

## **THE INFLUENCE OF CONSUMER BEHAVIOR AND PRODUCT QUALITY ON PURCHASING DECISIONS IN PANDAN ROTI RAOS, SUKABUMI REGENCY, INDONESIA**

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### **ABSTRACT**

This study aims to determine the effect of consumer behavior and product quality on purchasing decisions on Roti Raos Pandan in Sukabumi Regency. Sampling amounted to 66 respondents. A quantitative method is used in this research. Data collection techniques through questionnaires, observations and interview. An instrument test is used for data analysis, consisting of validity test, a reliability test, and classical assumption test as well as descriptive analysis for multiple linear regression and hypothesis testing. The results showed that consumer responses to consumer behavior were categorized as good. consumer responses to product quality are categorized as good. Consumer responses to purchasing decision on Roti Raos Pandan are categorized as interested. Simultaneously and partially, consumer behavior and product quality have a positive and significant effect on purchasing decisions on Roti Raos Pandan in Sukabumi Regency.

**Keywords:** Consumer Behavior, Product Quality, Purchase Decision

### **INTRODUCTION**

The era of globalization requires companies, especially in the bakery business, to have attitudes and act appropriately and quickly when facing competition in a business environment whose movements are dynamic and full of uncertainty. This business competition encourages companies to be able to become winners in their business competition. The basic goal of establishing a company is none other than to be able to own or obtain the maximum possible profit. The company's

ability to market its products is one of the things that influence success in achieving company goals. Companies that can sell their products at affordable prices and still maintain the required product quality will be able to overcome competition, especially in the marketing industry. The truth is, to attract customers to buy, companies must be able to adopt marketing strategies that are appropriate to market conditions.

There are four stages in the decision-making process that consumers will go through: realizing a need, seeking information, evaluating alternative choices, and making a purchase decision. According to Kotler & Armstrong (2016: 177), purchasing decisions become part of consumer behavior regarding how an individual, group, or organization chooses, buys, and uses a product to fulfill its needs and desires. Purchasing decision indicators include product choice, purchase time, distribution options, brand choices, purchase quantities, and payment methods (Kotler and Keller, 2016: 188).

Consumer behavior is the study of how individuals, groups, and organizations use, choose, and buy services, ideas, or experiences that satisfy consumer wants and needs (Kotler and Keller, 2009: 166). Purchase decisions are influenced by factors of consumer behavior such as cultural factors, social factors, personal factors, and psychological factors (Assauri,

2018: 122). Consumer behavior is closely related to the decision-making process to use goods or services to satisfy their needs.

In addition to consumer behavior, purchasing decisions are also influenced by product quality (Kotler and Armstrong, 2008:75). According to Tjiptono (2009: 103) product quality is an element that is seen as important by consumers and will then be used as the basis for making purchasing decisions.

Roti Raos Pandan is a product that sells a variety of breads that are currently popular with the public, from small children to adults. This business is located in Sukabumi Regency. Roti Raos Pandan products have a characteristic, namely, bread with the fragrant aroma of pandan leaves and various flavors. To measure the success of a business, it can be done in various ways, one of which is by analyzing target realization data. The following is the sales data for Roti Raos Pandan in 2020, namely in Table 1:

**Table 1: Sales Data for Roti Raos Pandan in Sukabumi Regency for 2020**

| <b>Month</b>   | <b>Sales Target<br/>(Rp)</b> | <b>Realization<br/>(Rp)</b> | <b>Achievement<br/>(%)</b> | <b>Information</b>  |
|----------------|------------------------------|-----------------------------|----------------------------|---------------------|
| January        | 10.000.000                   | 7.600.000                   | 76                         | Not Achieved        |
| February       | 10.000.000                   | 8.540.000                   | 85                         | Not Achieved        |
| March          | 10.000.000                   | 6.500.420                   | 65                         | Not Achieved        |
| April          | 10.000.000                   | 8.500.000                   | 85                         | Not Achieved        |
| Mey            | 10.000.000                   | 10.000.000                  | 100                        | Achieved            |
| June           | 10.000.000                   | 9.750.000                   | 97                         | Not Achieved        |
| July           | 10.000.000                   | 6.223.720                   | 62                         | Not Achieved        |
| August         | 10.000.000                   | 10.780.000                  | 107                        | Achieved            |
| September      | 10.000.000                   | 8.000.000                   | 80                         | Not Achieved        |
| October        | 10.000.000                   | 6.991.200                   | 69                         | Not Achieved        |
| November       | 10.000.000                   | 7.430.000                   | 74                         | Not Achieved        |
| December       | 10.000.000                   | 11.650.100                  | 117                        | Achieved            |
| <b>Total</b>   | <b>120.000.000</b>           | <b>101.965.440</b>          | <b>1.017</b>               |                     |
| <b>Average</b> | <b>10.000.000</b>            | <b>8.497.120</b>            | <b>85</b>                  | <b>Not Achieved</b> |

