

THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON PURCHASING DECISIONS AT CIPULIR MARKET, SOUTH JAKARTA

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Abstract

This research aims to determine the influence of product quality and price on purchasing decisions at Cipadu Market. to sell in order to be orderly and orderly. This research is a qualitative quantitative research using multiple regression analysis methods. The population in this study were visitors who came to Cipulir Market. Meanwhile, the sample in this study consisted of 100 respondents. The sampling technique is Accidental Sampling. The research results show that product quality and price have a significant influence on purchasing decisions. Research shows that product quality and price have a big influence on purchasing decisions at Cipulir Market. Consumers tend to choose high quality products for satisfaction, while price is an important factor for various levels of society, including those with financial limitations. Garment and textile material traders in the Cipadu market must focus on high quality products and competitive prices, design innovation, product differentiation, and clear communication of product values to strengthen their market position.

INTRODUCTION

Cipulir Market in South Jakarta is a garment and textile wholesale market that is famous for its very affordable prices. Located in a busy area, this market is the main destination for those looking for clothes and fabrics at competitive prices. At Cipulir Market, visitors will find various wholesale sellers offering various types of clothing

and textiles, from ready-made clothes to raw fabrics. There is a wide variety in terms of styles, colors, and patterns, so buyers have many options to choose from according to their needs and preferences.

One of the interesting things about Cipulir Market is its ability to offer very affordable prices. The prices offered here are often lower compared to other shops or department stores, because of wholesale sales and competition between sellers. This makes this market a favorite place for those who want to shop on a budget or are looking for a good deal.

The sellers at Cipulir Market are famous for their skills in haggling prices. Buyers can often get even lower prices with a little haggling skill. This adds to the excitement of the shopping experience at this market and makes it an attractive place for local and foreign tourists who want to experience the atmosphere of a traditional Indonesian market.

Good product quality at Cipulir Market will have a big impact on consumers' decisions to buy products because consumers naturally look for a balance between price and quality. Even though this market is known for its affordable prices, consumers still want products that are durable, functional, and attractive. Research conducted by Kusumastuti & Suryati (2021) and Tumbel & Rate (2015) shows that good quality products will build consumer trust, increase customer satisfaction, and strengthen seller reputation, which will ultimately increase customer loyalty and result in business growth long term for sellers in traditional markets.

Affordable prices at Cipulir Market will have a big impact on consumers' decisions to buy products because this market offers consumers the opportunity to get quality goods at lower costs than in other places. Research conducted by Tjia et al. (2017) and Damanik & Purba (2020) show that at affordable prices, consumers can meet their needs without having to spend a lot of money, which significantly increases their purchasing power. This allows consumers to experience greater value for their money and provides additional encouragement for them to choose to shop at traditional markets over other places that may offer higher prices.

METHODS

This research is quantitative qualitative research using multiple regression analysis methods. Data were collected by distributing questionnaires to respondents with a Likert scale from 1 to 5. The population in this study were visitors who came to Cipulir Market. Meanwhile, the sample in this study consisted of 100 respondents. The sampling technique is Accidental Sampling, namely an attempt to meet the respondent directly by chance.

RESULTS AND DISCUSSION

Table 1. Characteristics of Respondents

Characteristics	Frequency	Persentase
Gender		
Male	23	23%
Female	77	77%
Age		
>20 years old	10	10%
20 - 40 years old	62	62%
> 40 old	28	28%
Frequency of visits		
1 times	8	8%
2 – 5 times	12	12%
> 5 times	80	80%
Occupation		
Student	3	3%
Employee	15	15%
Entrepreneur	65	65%
Housewife	17	17%

Source: Data processed by researchers (2024)

Table 1 shows that more women visit Cipulir market with a total of 77 people with a percentage of 77% because Cipulir Market offers a variety of products at affordable prices and a fairly wide variety, in accordance with the main shopping destination for women who are responsible for buying clothes and various activities. textile materials. Based on age, the most people who come to Cipulir Market are visitors aged 20-40 years as many as 62 people with a percentage of 62%, this is because this age range is the period when individuals are active in living their daily lives starting

their careers, so that Cipulir Market becomes a destination ideal shopping for this age group who are looking for a balance between product quality and economic value.

Then based on the frequency of visits, the most is more than 5 times with a total of 80 people with a percentage of 80%, because Cipulir Market is the main place to fulfill the daily needs of many people around it and they have found comfort and trust in the quality of the products and services provided by traders at the market. Furthermore, based on occupation, the most frequent visitors to Cipulir Market are visitors who have their own business or are entrepreneurs with a total of 65 people with a percentage of 65%, this is because this market offers various kinds of clothing items or wholesale textile materials at cheaper prices, allowing entrepreneurs to obtain products with higher profit margins. tall.

