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PRODUCT QUALITY ANALYSIS OF PURCHASE DECISIONS WITH CONSUMER TRUST IN HONEY PRODUCTS COMPLEX BINA MARGA WAMENA

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Abstract

The aims of this study are: (1) To determine the effect of product quality on consumer confidence. (2) To determine the influence of consumers on purchasing decisions. (3) To determine the effect of the product on purchasing decisions. (4) To determine the effect of product quality on purchasing decisions through consumer trust. The research used is associative research, associative research is research that aims to determine the relationship between two or more variables. The approach used in data collection is the survey method, because the study was conducted on a large population and the data studied were data from samples taken from that population. The quality of a product has a positive and significant influence on consumer confidence. So the better the quality of a product offered to consumers, the higher consumer confidence.

***Keywords**: Product Quality, Price and Consumer Purchase Decision*

ANALISIS KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN DENGAN KEPERCAYAAN KONSUMEN PADA PRODUK MADU KOMPLEKS BINA MARGA WAMENA

Abstrak

Tujuan dari penelitian ini adalah (1) Untuk mengetahui pengaruh kualitas produk terhadap kepercayaan konsumen. (2) Untuk mengetahui pengaruh konsumen terhadap keputusan pembelian. (3) Untuk mengetahui pengaruh produk terhadap keputusan pembelian. (4) Untuk mengetahui pengaruh kualitas produk terhadap keputusan pembelian melalui kepercayaan konsumen. Penelitian yang digunakan adalah penelitian asosiatif, penelitian asosiatif yaitu penelitian yang bertujuan untuk mengetahui hubungan antara dua variabel atau lebih. Pendekatan yang digunakan dalam pengumpulan data adalah dengan metode survey, karena penelitian dilakukan kepada populasi besar dan data yang dipelajari adalah data dari sampel yang diambil dari populasi tersebut. Kualitas suatu produk mempunyai pengaruh yang positif dan signifikan terhadap kepercayaan konsumen. Jadi semakin baik kualitas suatu produk yang ditawarkan kepada konsumen, maka semakin tinggi pula kepercayaan konsumen.

Kata kunci : Kualitas Produk, Harga dan Keputusan Pembelian Konsumen

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Introduction

Business competition in Indonesia is growing rapidly and sharply. Every company is required to continue to develop its business in the face of this competition. Companies must have special strategies in winning the market competition. This makes the company carry out marketing activities. Marketing is identifying and meeting human and social needs (Amstrong & Kotler, 2003).

Many things can be done in understanding market conditions, one of which is by conducting market research so that producers can fulfill the wishes of their consumers. The research conducted by the company aims to determine the performance of the company to remain competitive and to see how far producers have provided services to consumers, thus producers can improve service and quality from producers to retain consumers.

Product quality is certainly a consideration for consumers in consuming or using a product because good product quality will affect consumer satisfaction. By paying attention to product quality, it will increase the consumer satisfaction index which is measured in any size so that providing good product quality can create satisfaction in the minds of consumers where the quality of the products offered is under what is expected by the consumer (Tjiptono, 2008).

In addition to product quality, other factors influence consumer purchasing decisions, namely consumer confidence. Consumer trust is something that all companies want to have from consumers. Consumer trust is all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes, and benefits Mowen and Minor in (Prasetyo, 2013). With consumer trust, repeat purchases will occur, invite others to buy trusted products/services, spread a positive image of trusted products/services to increase customer loyalty. With consumer confidence in the products or services offered by the company, it will eventually be able to increase loyalty.

Trust plays an important role in the long-term relationship between customers and the company, especially which includes consumer confidence in the quality, reliability, integrity of the services delivered by the company.

Many studies have been conducted to know the relationship between product quality and purchasing decisions. Several research results have proven a strong relationship between product quality and purchasing decisions, but there are still differences in the results of previous studies regarding the relationship between product quality and purchasing decisions.

(Ghanimata, 2012) conducted a study to examine the relationship between price, product quality, location, and purchasing decisions on buyers of milkfish juwana elrina products in Semarang. This research was conducted on consumers who bought soft thorn milkfish products in milkfish juwana erlina. Research shows that price, product quality, and location have a positive effect on purchasing decisions.