Source : Roti Raos Pandan, 2021

Based on Table 1, it can be concluded that Roti Raos sales in 2020 have fluctuated, where the average failure is 85%, which indicates a target achievement of 15%. Factors causing this non-achievement, aside from the high level of business competition and the COVID-19 outbreak, as well as allegations that the consumer behavior strategy and product quality that have been carried out by the Roti Raos Pandan business have not been optimal,

Currently, consumers who have a penchant for food choose products not only based on packaging or the taste of a product. Consumers will determine their own assessment of the selected product and then decide to make a purchase; therefore, producers and entrepreneurs in the food sector are expected to pay attention to consumer behavior when deciding to purchase a product and offer product quality for the sake of increasing product sales.

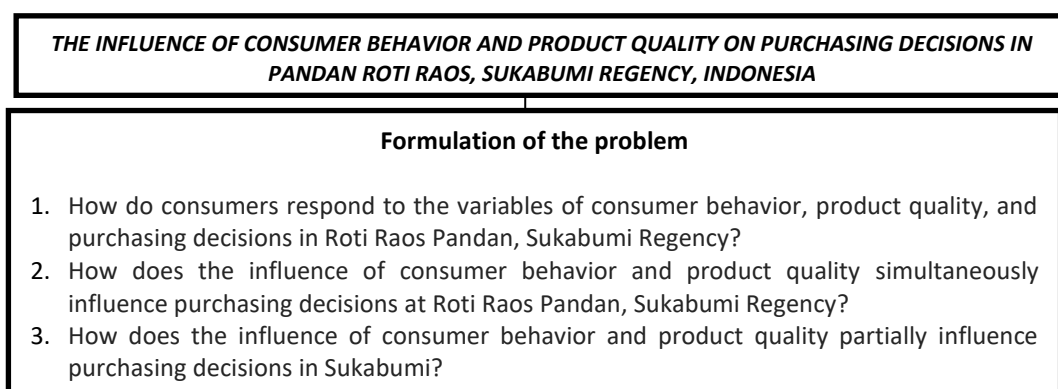
In addition to consumer behavior, other factors have an influence on purchasing decisions, namely product quality. Product quality is the most important thing in determining

the choice of a product by consumers, because consumers prioritize the quality of the product itself. Based on the opinion of Gaman and Sherrington (1996:132), product quality indicators include color, shape, texture, aroma, and taste.

To find out how consumer behavior and product quality affect the purchasing decision of Roti Raos Pandan, researchers conducted a preliminary survey of 30 (thirty) consumers who made purchases of Roti Raos Pandan products. The survey results showed that in making purchasing decisions, the average (59%) consumer states that in purchasing decisions of Roti Raos Pandan, it is influenced by consumer behavior such as cultural factors as well as social factors, personal factors, and also psychological factors. Whereas in terms of product quality, 50.6% of consumers felt that the quality of the Roti Raos Pandan product had attractive colors, a standard shape, a soft texture, an appetizing aroma, and a taste that met consumer expectations. This means that there are still as many as 49.4% of consumers who state that Roti Raos Pandan does not have an attractive color with a standard shape, the texture is not soft enough, the aroma is like bread in general, and the taste is quite good. This shows that for consumers, pandan raos bread, in terms of product quality, still does not meet consumer expectations.