Table 2. Validity Test Results

Variable	Quisioner Item	r-count
Product of Quality	X1.1	0.544
	X1.2	0.587
	X1.3	0.575
	X1.4	0.692
	X1.5	0.576
Price	X2.1	0.507
	X2.2	0.533
	X2.3	0.529
	X2.4	0.593
	X2.5	0.601
Purchasing Decisions	Y1	0.583
	Y2	0.522
	Y3	0.540
	Y4	0.500
	Y5	0.617

Source: Data processed by researchers (2024)

The results of the validity test for each question item from the third variable are shown in Table 2. All questions related to the third variable are valid because the calculated r-value > r-table value (0.1966).

Table 3. Reliability Test Results

Variable	Cronbach's Alpha
Product of Quality	0.629
Price	0.655
Purchasing Decisions	0.648

Source: Data processed by researchers (2024)

The results of the reliability test for the third variable are shown in Table 3. Because the Cronbach's alpha value is greater than the alpha value (0.600), the third variable is considered reliable.

Table 4. Coefficient of determination

R	R-Square	Adjusted R-Square	Std. Error of The Estimate
.777a	.723	.700	1.127155666

Source: Data processed by researchers (2024)

Table 4 shows that 70% of purchasing decisions can be explained by product quality and price. Meanwhile, the remaining 30% is influenced by other factors that have not been sold in this research.

Table 5. Partial Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7.792	.555		14.039	.000
Product of Quality	3.089	.403	.304	7.665	.000
Price	6.060	.611	.216	9.918	.000

Source: Data processed by researchers (2024)

Table 5 above shows that there is a significant influence of product quality on purchasing decisions, as shown by the t-count value of (7.665) which is greater than the t-table value (1.9845), and the significance value (0.00) which is smaller than 0.05. Meanwhile, there is also a significant influence of price on purchasing decisions, because the calculated t-value (9.918) is also greater than the t-table value (1.984), and the significance value (0.00) is smaller than 0.05.

This research shows that product quality influences purchasing decisions at Cipulir Market, this is because there are many quality products at Cipulir Market which provide a wide choice of products available, so consumers tend to prefer products that offer good quality to ensure their satisfaction is met.

Research conducted by Putra (2023) shows that products with good quality can benefit consumers because they influence the consumer experience which results in money savings. In the midst of changing market dynamics, product reputation in

traditional markets can greatly influence purchasing decisions. Research conducted by Rorong et al. (2021) show that reviews from previous consumers and recommendations from friends or family can be a determining factor in choosing a product, and good quality tends to create a sustainable positive image in that market, influencing future purchasing decisions.

This research shows that price influences purchasing decisions at Cipulir Market, this is because this market is one of the traditional trade centers that consumers from various levels of society, including those who have financial limitations, work on. The market environment is often filled with a variety of products from various manufacturers, price is one of the main determining factors that influence consumers' ability to buy.

Research conducted by Rosita & Satyawisudarini (2017) shows that traditional markets are known as places that offer a wide choice of products at competitive prices, and consumers tend to consider the value they get from purchases against the price they pay. Research conducted by Soeprajitno et al. (2018) show that competitive prices in traditional markets can be a strong driver for purchasing decisions, especially for budget-sensitive consumers. Research conducted by Simanjorang & Zainarti (2023) shows that competitive prices can also be a strategic tool for producers and traders to attract consumer attention and win competition in this dynamic market.

CONCLUSIONS AND RECOMMENDATIONS

Research shows that product quality and price have a big influence on purchasing decisions at Cipulir Market. This market offers quality products, making consumers tend to choose good quality for satisfaction. Price is also important because this market is filled by various levels of society, including those who have financial limitations. A market environment full of various products makes price a major factor in consumer purchasing ability.

Garment and textile traders in the Cipadu market should pay careful attention to the influence of product quality and price on customer purchasing decisions. They can increase sales by focusing on providing high-quality products and setting competitive prices. Prioritizing design innovation, product differentiation, and clear communication of product value will help strengthen their market position. In addition, it is important to

provide diverse choices according to customer needs, while continuously unifying and disseminating market responses to continuously improve their sales strategies. Thus, traders can more effectively influence customer purchasing decisions in a competitive market like Cipadu.

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