# Consumer Decisions in the Bandung Fruit Market: A Study on Quality and Price

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## Abstract

The purpose of this study was to determine how much influence product quality and price have on purchasing decisions at Rizki Illahi Store, Caringin Market, Bandung. The population of this study were customers of Rizki Illahi Store Caringin Market Bandung. The sample used in this study amounted to 60 respondents. The data analysis method used is descriptive quantitative and multiple linear regression analysis with SPSS tools. Descriptive survey method is a research method that takes samples from a population and uses a questionnaire as a data collection tool. In this study data and information were collected from respondents using a questionnaire or questionnaire. The results of this study indicate that there is an effect of product quality on purchasing decisions, there is an effect of price on purchasing decisions, and there is an effect of product quality and price on purchasing decisions at Rizki Illahi Store Caringin Market Bandung. by 69.5%. This means that product quality and price can explain the variation in purchasing decisions at Rizki Illahi Store Caringin Market Bandung by 69.5%.

## Article Info

## 1. Introduction

In the fruit industry, increasing competition drives producers and retailers to pay attention to factors that can influence consumer purchasing decisions. In this context, two crucial factors are product quality and price (Stiletto & Trestini, 2021). Product quality and price are variables that significantly impact consumer behavior in selecting and purchasing fruits. Product quality is a key factor influencing consumer purchasing decisions (Boca, 2021; Sulistyan et al., 2017). According to Amilia (2017), product quality is a key factor in positioning that is highly important for marketers. The quality of products or services directly impacts their performance, and this quality can be clearly identified through consumer evaluation and satisfaction. For a company, products play a crucial role because a company cannot operate without the products it offers. According to Anggraeni and Soliha (2020), product quality holds significant importance in achieving the value expected by customers. In other words, if the service or product offered by a seller has met or even exceeded customer expectations, this can be considered as an offering of quality from the product. According to Lina (2022), product quality refers to everything that can be offered to the market with the aim of attracting attention, being purchased, used, or consumed, and is capable of fulfilling consumer desires or needs. Consumers typically seek fruits that are fresh, ripe, aromatic, and tasty.

Fruit quality also relates to cleanliness, appearance, and consistency. Consumers tend to choose high-quality fruits because they desire products that offer the best value for their money (Kaliji et al., 2022). Good product quality can also create consumer satisfaction and build customer loyalty. Product quality can be defined as the ability of a product to perform its function, involving a combination of durability, reliability, accuracy, ease of maintenance, and other attributes. From a marketing perspective, quality should be assessed from the viewpoint and response of buyers to the product. Additionally, personal preferences also have a significant

influence. Therefore, in managing product quality in general, it is important to ensure alignment with the expectations and intended use by consumers. Quality is a primary requirement for a product to be accepted in the market. A product is considered high-quality if it can meet customer expectations.

Consumer decision-making is the action of consumers in deciding on a product that is perceived to be a solution to their needs and desires (Dibie & Kalu, 2019). Consumer purchasing decisions are influenced by consumer behavior. Purchasing decisions are reasons about how consumers determine choices for purchasing a product that meets their needs, desires, and expectations, thus generating satisfaction or dissatisfaction with the product, influenced by factors such as family, price, experience, and product quality.

Healthy lifestyles have also become a global trend in Indonesian society. Not only maintaining health through exercise but also consuming healthy foods like fruits and vegetables (Vermulen et al., 2019). Consuming fruits and vegetables is a great way to adopt a healthy lifestyle. However, there are other things you need to know besides fruits and vegetables. Consuming large agricultural products compared to the amount of chemicals used. Faced with this reality, people are starting to switch to organic vegetables that do not contain harmful substances for the body.

Purchase interest arises from consumers after they consume and personally feel the benefits received when using a product. Additionally, there are other factors that influence an individual consumer's purchasing preferences. Product quality and price are also factors that influence consumer purchasing preferences because price can serve as an indicator of a product's quality, with a higher price, consumers often believe that the product is of good quality and the price offered is cheap for consumers. In the research conducted by Lubis and Hidayat (2017), Kotler explains that price is the monetary value given in exchange for the purchase of goods, services, or as a measure of the monetary value spent for various purposes since the time of purchase of such goods or services.