## METHODS

Management is the process of coordinating work activities efficiently and effectively with and through other people (Hery, 2017: 7). Marketing Management is a process in which the company analyzes, plans, organizes, and manages the agenda, which includes the conceptualization and pricing, distribution, and promotion of the product. The ideas that have been scheduled are designed to be able to create and maintain exchanges in providing benefits to the target market in order to achieve the goals of the company (Suparyanto and Rosad, 2015: 1). Consumer behavior is the action of individuals who are directly involved in obtaining, using, and determining products or services, including the selection of decisions to precede and follow these actions (Tjiptono, 2008: 19). The quality of a product is one of the factors that a marketer relies on when marketing a product. As a result of this, improving the quality of products and services is an important challenge for companies to compete in the global market. Product quality improvements will be able to affect costs and increase competitive advantage, besides that high product quality will create long-lasting competitive advantages (Kotler and Armstrong, 2012: 243). Purchasing decisions are the characteristics of the buyer, and the decision-making process will lead to purchasing decisions (Kotler and Keller, 2012: 212). The framework of thinking in the research conducted can be seen in Figure 1 below:



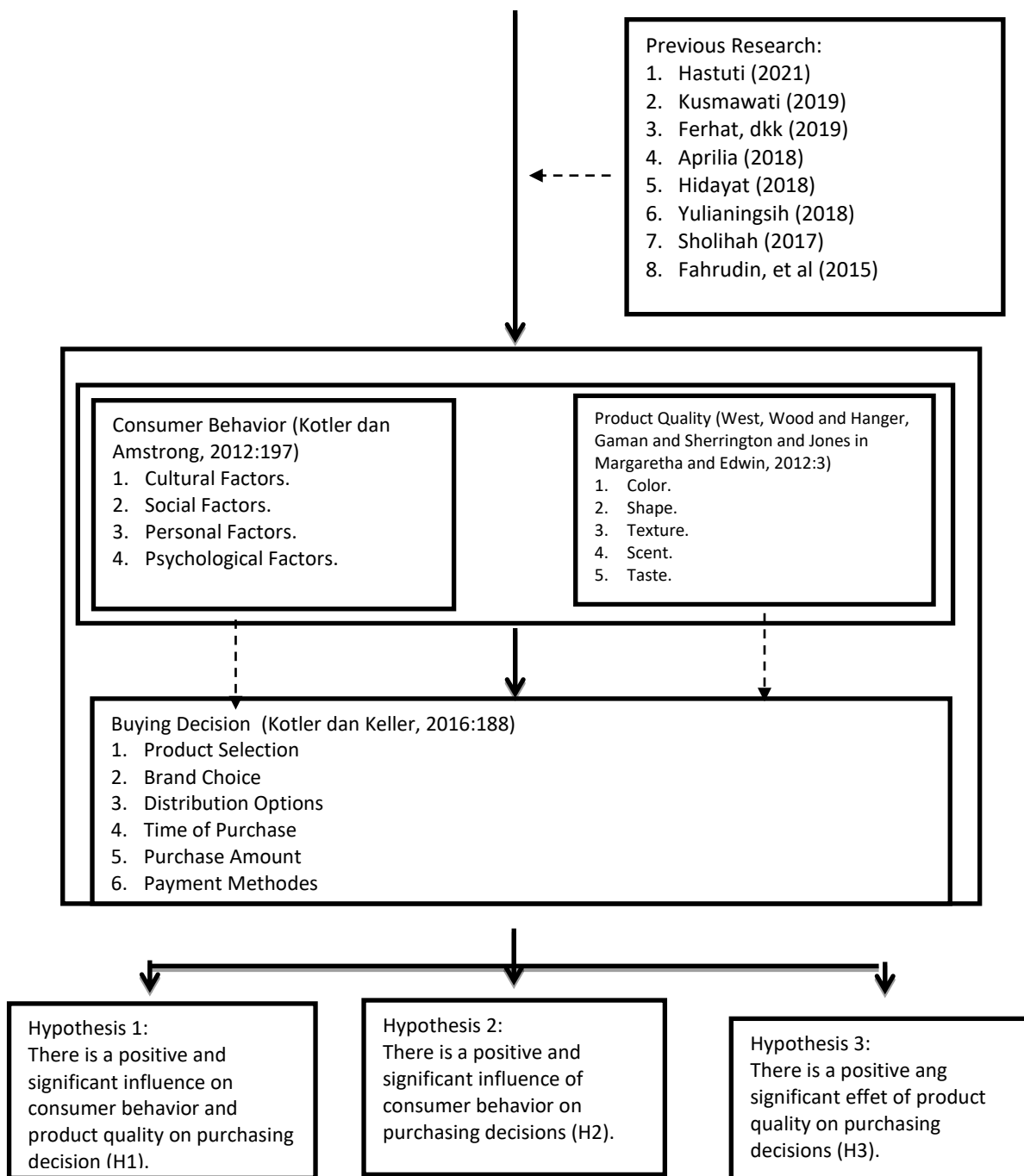


**Figure 1: Thinking Framework**

The design of this study uses a descriptive and verification research form followed by a quantitative approach. This quantitative approach uses a survey research method to obtain data regarding opinions, characteristics, behavior, and variable relationships in testing hypotheses from several samples to be taken based on the population. Data collection is carried out by observation (a questionnaire or questionnaire). The types of data used are primary and secondary data, with data collection methods using library research and field studies (interviews, observations, and questionnaires).

The sample in this study were Roti Raos Pandan Consumers using a sampling technique, namely purposive sampling with the probability sampling method, with several scales, namely: consumers who have purchased bread at least twice and consumers who are considered mature enough (17 years old) because they are deemed capable of buying.

The variables in this study are independent variables (consumer behavior (X1) and product quality (X2)), while the related variables are purchasing decisions (Y). The following details the operational variables in Table 2.