(Amrullah & Agustin, 2016) conducted a study to examine the relationship between product quality, price, brand image, and purchasing decisions on Honda Beat motorcycles. The study was conducted on students who use Honda beat motorcycles at STESIA Surabaya. The analysis technique used is multiple linear regression. The results show that product quality, price, and brand image have a significant positive effect on purchasing decisions.

(Mariana, 2015) conducted a study to examine the relationship between price, product quality, product design, and purchasing decisions on motor vehicles of the Honda brand scooter Matic type. The analysis technique used is multiple linear regression. The results showed that price and product design had a significant effect, while product quality hurt purchasing decisions.

Based on the phenomenon and background, the authors are interested in conducting research with the title "Analysis of Product Quality on Purchase Decisions with Consumer Confidence".

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Methodology

The type of research used is associative research, product L associative research (X), and the dependent variable, in this case, is the purchase decision variable (Y) and consumer trust (Z). The approach used in data collection is the survey method because the study was conducted on a large population and the data studied were data from samples taken from that population. **(Sugiyono, 2007:7).** The research location in this study is the Bina Marga Office which is located on Jalan Hom-Hom Wamena. In this study, researchers took a sample of 150 people. The data collection technique used in this study is a questionnaire method (structured questionnaire) given to respondents. Data analysis techniques in this study are validity and reliability tests (Ferdinand, 2011).

The analytical method used in this study uses Structural Equation Modeling (SEM). SEM is a multivariate technique that combines aspects of multiple regression and factor analysis to estimate a series of dependent relationships simultaneously (Ferdinand, 2002:7). Hypothesis testing was carried out using the AMOS 24.00 program to analyze causality in the proposed model.

Result and Discussion

The results of the validity test of all variables and indicators are said to be valid because the value of each indicator is more than 0.50. Furthermore, the results of the overall reliability test of the variables and indicators are said to be reliable because the Cronbach alpha value is more than 0.70.

To be able to test the causality hypothesis using the Structural Equation Model (SEM) analysis technique using the AMOS program, two steps must be carried out, namely first testing the factors that make up each variable using confirmatory factor analysis. analysis) which is then followed by a full model analysis. The following are the results of confirmatory factor analysis for exogenous variables described below:

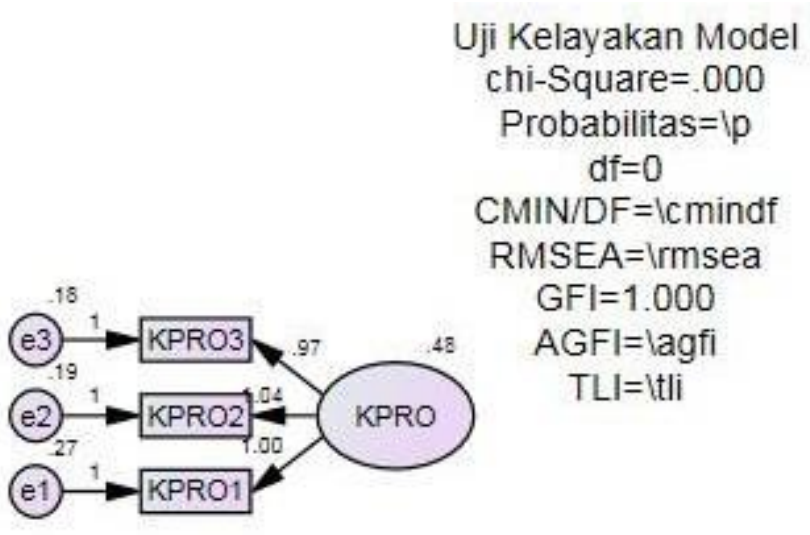

Figure 1. Confirmatory Factor Analysis of Exogenous Variables

For the results of the feasibility test (goodness-of-fit)

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in the confirmatory analysis of exogenous variables, it can be seen in the following table:

Goodness of Fit	*Cut off Value*	Hasil	Evaluasi
Chi-Square	Lebih Kecil	-	-
Probability	≥ 0.05	-	-
RMSEA	≤ 0.08	-	-
GFI	≥ 0.90	1.000	Baik
AGFI	≥ 0.90	-	-
CMIN/DF	≤ 2.00	-	-
TLI	≥ 0.95	-	-
CFI	≥ 0.95	-	-