This concept is also elucidated in the study by Nasution et al. (2020), where the price stated by customers or buyers is the cost that must be incurred to obtain something. The acquisition of price is often associated with quality; consumers generally use price as an indicator of potential quality or product satisfaction. According to Aprisal (2017), price is the only element in the marketing mix that generates revenue for the company, while the other elements cause expenses. Through pricing strategies, companies can shape an image or perception that typically links high prices with good quality. Price determination is considered the most crucial and complex aspect among other elements in the retail marketing mix, and price is the only element that directly affects the company's profit and loss in retail marketing. Price is something given as part of a transaction to obtain the goods or services. Price, specifically, involves exchanging money to obtain goods or services. Additionally, there is also a sacrifice of time involved when waiting to obtain goods or services, as discussed in the research by Robustin and Fauziah (2018).

On the other hand, price also plays an important role in consumer purchasing decisions. The price of fruits can be a determining factor in whether consumers buy them or not. Consumers generally consider price as an indicator of the value of the product they buy. Prices that are too high can make consumers think twice before making a purchase, while prices that are too low can indicate poor product quality. Price is the amount of money charged for a product or service or the amount of value exchanged by consumers for the benefits of owning or using the product or service (Tulangow et al., 2019). Therefore, reasonable prices that are in line with the quality of the products offered will influence consumer purchasing decisions.

According to research conducted by Wijanarko and Fachrodji (2020), referencing Schiffman and Kanuk, purchasing decisions involve the selection process among two or more alternative options related to the purchase. This means that an individual must have several available options before making a purchasing decision. Consumer purchasing decisions are influenced by consumer behavior. Purchasing decisions result from consumers' considerations on how to choose products that align with their needs, desires, and expectations, thereby generating satisfaction or dissatisfaction with the product. Several factors influence purchasing decisions, including family, price, experience, and product quality.

According to Kotler & Armstrong (2018), consumer purchasing decisions involve buying brands they greatly prefer, yet two factors can occur between the decision to purchase and the intention to buy. According to Paramita et al. (2020), purchasing decisions are part of consumer behavior in the form of actions directly related to the acquisition and determination of products and services, including the decision-making process that precedes and follows these actions. The decision-making process is a stage in which consumers decide on a particular product, which they consider the best among various alternatives based on certain advantages, making that choice the most beneficial. It is a stage in which consumers decide to favor a particular product, which they consider the best among various alternatives based on certain advantages, making that choice the most beneficial. Purchasing decisions are part of consumer attitudes, consumer attitudes are research on how individuals, groups, and organizations sort, buy, use, and how things, services, inspirations, or experiences to satisfy their needs and desires (Janrosl & Khadijah, 2021). In this context, this study aims to analyze the influence of product quality and price on fruit purchasing decisions. By understanding how these two factors interact, effective strategies can be found to increase sales and consumer satisfaction in the fruit industry

## 2. Methods

This research employs a quantitative causal design. The subjects of this study are buyers at Rizki Illahi Market in Caringin, Bandung. The research objects are product quality, price, and purchasing decisions. The data analysis utilized multiple linear regression analysis. Sampling was conducted using non-probability sampling techniques. According to Sugiyono (2016), non-probability sampling is a technique that does not provide equal opportunities for every item or member of the population to be selected as a sample. Accidental sampling is a method of sampling by chance, where respondents who happen to encounter the researcher can be sampled if they fit as data sources. The data used in this research is quantitative, while the data source is primary data. Primary data collection was done using a questionnaire created through Google Forms, consisting of 60 buyers containing statements related to respondent identity, product quality variables, price variables, and purchasing decisions. Data analysis technique employed a multiple linear regression analysis approach using SPSS for Windows software.

The product quality variables adopted in this study, according to Saodah & Malia (2017), include: 1) Fruit quality comparable to other markets; 2) Cleanly sold fruits; 3) Fruit quality as expected; and 4) Freshly sold fruits. Price is the amount of money required to obtain a combination of products and services. According to Kotler & Keller (2016), there are four price dimensions: 1) Price affordability; 2) Price congruence with product quality; 3) Price congruence with benefits; and 4) Price competitiveness. Purchasing decisions are direct actions to obtain, consume, and produce a product or service for consumers. According to Gunawan et al. (2019), there are three dimensions of purchasing decisions: 1) Decisions made based on a good brand image; 2) Decisions made based on price comparison; and 3) Decisions made based on trust.

