PRODUCT QUALITY AND PRICE PERCEPTION BUYING DECISION AGAINST SALONPAS PAIN RELIEF PATCH IN HYPERMART DAAN MOGOT WEST JAKARTA

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Abstract

In this research aims to analyze the influence of the quality product (X_1) and perceived price (X_2) on purchase decisions (Y) toward Salonpas Pain Relief Patch (Case Study in Hypermart Daan Mogot West Jakarta). The data used in this research is primary data obtained from the answers of the respondents who had bought and feel Salonpas Pain Relief Patch. The sampling technique used in this research was a non-probability sampling, whereas the sample collection method can be done by purposive sampling method and the method of determining the number of samples generated using the MOE formula of 100 respondents. Respondents in this study is that consumers are shopping in Hypermart Daan Mogot West Jakarta ever purchased and feel the Salonpas Pain Relief Patch. This research uses multiple linear regression method. Research results show that the quality of products (X_1) has a significant influence on purchasing decisions (Y), and price perception has a significant influence on purchasing decisions (Y), but it also results showed that the quality of products (X_1) and perceived price (X_2) jointly have a significant impact on the purchase decision.

Keywords: Quality of product, Price perceptions, Purchasing decisions

Abstrak

Dalam penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk (X1) dan perceived price (X2) terhadap keputusan pembelian (Y) terhadap Salonpas Pain Relief Patch (Studi Kasus di Hypermart Daan Mogot Jakarta Barat). Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari jawaban responden yang telah membeli dan merasakan Salonpas Pain Relief Patch. Teknik sampling yang digunakan dalam penelitian ini adalah non-probability sampling, sedangkan metode pengumpulan sampel dapat dilakukan dengan metode purposive sampling dan metode penentuan jumlah sampel yang dihasilkan dengan menggunakan rumus MOE dari 100 responden. Responden dalam penelitian ini adalah konsumen yang berbelanja di Hypermart Daan Mogot Jakarta Barat pernah membeli dan merasakan Salonpas Pain Relief Patch. Penelitian ini menggunakan metode regresi linier berganda. Hasil penelitian menunjukkan bahwa kualitas produk (X1) berpengaruh signifikan terhadap keputusan pembelian (Y), dan persepsi harga berpengaruh signifikan terhadap keputusan pembelian (Y), namun hasil tersebut juga menunjukkan bahwa kualitas produk (X1) dan Perceived price (X2) bersama-sama memiliki dampak signifikan terhadap keputusan pembelian.

Kata kunci: Kualitas produk, Persepsi harga, Keputusan pembelian

1. Research Background

The rise of the current business competition led consumers to be more selective about the products to be purchased, it is because of pharmaceutical products or OTC (Over the Counter)

offered by the manufacturer with good quality and varied products which will be considered by consumers before making a purchase.

The product quality is the most important factor in choosing product consumers to satisfy their needs and wants, so the company must determine consumer perceptions of effectiveness performance Salonpas Pain Relief Patch products because consumers can assess and feel firsthand how the quality of the product. Good quality in line with expectations, desires and needs of consumers can bring positive impact that affect the company.

One of the most important factors in addition to the quality of the products that consumers are interested to make a purchase decision is whether the price according to the purchasing power of the consumer or not. Consumers today are more prospective and selective against the price of a product. Where the price offered is relatively affordable and highly variable so that consumers can decide whether to buy or vice versa.

At this time, the health product is needed by consumers, many consumers are looking for products that can help relieve aches, bruises, sprains, dislocate, and pain in the body without having to massage and simply attached to the body only making it more efficient and practical. In this case concerns the field of pharmacy or OTC (Over the Counter), which form the body adhesive is often referred to Salonpas patches, but among adults and adolescents prefer aromatherapy oils or other rubbing oil as a medicine to relieve pain in the body or stiff.

Salonpas is a product produced by PT Hitsamitsu Pharma Indonesia in the field of pharmaceutical business enterprises, such as pharmaceuticals and medical equipment, sales of export and import. PT Hitsamitsu Pharma Indonesia offering products with the latest variant being intensively is Salonpas Pain Relief Patch which has advantages as well as the latest innovations in accordance with the price offered which has the form of a thin and flexible so it does not create irritation or itching of the skin, clinically tested worked up to eight (8) hours, similar to skin color, and the aroma is refreshing mint so as to provide freshness.