Table 2. Results of Feasibility Testing for Exogenous Variable Confirmatory Factorse

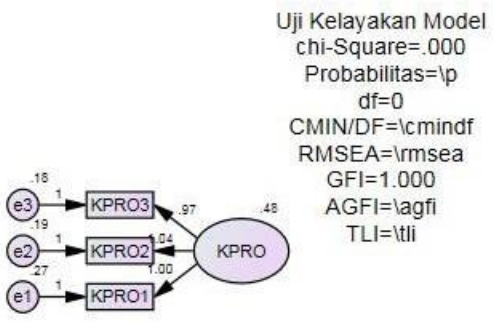
From the table it can be seen that the results of the confirmatory factor analysis carried out on exogenous variables obtained goodness-of-fit test values obtained by model feasibility measures and the others were also in the good category, thus showing no difference between the predicted mode and the observed data. which means that the model has met the goodness-of-fit criteria that have been set. Thus, the predicted fit of the model with the observed values has met the requirements. In the confirmatory analysis some goodness-of-fit criteria do not appear, this is because the number of indicators is 3 questions with df = 0.

The following is the result of testing the significance of each indicator informing the latent variable.

Estimate	S.E.	C.R.	P	Label			
Kualitas_Produk		KPRO	1.000				
Kualitas_Produk		KPRO	1.038	.098	10.638	***	
Kualitas_Produk		KPRO	.974	.092	10.603	***	

Table 3. Regression Weight Value in Confirmatory Factor Analysis of Exogenous Variables

From the results of the confirmatory factor analysis on the exogenous variables contained in table 4.4, it can be seen that the test value for each of the factors forming a construct shows a high significance, namely the standardized regression weight value > 0.4 and the CR (t-table) > 2.01 or t-count > t-table and with probability < 0.05. Based on these results, it can be concluded that the indicators used are good enough to form the latent variables.



Confirmatory Factors (Confirmatory Factor Analysis). Confirmatory Factor Analysis of Exogenous Variables, The following are the results of confirmatory factor analysis for exogenous variables described below:

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For the results of the feasibility test (goodness-of-fit) in the confirmatory analysis of exogenous variables, it can be seen in the following table :

Goodness of Fit Cut off Value	Hasil		Evaluasi
Chi-Square	Lebih Kecil	-	-
Probability	≥ 0.05	-	-
RMSEA	≤ 0.08	-	-
GFI	≥ 0.90	1.000	Baik
AGFI	≥ 0.90	-	-
CMIN/DF	≤ 2.00	-	-
TLI	≥ 0.95	-	-
CFI	≥ 0.95	-	-

Table 4. Confirmatory Factor Analysis of Exogenous Variables

From the table, it can be seen that the results of the confirmatory factor analysis carried out on exogenous variables obtained goodness-of-fit test values obtained by model feasibility measures and the others were also in the good category, thus showing no difference between the predicted model and the observed data. which means that the model has met the goodness-of-fit criteria that have been set. Thus, the predicted fit of the model with the observed values has met the requirements. In the confirmatory analysis, some goodness-of-fit criteria do not appear, this is because the number of indicators is 3 questions with df = 0.

The following is the result of testing the significance of each indicator informing the latent variable.

Estimate	S.E.	C.R.		P	Label	
Kualitas_Produk	□	KPRO	1.000				
Kualitas_Produk	□	KPRO	1.038	.098	10.638	***	
Kualitas_Produk	□	KPRO	.974	.092	10.603	***	

Table 5. Regression Weight Value in Confirmatory Factor Analysis of Exogenous Variables

From the results of the confirmatory factor analysis on the exogenous variables contained in table 4.4, it can be seen that the test value for each of the factors forming a construct shows a high significance, namely the standardized regression weight value > 0.4 and the CR (t-table) > 2.01 or t-count > t-table and with probability < 0.05. Based on these results, it can be concluded that the indicators used are good enough to form the latent variables.

Confirmatory Factor Analysis of Endogenous Variables. The following are the results of confirmatory factor analysis for endogenous variables described below.