**Tabel 2 Operasionalisasi Variabel**

| Variable                            | Variable Concept                                                                                                                                                                                                                                                         | Indicator                                                                                                                                                            | Question Item                                      | Measure Scale     |
|-------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|-------------------|
| Consumer Behavior (X <sub>1</sub> ) | Consumer behavior is the study of individuals, groups, and organizations in choosing, buying, using, and placing goods or services, then ideas and experiences to satisfy their wants and needs. (Kotler and Armstrong, 2012:173)                                        | 1. Cultural Factors.<br>2. Social Factors.<br>3. Personal Factors.<br>4. Psychological Factors. (Kotler and Armstrong, 2012:197)                                     | 1-4<br>5-8<br>9-12<br>13-18                        | Ordinal<br>Likert |
| Product Quality (X <sub>2</sub> )   | Product quality plays an important role in deciding consumer purchases, meaning that if the quality of food increases, purchasing decisions will automatically increase as well (West, Wood, and Hanger; Gaman and Sherrington; Jones in Margaretha and Edwin, 2012: 1). | 1. Color.<br>2. Shape.<br>3. Texture.<br>4. Scent.<br>5. Taste. (West, Wood and Hanger, Gaman and Sherrington serta Jones in Margaretha and Edwin, 2012:3)           | 19-20<br>21-22<br>23-24<br>25-26<br>27-28          | Ordinal<br>Likert |
| Buying Decision (Y)                 | Purchasing decisions become part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, and use goods or services, as well as ideas and experiences, to satisfy their wants and needs. (Kotler and Armstrong, 2016:177)       | 1. Product Selection<br>2. Brand Choice<br>3. Distribution Options<br>4. Time of Purchase<br>5. Purchase Amount<br>6. Payment Methodes (Kotler and Keller, 2016:188) | 29-30<br>31-32<br>33-34<br>35-36<br>37-38<br>39-40 | Ordinal<br>Likert |

The data obtained will later be tested by means of a validity test, a reliability test, and a classical assumption test. Data analysis will be carried out with descriptive analysis as well as multiple linear regression analysis, correlation coefficient analysis, analysis of the coefficient of determination, and hypothesis testing.

## **RESULTS AND DISCUSSION**

### **GENERAL DESCRIPTION OF THE RESEARCH LOCATION**

Roti Raos Pandan is a home factory that was founded in 2014 by Mr. Jamal and Mrs. Dini. The location of this factory is at Jalan Mad Tamin No. 12, Parakansalak District, Sukabumi Regency, Postal Code 43355. At first, this factory was built with 4 employees, but over time, this home industry has increasingly developed its business and also increased the number of employees. Roti Raos Pandan produces various types of bread with different flavors, namely sweet bread with chocolate filling, cream cheese, coconut filling, blueberry, and strawberry.