Table 1. Sales Report Salonpas Pain Relief Patch, Hypermart Daan Year 2011 to 2013 (in Rupiah)

Year	3 contents (in Rupiah)	5 contents (In Rupiah)	Total
2011	Rp. 3.870.700	0	Rp. 3.870.700
2012	Rp. 4.245.200	Rp. 197.100	Rp. 4.442.300
2013	Rp. 8.420.000	Rp. 3.631.000	Rp. 12.051.000

Source: Data Sales Salonpas Pain Relief Patch in West Jakarta Hypermart Daan Year 2011-2013 (accessed on 4 January 2014)

From the above data that the sales Salonpas Pain Relief Patch in West Jakarta Hypermart Daan showed that sales Salonpas Pain Relief Patch from year to year to experience positive growth, but in 2011, Salonpas Pain Relief Patch content of 5 (five) copies of the data are not yet available so the sales empty.

Salonpas Pain Relief Patch has the toughest rivals such as Panadol Muscle & Joint Pain (Pain Relief Patch) produced by PT the Zinc Pharmaceutical, Koyo Cabe produced by PT Indo Sari Makmur Abadi, and patches Elastoplast produced by PT Belersdorf Indonesia (BDF) which has issued an adhesive patch or similar body with Salonpas Pain Relief Patch. So, the title of this study can be drawn as follows influence perceptions of product quality and price on purchase decisions salonpas pain relief patch (case study on consumer Hypermart Daan West Jakarta).

1.1 Formulation of The Problem

Based on the background, and phenomena that exist, then that becomes the formulation of the problem in this study are as follows:

1. Is there an influence on purchasing decisions product quality Salonpas Pain Relief Patch?
2. Is there any effect of price perception on purchase decisions Salonpas Pain Relief Patch?

3. Is there any influence perceptions of product quality and price together on purchasing decisions Salonpas Pain Relief Patch?
4. How big is the most dominant influence the perception of product quality and price on purchase decisions Salonpas Pain Relief Patch?
5. How much influence the perception of product quality and price on purchase decisions Salonpas Pain Relief Patch?

1.2 Literature Review
1.2.1 Marketing

According to Philip Kotler and Keller (2009: 05), marketing is a social process in which individuals and groups obtain what they need and want by creating, offering, and freely exchanging products and services of value to others

1.2.2 Quality Products

American Society for Quality Control in Kotler and Keller (2009: 143) that the quality is the totality of features and characteristics of the products or services that depend on its ability to satisfy stated or implied needs.

Fandy Tjiptono (2008: 95), defines the product as a subjective understanding of the top manufacturers of something that could be offered as an attempt to achieve organizational goals through the fulfillment of the needs and desires of consumers, according to the competence and capacity of the organization as well as the purchasing power of the market.

Kotler and Armstrong (2008: 272), states that "The quality of products is characteristic of the products or services that depend on its ability to satisfy customer needs expressed or implied". When a product has been able to carry out its functions can be regarded as a product that has a good quality.

According to Garvin in Tjiptono Fandy (2008: 25-26), the dimensions of the quality of the product is comprised of performance, characteristics or additional privileges (feature), reliability, compliance with specifications (conformance to specifications), durability, serviceability, esthetics, perceived quality.

1.2.3 Perception Price

Philip Kotler and Keller (2009: 179), defined as the perception of the process used by the individual to choose, reorganizes, and interpret input information in order to create a world that has meaning.

According to Ferdinand (2006: 225), the price is one of the important variables in the marketing, which may affect consumer prices in the decision to buy a product, for various reasons. Economic reasons will show low prices or too competitive price is one important driver for improving marketing performance, but can show the psychological price reasons it is an indicator of the quality and because it was designed as an instrument of sales as well as a decisive instrument of competition.