## 3. Results and Discussion

### 3.1. Results
**Respondent Characteristics**

Data from distributing questionnaires provides descriptions of respondents based on gender, age and income. The data is presented in the following table:

**Table 1**  Characteristics of respondents

| Respondent Characteristics | Quantity (People) | Percentage (%) |
|---|---|---|
| Gender: | | |
| Male | 29 | 48 |
| Female | 31 | 52 |
| Age: | | |
| Less than 20 years old | 3 | 5 |
| 20-30 years old | 50 | 83 |
| 31-41 years old | 6 | 10 |
| More than 41 years old | 1 | 2 |
| Income: | | |
| Less than 4 million rupiah | 36 | 60 |
| 4-6 million rupiah | 14 | 23 |
| More than 6 million rupiah | 10 | 17 |

Source: Data Processed (2023)

The data from the responses of 60 participants indicate that 48% are male and 52% are female. Furthermore, based on age, the majority of respondents fall between the ages of 20 to 30 years old, comprising 83% of the total. The majority of customers earn less than 4 million rupiah, accounting for 60% of the total percentage.

**Table 2.** Descriptive Analysis

| No | Variabel | Mean | Standard Deviation | Interpretation |
|---|---|---|---|---|
| 1 | Product Quality | 14,32 | 3,462 | Good |
| 2 | Price | 11,50 | 2,383 | Good |
| 3 | Purchase Decision | 14,77 | 2,752 | Good |

Source: Data Processed (2023)

Descriptive analysis of respondents' responses to the variables of product quality, price, and purchase decision falls into the "good" category. This is evidenced by the standard deviation values for all variables being smaller than their means. This means that the average variables can explain the entire data, indicating low variability in the data.

## 2. Validity and Reliability Test

The results of the questionnaire consisting of product quality, price, and purchase decision obtained average values in the validity test above the critical value (n=60, $\alpha$ = 5%) = 0.254 (0.725). If the obtained standard validity value is higher than 0.254, then the statement can be considered valid. As for the reliability test, it is as follows:

**Table 3.** Results of Reliability Test

| No | Variabel | Reliability Value | r-table | Description |
|---|---|---|---|---|
| 1 | Product Quality | 0,748 | 0,256 | Reliable |
| 2 | Price | 0,752 | 0,256 | Reliable |
| 3 | Purchase Decision | 0,755 | 0,256 | Reliable |

Source: Data Processed (2023)

## 3. Normality, Multicollinearity, and Heteroscedasticity Tests

The normality test aims to determine the distribution value of data within a group of variables, whether the data is normally distributed or not. In this study, the Kolmogorov-Smirnov normality test yielded Sig. Test Statistic values for all variables at 0.685 > 0.05 ($\alpha$ = 5%). Thus, it can be concluded that the data are normally distributed (see Table 4).

**Table 4.** Results of Normality Test

**One-Sample Kolmogorov-Smirnov Test**

|  |  | Unstandardized Residual |
|---|---|---|
| N |  | 60 |
| Normal Parameters[a] | Mean | .0000000 |
|  | Std. Deviation | 1.49254200 |
| Most Extreme Differences | Absolute | .092 |
|  | Positive | .064 |
|  | Negative | -.092 |
| Kolmogorov-Smirnov Z |  | .715 |
| Asymp. Sig. (2-tailed) |  | .685 |
| a. Test distribution is Normal. |  |  |

Source: Data Processed (2023)

The multicollinearity test aims to examine whether there is a strong relationship among independent variables because a good regression model should not produce multicollinearity. From Table 5, it can be observed that the variables of product quality and price each have values of 0.463; 0.463, respectively, with each variable value > 0.1. The VIF values for each variable are 2.158 and 2.158, respectively, with each variable value less than 10. Hence, it can be concluded that there is no strong correlation among the independent variables or multicollinearity in this study.