Figure 6. Endogenous Variable Confirmatory Factor Analysis

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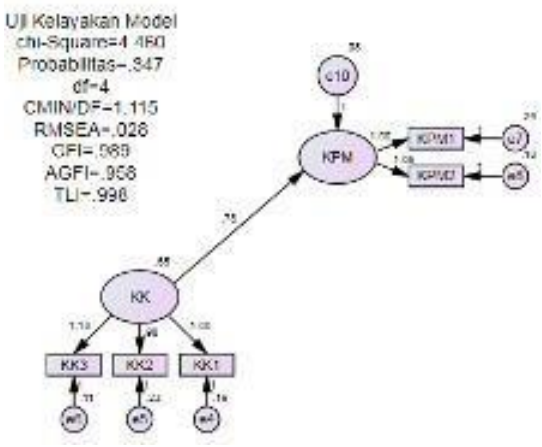

The following are the results of the goodness-of-fit test on the confirmatory analysis of endogenous variables, which are presented in the table below.

Goodness of Fit Cut off Value		Hasil	Evaluasi
Chi-Square	Lebih Kecil	4.460	Baik
Probability	≥ 0.05	0.347	Baik
RMSEA	≤ 0.08	0.028	Baik
GFI	≥ 0.90	0.989	Baik
AGFI	≥ 0.90	0.958	Baik
CMIN/DF	≤ 2.00	1.115	Baik
TLI	≥ 0.95	0.998	Baik

Table 7. Results of Feasibility Testing for Endogenous Variable Confirmatory Factors

From the table above, it can be seen that the results of the confirmatory factor analysis carried out on endogenous variables obtained the goodness-of-fit test value and the other model feasibility measures were also in the good category, which showed no difference between the models in the good category, which shows that there is no difference between the predicted model and the observational data, which means that the model has met the goodness-of-fit criteria that have been set. Thus, the predicted fit of the model with the observed values has met the requirements.

Estimate	S.E.	C.R.	P	Label				
Kepercayaan_ Konsumen				Keputusan_Pembelian	.783	.081	9.706	***
Kepercayaan_ Konsumen				KK1	1.000			
Kepercayaan_ Konsumen				KK2	.985	.075	13.067	***
Kepercayaan_ Konsumen				KK3	1.127	.071	15.869	***
Keputusan_Pembelian				KPM1	1.000			
Keputusan_Pembelian				KPM2	1.049	.103	10.154	***

Figure 8. Regression Weight Value in Confirmatory Factor Analysis of Endogenous Variables

From the *results* of the confirmatory factor analysis on the endogenous variables as contained in table 4.6 above, it was obtained that the value of the test on each of the factors forming a construct that showed high significance, namely the standardized regression weight value > 0.4 and CR (t-table) >1.96 or t-count > t-table and with probability <0.05. Based on these results, it can be concluded that these indicators are good enough to form or measure the latent variables.

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After analyzing the level of unidimensionality of the indicators forming the latent variables tested by confirmatory factor analysis, the next analysis is the full model Structural Equal Model (SEM) analysis. The following are the results of the analysis of data processing for the full analysis of the SEM model as shown in the following figure:

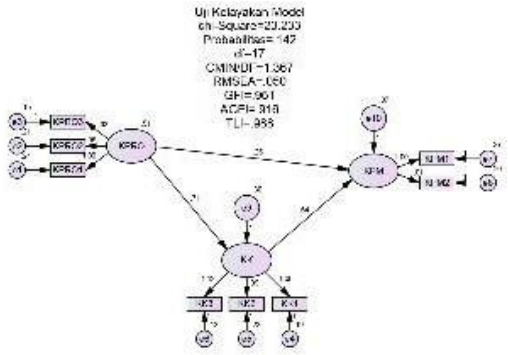

Figure 9. Structural Equation Model (SEM) Analysis

The test of the feasibility of the full SEM model was tested in the same way as the test on confirmatory factor analysis. The following are the results of the feasibility test of the research model developed in this study, presented in the following table.