1.2.4 Dimensions and Indicators Perception Price

According Ghanimata and Kamal in Andre Saputra Winata and Raymond Gienardy (2013: 531), the dimensions of the price and consists of:
1. Affordable whether or not the price, i.e. the price of the first aspect that needs to get the attention of businesses.
2. Correspondence between the price of the quality or taste, that price is always proportional to the quality, therefore, businesses must adjust the price of its products with the quality they have.
3. Competition price, i.e. the price that is competitive with competitors = existing competitors.
4. Correspondence between the price of the portion, i.e. the price of the product must also be adjusted by the amount or portion of the goods supplied to consumers.

According to Agus Irwanto Stanton *et al.,* (2001: 87), that there are four indicators that reflect the price is the price affordability, suitability price with quality products, price competitiveness, price Conformity with benefits.

1.2.5 Buying Decision

According to Engel, *et al.,* in Wahyudi Randang (2013: 705), that the purchasing decision process of formulating various alternatives in order to give preference to one particular alternative to make a purchase. One of the factors that can influence the purchasing decision is the satisfaction factor.

According to Philip Kotler and Kevin Lane Keller (2009: 185), the stages of the purchasing decision, namely the introduction of the problem, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

1.3 Hypothesis

The hypothesis used in this study are:

H_1: Allegedly there is positive and significant correlation between the quality of products on purchase decisions Salonpas Pain Relief Patch.

H_2: Allegedly there is positive and significant relationship between perceptions of price on purchase decisions Salonpas Pain Relief Patch.

H_3: Allegedly there is positive and significant relationship between product quality and price perceptions together on purchasing decisions Salonpas Pain Relief Patch.

H_4: Allegedly the most dominant influence product quality on purchasing decisions Salonpas Pain Relief Patch.

1.4 Think Framework
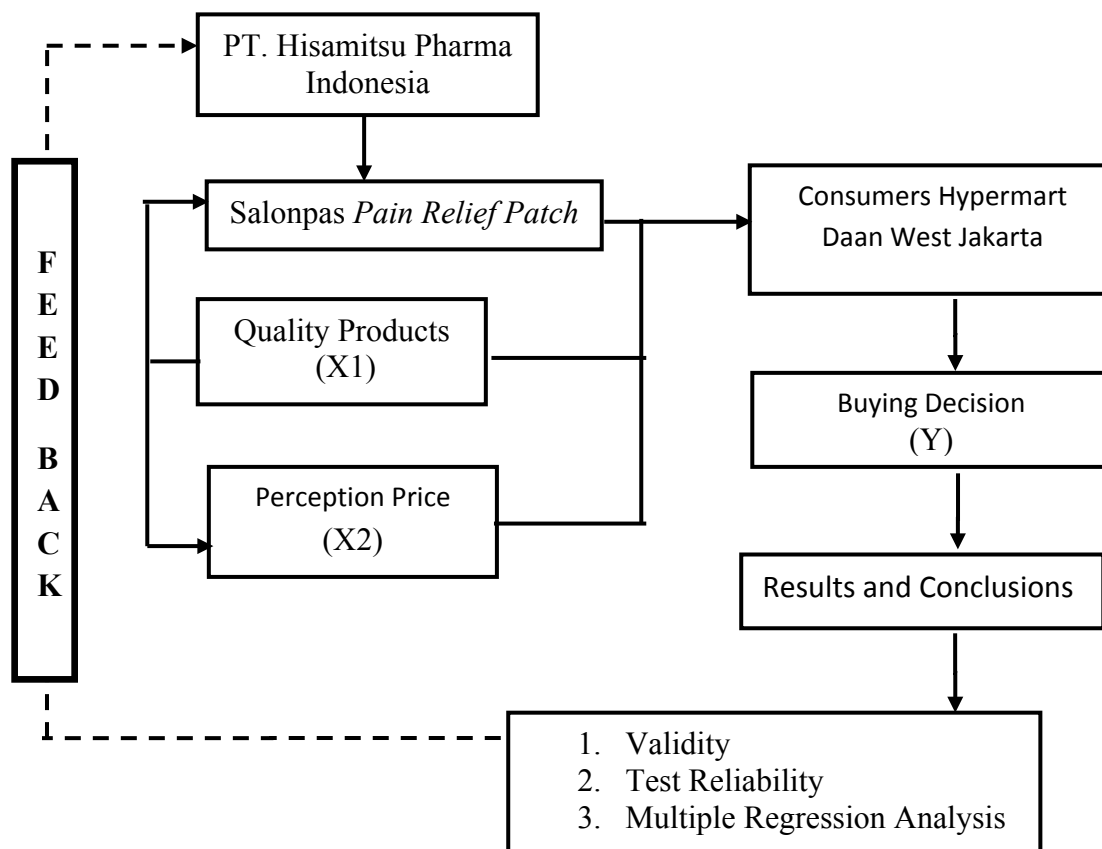
Figure 1. Framework
Source: The concept that was developed in this study, 2014