Roti Raos Pandan has a vision and mission for developing its business, with a clear organizational structure starting from ownership, production, marketing, and finance, with responsibility for each area in charge. The marketing aspect of Roti Raos Pandan uses take-away packaging to make it easier for consumers to bring the product. Promotional activities are carried out through social media, either Facebook or WhatsApp Messenger, with the price per package for all bakery products costing Rp. 5000. HR, or human resources, has as many as 10 parts, which are divided into 3 parts: marketing, production, and finance, with their respective work responsibilities.

### **CONSUMER CHARACTERISTICS**

Based on the recapitulation conducted from 66 respondents, the results show that most consumers are dominated by women (60% as many as 39 people), the age of most consumers ranges from 17–25 years (64% as many as 42 people), with the last education of most high school consumers or equivalent (78% for 52 people), the profession of most consumers is students (45% for 30 people), and the monthly income level of most consumers ranges from <Rp. 1,000,000 per month (42% for 28 people). While the frequency of consumer purchases in consuming Roti Raos Pandan products is twice with a total of 30 people, or 45%.

### **RESEARCH RESULTS**

The results of the research and discussion in this study related to consumer evaluation of all indicators in the consumer behavior variable, product quality, and purchasing decisions for Roti Raos Pandan are described as follows:

#### **1. Consumer responses to consumer behavior variables**

The results showed good results starting with cultural factors, then social factors, then personal factors, as well as psychological factors. The results show that from the indicator variable consumer behavior, psychological factors have the highest value (4.02), while personal factors have the lowest value (3.76). This can be seen in the score obtained on the consumer behavior variable, which is 3.87, which means that consumers buy Raos Pandan Bread based on consumer behavior because consumers are able to adjust to cultural factors, social factors, personal factors, and psychological factors.

#### **2. Consumer responses regarding product quality variables**

The results showed that of the five indicators of product quality used in the study, the taste indicator received the highest score (4.26), while the lowest score was found in the form indicator (3.48). This can be seen in the score obtained on product quality, which is 3.90,

which means that consumers really like the quality of the pandan raos bread product, both in terms of color, shape, texture, scent, and taste according to their tastes.

### **3. Consumer responses regarding purchasing decision variables**

This study shows that of the six (six) indicators used by researchers, the brand choice indicator gets the highest score (4.16), while the lowest score is found in the product choice indicator and payment method (3.82). For the average value of consumer purchasing decision variables, get a score of 3.97. which means the consumer's assessment of purchase satisfaction at Roti Raos Pandan belongs to the interested category. This is good news for bakery owners because consumers making purchasing decisions at Roti Raos Pandan have previously compared it with other bread brands. Therefore, Raos Pandan needs to maintain and improve consumer assessment of the factors that make consumers make purchases at Roti Raos Pandan.

## **MULTIPLE ANALYSIS**

### **1. Multiple Linear Regression Analysis**

The resulting regression equation is  $Y = 0,840 + 0,244X_1 + 0,165X_2 + \varepsilon$ , The interpretation of this equation is that the regression coefficient of consumer behavior ( $X_1$ ) is positive, meaning that the consumer behavior variable has a positive effect on purchasing decisions. This shows that any increase in consumer behavior is expected to be followed by an increase in purchasing decisions ( $Y$ ), assuming the product quality variable ( $X_2$ ) remains constant. This is reinforced by the results of previous research conducted by Hastuti (2021), which stated that consumer behavior has a simultaneous influence on purchasing decisions.

The product quality regression coefficient ( $X_2$ ) is positive, meaning that the product quality variable has a positive influence on purchasing decisions. These results show that any increase in product quality is expected to be followed by an increase in purchasing decisions ( $Y$ ), assuming the consumer behavior variable ( $X_1$ ) remains constant. This is reinforced by previous research conducted by Aprilia (2018), which stated that product quality has a simultaneous influence on purchasing decisions.

### **2. Multiple Correlation Analysis**

From these calculations, it can be seen that the  $R$  value is 0.784, which shows the correlation or relationship of the independent variables consisting of ( $X_1$ ) consumer behavior and ( $X_2$ ) product quality to the purchasing decision variable ( $Y$ ), which has a strong correlation. It means that when the value of variable  $X$  increases, it will be followed by an increase in the value of variable  $Y$ . According to the results of previous research, according to Aldi M. (2018), the correlation interval value of 0.772 is included in the strong and positive category. Meanwhile, another study, according to Anggraini (2020), stated that the correlation interval value of 0.738 is included in the strong and positive categories.