Goodness of Fit	*Cut off Value*	Hasil	Evaluasi
Chi-Square	Lebih Kecil	23.233	Baik
Probability	≥ 0.05	0.142	Baik
RMSEA	≤ 0.08	0.050	Baik
GFI	≥ 0.90	0.961	Baik
AGFI	≥ 0.90	0.916	Baik
CMIN/DF	≤ 2.00	1.367	Baik
TLI	≥ 0.95	0.988	Baik

Figure 10. Model Feasibility Results

By the results of the analysis in the table above, the goodness-of-fit test value shows that there is no difference between the sample covariance matrix and the estimated population covariance. The test of the model hypothesis shows that this model is following the data or is fit to the available data. Meanwhile, the other model eligibility measures are also in the good category, which means that the model has met the goodness-of-fit criteria that have been set. Thus, the predicted fit of the model with the observed values has met the requirements.

		Estimate	S.E. C.R.	P	
Kualitas_Produk	Kepercayaan_	.708	.090	7.833	***
Kepercayaan_	Keputusan_ Pembelian	.645	.089	7.223	***
Kualitas_Produk	Keputusan_	.245	.088	2.793	.005

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	Pembelian				
Kualitas_Produk	KPRO1	1.000			
Kualitas_Produk	KPRO2	.983	.089	11.096	***
Kualitas_Produk	KPRO3	.934	.084	11.068	***
Kepercayaan_	KK1	1.000			
Kepercayaan_	KK2	.995	.075	13.194	***
Kepercayaan_	KK3	1.119	.071	15.807	***
Keputusan_Pembelian	KPM1	1.000			
Keputusan_Pembelian	KPM2	1.007	.095	10.556	***

Figure 11. Regression Weight Value in Full Model SEM Analysis

Based on the results of the confirmatory factor analysis, it was obtained that the test value for each of the factors forming the sound construct showed a high significance, namely with a standardized regression weight value > 0.4 and a CR > 1.68, and a probability <0.05. Based on these results, it can be concluded that these indicators are good enough to measure the latent variables. In the table above, by observing the Chi-Square value <56,942 and the C.R value which is identical to the t-test in the regression >1.68.

Based on the results of the analysis of the Full Model Structural Equation Model (SEM) obtained as follows:

Y1 = 0.708

X

Y2 = 0.645 Y1 + 0.24

The analysis of equation I above show that the regression results show that the product quality variable affects increasing the brand trust variable. Equation II analysis shows that the variables of product quality and consumer confidence contribute to an increase in the purchasing decision variables.

Data Normality Evaluation. Estimates with Maximum Likelihood require Observed Variables to meet the assumption of multivariate normality. Normality analysis was carried out by observing the Critical Ratio (CR) value for multivariate with a range of ± 2.58 at a significance level of 1%. It can be concluded that there is no evidence that the data used has an abnormal distribution.

Variable	min	Max	skew		c.r.	kurtosis
KPM2	2.000	5.000	-.294	-1.469	-.490	-1.226
KPM1	2.000	5.000	-.427	-2.136	-.539	-1.347
KK3	2.000	5.000	-.256	-1.282	-.800	-1.999
KK2	2.000	5.000	-.345	-1.725	-.749	-1.872
KK1	2.000	5.000	-.281	-1.407	-.654	-1.635
KPRO3	2.000	5.000	-.330	-1.650	-.290	-.725
KPRO2	2.000	5.000	-.188	-.941	-.682	-1.705
KPRO1	2.000	5.000	-.327	-1.633	-.544	-1.361
Multivariate		-1.844				-.893

Figure 12. Data Normality Test Results

Based on the table above, using the critical ratio criteria of ± 2.58 at a significance level of 0.01 (1%) where the results of the normality test show that the CR value for multivariate is -0.893 which is below ± 2.58, so it can be said that the distribution of variable data observed data

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the observed variable has normal distribution. Evaluations of univariate and multivariate outliers are described below. The test results show that no data has a Z-Score > 3.0, so it is known that the data used is free from univariate outiers.

