has no impact on the decision to purchase broiler chicken at Ajung Jember Market. This is because the price of starch goods changes or fluctuates according to demand and supply. Regarding the price of broiler chicken, for consumers, if they need broiler chicken for their needs, these consumers will still make purchases to fulfill their need for broiler chicken.

The quality of the broiler chicken products sold at the Ajung Jember market has no impact on purchasing decisions. This is because the quality of chicken products at Ajung Market is guaranteed and consumers believe in the quality of these broiler chicken products.

The services provided by broiler chicken sellers at Ajung Jember Market have an impact on purchasing decisions. Therefore, it is important for chicken sellers at Ajung Jember Market to continue to improve their services so that chicken purchasing decisions continue to increase.

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