Based on the results of the multiple correlation analysis of 0.784 compared to the previous research that has been done, it can be concluded that the results obtained from the multiple correlation values strengthen the previous research that has been done.

### **3. The Result of The Coefficient of Determination**

Shows that the percentage of contributions to the influence of consumer behavior variables ( $X_1$ ) and product quality ( $X_2$ ) on purchasing decisions ( $Y$ ) is 58.1%. This means that from the coefficient of determination of 58.1% compared to previous research that has been done, it can be concluded that the results obtained from the value of the coefficient of determination strengthen the previous research that has been done.

### **4. Hypothesis Test**

Testing the regression model simultaneously (F-Test) shows the result that  $F_{count}$  is 5.759 and the  $F_{table}$  value for  $\alpha = 0.05$  with degrees of freedom ( $k; n-k$ ) = (2; 66-2) = (2; 64) = 3, 14 which shows that  $F_{count}$  is greater than  $F_{table}$  ( $5.759 > 3.14$ ), then  $H_0$  is rejected and  $H_a$  is accepted. From these results, it can be concluded that Consumer Behavior ( $X_1$ ) and Product

Quality (X2) simultaneously have a positive and significant influence on purchasing decisions (Y).

Meanwhile, in partial regression model testing (t-test), the results based on these calculations show the  $t_{\text{count}}$  and significant values of each independent variable. While the  $t_{\text{table}}$  value for  $\alpha = 0.05$  with degrees of freedom  $66-2-1 = 1.669$ . Thus, the following results are obtained:

1. Effect of consumer satisfaction (X1) on purchases (Y)

Consumer behavior (X1) with a  $t_{\text{count}}$  of 2.994 is greater than the  $t_{\text{table}}$  (2,994 > 1,669), and a significance value of 0.005 is less than 0.05 (0.005 < 0.05). Thus, if  $H_a$  is accepted,  $H_o$  is rejected, meaning that consumer behavior has a positive and significant influence on purchasing decisions.

2. Influence of Product Quality (X2) on Purchasing Decisions

Product Quality (X2) with a  $t_{\text{count}}$  value of 2.318 is greater than the  $t_{\text{table}}$  value (2.318 > 1.669), and a significance value of 0.007 is smaller than the value of 0.05 (0.007 < 0.05). Thus,  $H_a$  is accepted and  $H_o$  is rejected, meaning that product quality has a positive and significant influence on purchasing decisions. These results are in accordance with previous research, according to Amanah (2010), which states that the quality of a product has a significant and positive influence on purchasing decisions.

## **CONCLUSIONS**

Based on the results of the research, conclusions were drawn, including:

1. Consumer responses to consumer behavior variables are in the good category. Consumer responses to product quality variables are in the good category. Consumer responses to purchasing decision variables are included in the interested category.
2. Based on the results of the simultaneous test (F-Test), it shows that the results of consumer behavior and product quality simultaneously have a positive and significant influence on the purchasing decision of Roti Raos Pandan.
3. Based on the partial test results (T-Test), it shows that consumer behavior and product quality partially have a positive and significant influence on the purchasing decision of Raos Pandan Bread.

Based on the results of the research produced, the researcher then submits suggestions for several parties, including the following:

1. Consumer behavior has statement items with the lowest value, namely personal factors about income. Producers should promote both directly by telling consumers what promotions they have and indirectly by attracting consumers more often to follow Roti Raos Pandan Facebook by giving them an additional discount if they do so.
2. For Product Quality, it has a statement item with the lowest value, namely form. It is better if the steps taken by the owner of the Roti Raos Pandan business so that consumers buy more of their products are to provide new innovations to their products by creating new and unique forms so as to arouse the tastes of consumers so that consumers are interested in buying Roti Raos Pandan.
3. The purchase decision has a statement item with the lowest value, that is, because the price is cheap and the supply of bread is always diverse, the company owner should reconsider the price of the Roti Raos Pandan product, such as by giving a discount or lowering the price, always providing stock or supplying a variety of bread, and always being ready when consumers come and want to buy.
4. For those who will conduct further research, especially those who are interested in consumer behavior, product quality and purchasing decisions are expected to develop by

increasing the sample population, indicators, and different variables such as promotions and prices.

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