	N	Min	Max	Mean	Std. Dev
Zscore(KPRO1)	150	-2.062	1.388	0.000	1.000
Zscore(KPRO2)	150	-2.156	1.398	0.000	1.000
Zscore(KPRO3)	150	-2.298	1.462	0.000	1.000
Zscore(KK1)	150	-2.149	1.329	0.000	1.000
Zscore(KK2)	150	-2.197	1.212	0.000	1.000
Zscore(KK3)	150	-2.022	1.299	0.000	1.000
Zscore(KPM1)	150	-2.337	1.203	0.000	1.000
Zscore(KPM2)	150	-2.366	1.357	0.000	1.000
Valid N	150				

Figure 13. Outliers. Descriptive Analysis Results

Based on the results of the analysis in the table above, it can be seen that there is a z-score that is higher than ± 3.0. Therefore it can be concluded that there is no univariate outlier. It can be seen from the calculation results using AMOS that the minimum value of the Mahalanobis distance-squared is 6.518 and the maximum value is 20,471 (see the attachment of AMOS analysis on evaluation of outliers). Therefore, the display of the analyzed data can conclude that there are no multivariate outliers. After estimating, the residual must be small or close to zero and the frequency distribution of the residual covariance must be symmetrical. If a model has a high residual covariance value (>2.58), then a modification needs to be considered with a note that there is a theoretical basis.

	KPM2	KPM1	KK3	KK2	KK1	KPRO3	KPRO2	KPRO1
KPM2	.000							
KPM1	.000	.000						
KK3	.123	-.377	.000					
KK2	.115	.227	-.001	.000				
KK1	.069	-.018	.115	-.257	.000			
KPRO3	-.547	.148	-.296	.632	.079	.000		
KPRO2	-.611	.374	-.791	.616	-.531	.221	.000	
KPRO1	.415	.567	.184	1.262	.124	-.159	-.080	.000

Figure 14. Standardized Residual Covariances (Group number 1 – Default model)

From the results of statistical analysis conducted in this study, no standardized residual covariance value was found that was more than 2.58 so it can be said that the residual requirements were met.

Hypothesis Testing The results of data analysis using the Structural Equal Model (SEM) with the AMOS program, obtained results to test the effect of the independent variable on the dependent variable as shown in the following table:

	Estimate	S.E.	C.R.	P	
Kualitas_Produk	←	Kepercayaan_	.708	.090	7.833	***
Kepercayaan_Konsumen	←	Keputusan_Pembelian	.645	.089	7.223	***
Kualitas_Produk	←	Keputusan_Pembelian	.245	.088	2.793	.005

Figure 15. Regression Weight Nilai

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The effect of each independent variable on the dependent variable is:

The results of the analysis as in table 4.10 above show that the critical ratio (CR) value is 7.833, the coefficient value is 0.708 and the probability value (significant) is 0.000. probability value <0.05, thus product quality has a positive and significant influence on consumer trust. The results of the analysis as in table 4.10 above show that the critical ratio (CR) value is 7.223, the coefficient value is 0.645 and the probability value (significant) is 0.000. probability value <0.05, thus consumer confidence has a positive and significant influence on purchasing decisions. The results of the analysis as in table 4.10 above show that the critical ratio (CR) value is 2.793, the coefficient value is 0.245 and the probability value (significant) is 0.005. probability value <0.05, thus product quality has a positive and significant influence on purchasing decisions. To test the effect of product quality on purchasing decisions with consumer confidence as an intervening variable, the Sobel test is used. The Sobel-test shows the role of the mediating variable if the calculation results produce a Z value 1.98 with a significant level of 0.05. To make it easier to calculate the ZZ-test, you can use the online calculator for hypothesis testing mediation Statistic Calculator ver 4.0, as shown below:

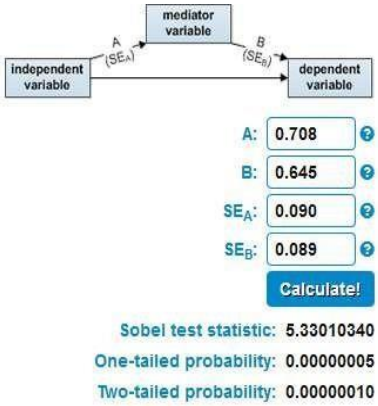

Figure 16. Sobel-test Analysis Statistical Calculator on-line

The calculation results show that the coefficient value of the influence of product quality on consumer confidence is 0.708 and the coefficient value of the influence of consumer trust on purchasing decisions is 0.645. The results of the Sobel test calculation obtained the Sobel test statistic value of 5.33010340 with a probability of 0.00000005, the results of these calculations indicate that the Sobel-test value Z value (1.98) with probability 0.05. This shows that there is a mediating role of consumer trust variables on purchasing decisions. Thus the quality of the product has a positive and significant influence on purchasing decisions through consumer trust.