**Table 5.** Multicollinearity Test Results.

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
|  | B | Std. Error | Beta |  |  | Tolerance | VIF |
| 1  (Constant) | 3.527 | .990 |  | 3.565 | .001 |  |  |
| Product Quality | .304 | .084 | .382 | 3.624 | .001 | .463 | 2.158 |
| Price | .599 | .122 | .519 | 4.913 | .000 | .463 | 2.158 |

Source: Data Processed (2023)

The heteroscedasticity test is useful for examining the occurrence of variations in a variable from one observation to the next. It means that a good regression occurs without the presence of heteroscedasticity symptoms. From Table 6, it can be observed that the data points are scattered above, below, or around the number 0, and they do not cluster above or below nor form any specific pattern. This indicates the absence of heteroscedasticity.
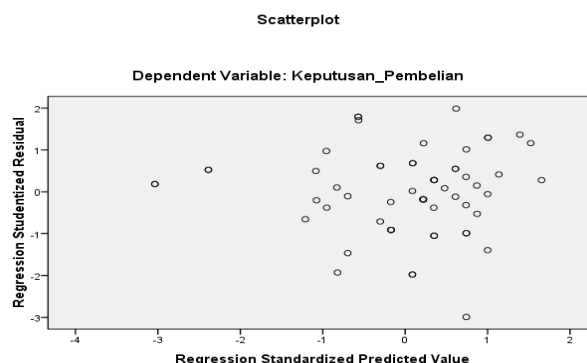


**Figure 1.** Heteroskedasticity Test Results
Source: Data Processed (2023)

### 4. Multiple Linear Regression Test

Multiple regression analysis is used to determine the extent of the influence of product quality and price on purchasing decisions at Rizki Illahi Store in Caringin Market, Bandung City. The test results are as follows:

**Table 7.** Multiple Linear Regression Test Results

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| 1    (Constant) | 3.527 | .990 | | 3.565 | .001 |
| Product Quality | .304 | .084 | .382 | 3.624 | .001 |
| Price | .599 | .122 | .519 | 4.913 | .000 |

Source: Data Processing Results, 2023

The table above shows the values of the intercept and regression coefficients, allowing the formation of the following multiple linear regression equation:

$$Y = 3.527 + 0.304 X_1 + 0.599 X_2 + e$$

The equation above can be interpreted as follows:

a = 3.527  indicates that if the variables of product quality and price are zero, then the Purchase Decision variable will be 3.527 units. Therefore, it can be known that the regression lines intersect the Y-axis at the point 3.527.

$b_1$ = 0.304 indicates that if the product quality variable increases by one unit while the other variable remains constant, then the customer satisfaction variable will increase by 0.304 units.

$b_2$ = 0.599 indicates that if the price variable increases by one unit while the other variable remains constant, then the purchase decision variable will increase by 0.599 units.

### 5. Simultaneous Hypothesis Test

Based on the ANOVA test, the calculated F value is 68.370 with a significance value of 0.000. Then, the critical F value can be determined at the α level of 0.05, with df1 = k - 1 = 3 - 1 = 2, and df2 = n - k = 60 - 3 = 57, resulting in an F table value of 3.159. With these results, namely F calculated > F table, it can be concluded that the variables of product quality and price together significantly influence purchase decisions.

**Table 8.** ANOVA Test Results (F Test)

ANOVA[b]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 315.300 | 2 | 157.650 | 68.370 | .000[a] |
| | Residual | 131.433 | 57 | 2.306 | | |
| | Total | 446.733 | 59 | | | |

a. Predictors: (Constant), Price, Product Quality

b. Dependent Variable: Purchase Decision

Source: Data Processed (2023)

### 6. Coefficient of Determination Test (Adjusted R Square)

Based on Table 9, the Adjusted R Square value is found to be 0.695. This result indicates that purchasing decisions are influenced by product quality and price variables by 69.5%, while the remaining 30.5% is influenced by other variables outside the scope of this study. The R value of 0.840 indicates a strong relationship between the independent variables and the dependent variable.

**Table 9.** Coefficient of Determination Test Results

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .840[a] | .706 | .695 | 1.519 |

a. Predictors: (Constant), Price, Product Quality

Source: Data Processed (2023)

## 3.2. Discussion

### The Influence of Product Quality on Purchasing Decisions at Rizki Illahi Store in Caringin Market, Bandung City.

The analysis results (Table 7) indicate that the influence of product quality on purchasing decisions at Rizki Illahi Store in Caringin Market, Bandung City, has a significant impact. This is evidenced by the Sign value <0.05 or the T-value >2.000 (0.05; df=59). These findings align with the research by Ariella (2018), which suggests that good product quality can enhance purchasing decisions. In this survey, the average responses regarding product quality are considered good. Respondents agree that product quality can influence purchasing decisions. Based on the results of the partial hypothesis test or t-test, it can be concluded that Ho is rejected, and H1 is accepted.

The real implication of these findings is that the Rizki Illahi Store in Caringin Market, Bandung City, can strengthen its position in the market by maintaining or improving the quality of their products. By realizing that product quality has a significant influence on purchasing decisions, they can focus efforts on improving their product quality standards. Apart from that, these findings also provide insight for shop owners and managers to continue monitoring and improving the quality of their products according to customer needs and preferences. This can help them maintain and increase their market share and strengthen relationships with existing customers, while attracting new customers interested in high-quality products.

### The Influence of Price on Purchasing Decisions at Rizki Illahi Store in Caringin Market, Bandung City.

The analysis results (Table 7) show that the influence of price on purchasing decisions at Rizki Illahi Store in Caringin Market, Bandung City, has a significant partial impact. This is evident from the Sign value < 0.05 or the T-value > 2.000 (0.05; df = 59). These results significantly correlate with Satria's (2017) research, which suggests that appropriate pricing can enhance purchasing decisions. Based on the results of the partial hypothesis test or t-test, it can be concluded that Ho is rejected, and H1 is accepted.

The real implication of these findings is that Rizki Illahi Store in Caringin Market, Bandung City, needs to pay more careful attention to their pricing strategy. By realizing that price has a significant influence on purchasing decisions, they can adjust prices according to the perceived value of the product in the market. This could involve offering special discounts or promotions, considering price differentiation for certain products, or even reviewing pricing policies overall. A better understanding of how price influences purchasing decisions can help them attract more customers and increase their sales. Additionally, by taking these findings into account, they can build more effective marketing strategies that emphasize product value and competitive pricing to meet customer needs and expectations.

### The Influence of Product Quality and Price on Purchasing Decisions at Rizki Illahi Store in Caringin Market, Bandung City.

When product quality and price have a significant impact on purchasing decisions, as indicated by their considerable influence of 69.5%, it demonstrates that both product quality and price greatly affect purchasing decisions. These results are further supported by the ANOVA test, where the calculated value exceeds the F-table value (68.370 > 3.159), and the significance value is less than 0.05. These findings are also consistent with Susanto (2017) research.

The real implication of these findings is that Rizki Illahi Store in Caringin Market, Bandung City, must pay serious attention to these two aspects in their marketing strategy. By understanding that both product quality and price have a significant impact on purchasing decisions, they can develop a balanced strategy to maintain customer appeal. This may involve

improving the quality of their products, but also needing to consider wise pricing strategies to ensure that their products remain competitive in the market. Additionally, by taking into account the ANOVA results showing the joint influence of product quality and price, the store can explore ways to leverage these two factors synergistically in their efforts to attract and retain customers. This may include package deals or promotions that emphasize a combination of superior product quality and attractive prices. In doing so, they can build a strong brand image and increase customer loyalty, while remaining competitive in an increasingly fierce marketplace.

# 4. Conclusion

Based on the research conducted using the SPSS application for the proposed research model, we draw the following conclusions: 1) Product quality has a significant positive influence on purchasing decisions at Rizki Illahi Store in Caringin Market, Bandung City; 2) Price has a positive influence on purchasing decisions at Rizki Illahi Store in Caringin Market, Bandung City; 3) Both product quality and price have a positive impact on purchasing decisions at Rizki Illahi Store in Caringin Market, Bandung City.

Recommendations:

a. Based on the research findings, to enhance purchasing decisions, it is advisable for the owner to improve the quality of fruits by selecting the best suppliers and ensuring attention to the process and cleanliness, with the hope that customers will make repeat purchases at Rizki Illahi Store.

b. Based on the research findings, to enhance purchasing decisions, it is advisable for the owner to adjust prices to market rates to attract customers through affordable pricing offers, with the hope of enticing customers to buy in larger quantities.

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