With the following discussion: Based on the results of the data that has been analyzed shows that product quality has a positive and significant effect on consumer confidence. Quality products are consumer expectations, products are physical forms of goods offered with a set of images and services that are used to satisfy consumer needs.

The results of this study support the research conducted by Sundari (2004), the results of his research indicate that the intention to repurchase and recommend is influenced by the quality of a product. So the better the quality of a product offered to consumers, the higher the buyer's intention to buy the product and want to recommend it to other consumers. These results are also in line with research conducted by Chinomona, Okoumba, Pooe (2013) whose research results state that the quality of a product has a significant effect on consumer confidence. Consumer trust can be defined as a form of customer confidence in a company

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promise that is reliable (precise and trustworthy) this is also the basic reason for establishing a relationship with the company. Based on the results of the analysis, it shows that the critical ratio (CR) value is 7.223, the coefficient value is 0.645 and the probability value (significant) is 0.000. The probability value is <0.05, thus consumer confidence has a positive and significant influence on purchasing decisions.

The first factor that influences the purchase decision is trust. Trust is built because of the expectation that the other party will act by the needs and desires of consumers. When someone has trusted the other party, then they are sure that expectations will be fulfilled and there will be no disappointment. Trust in a product is the willingness of consumers to trust the product with all risks because of the expectations promised by the product in providing positive results for consumers. Trust comes from consumers' expectations of the fulfillment of product promises. When their expectations are not met then trust will be reduced or even lost. When consumer trust is lost it will be difficult for companies to grow back. Consumer confidence in a product affects buying interest, because consumers have a more wary attitude towards products that are not yet known. Trust in the product can be realized if the product has met the expectations and needs of consumers, where they will be satisfied with the product. Trust will arise when consumers have felt satisfaction because they have consumed or used certain products. The results of this study strengthen the results of research conducted by Adityo and Khasanah (2015), the results of his research show that trust has a positive and significant effect on purchasing decisions. The effect of product quality on purchasing decisions can be known that the critical ratio (CR) is 2.193, the coefficient value is 0.245 and the probability value (significant) is 0.005, thus product quality has a positive and significant influence on purchasing decisions. In this case, it shows that product quality can improve purchasing decisions. Characteristics of quality product quality can be seen from conformance to specifications (value), quality characteristics of quality products can be seen from being suitable for use (fitness foruse), support (support), psychological impressions (psychological impressions). Therefore, the bina marga Wamena must be able to improve product quality so that it can improve consumer purchasing decisions. Based on the results of the Sobel test calculation, the Sobel test statistic value is 5.33010340 with a probability of 0.000000005, the results of these calculations show that the Sobel-test value Z value (1.98) with probability 0.05. This shows that there is a mediating role of consumer trust variables on purchasing decisions. Thus product quality has a positive and significant influence on purchasing decisions through consumer trust.

Conclussion and Suggestion

Conclusion

Based on the results of data analysis and discussion, the conclusions of the study are as follows:

The quality of a product has a positive and significant influence on consumer confidence. So the better the quality of a product offered to consumers, the higher consumer confidence.

Consumer trust has a positive and significant influence on purchasing decisions. The higher consumer confidence in a product, it can certainly increase sales turnover.

Suggestion

Based on the research results and research conclusions, the research suggestions include:

The quality of a product has a positive and significant influence on consumer confidence. Therefore, the Wamena Highways Complex needs to improve the quality of their products to increase consumer confidence.

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Consumer trust has a positive influence on purchasing decisions, trust is built because of the expectation that other parties will act by the needs and desires of consumers. Therefore, the Wamena Highways Complex must maintain if necessary increase consumer confidence.

The Wamena Highways Complex must further improve the quality of the products they offer to consumers because the better the quality of a product, the higher the number of purchases of that product.

Product quality has a positive influence on purchasing decisions. Therefore, the built consumer trust must be maintained.

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