2. Research Methods

2.1 Data Types and Sources of Data

This study uses qualitative data were quantified, meaning qualitative data will be processed into SPSS and Microsoft Excel. Sources of data are primary data sourced from questionnaires directly to consumers who are shopping in Hypermart Daan ever bought and tasted Salonpas Pain Relief Patch, where the results and the data are collected and processed by the researcher.

2.2 Population and Sample

The population in this study is that consumers who are shopping in Hypermart Daan West Jakarta, while the total population used in this study is that consumers who ever bought and tasted Salonpas Pain Relief Patch in West Jakarta Hypermart Daan. According Widiyanto in Lidya Mongi *et al.,* (2013: 2339), because the number of large populations, and researchers may not learn all that there is in the population, due to limited funds, manpower and time, then the researcher can use the sample drawn from the population, therefore was to determine the number of samples to be used in research that is using an infinite formula as set forth below:

$$n = \frac{z^z}{4\,\text{moe}^2} \quad \longrightarrow \quad n = \frac{(1,96)^2}{4(0,1)^2} = 96,04 \quad \longrightarrow \quad \text{in Round, so 100 Respondents}$$

Z   = Normal distribution rate at 5% significance level = 1.96
Moe   = The maximum error rate that can be tolerated or *(margin of error)*
N   = The amount of sample

The sampling technique used in this study is a non-probability sampling, whereas the sampling can be done by purposive sampling method.

2.3 Data Analysis Methods

2.3.1 Validity

According to Imam Ghozali (2012: 53), is used to measure the validity of the test is valid or not a questionnaire. A questionnaire as valid if a question or a statement on the questionnaire is able to express something that will be measured by the questionnaire.

The instrument is valid by comparing the value of the Product Moment Correlation (r-count) with the value of r table at level α = 5%, ie if the value of r-count> r-table (0.361) then said to be a valid instrument. Product Moment Correlation formula according to Husein Umar (2006: 111) are as follows:

$$r = \frac{n(\sum XY) - (\sum X)(\sum Y)}{\sqrt{\left[n\sum X^2 - (\sum X)^2\right]\left[(n\sum Y^2 - (\sum Y)^2)\right]}}$$

r   = The correlation coefficient
$\sum X$ = Score a total of items
$\sum Y$ = Score a total of items
n   = number of respondents

2.3.2 Test Reliability

Test reliability is a tool to measure a questionnaire which is an indicator of variables or constructs. A questionnaire said to be reliable or reliable if someone answers on the statement is consistent or stable over time.

According to Nunnally in Ghozali (2012: 47), researchers measured reliably a variable by looking Cronbach Alpha significance used is greater than 0.6. A construct or variable said to be reliable if the Cronbach Alpha value > 0.6.

Measurement instrument reliability using Cronbach Alpha, Husein Umar (2006: 125), with the formula:

$$r = \left(\frac{K}{K-1}\right) - \left(1 - \frac{\sum \sigma b^2}{\sigma^2}\right)$$

R = The coefficient of reliability
K = The number of the questions
σb^2 = Variance of the questions
σ^2 = Total variance item test scores

2.3.3 Regression Analysis

According Duwi Priyatno (2013: 47), multiple linear regression analysis was used to predict this analysis the dependent variable when the independent variable is raised or lowered. To perform forecasting equation then be made as follows:

$$Y = a + \beta_1 x_1 + \beta_2 x_2 + e$$

Y = Purchasing Decisions (dependent variable predicted)
a = constants
b_1 = Regression coefficient of product quality
x_1 = Product quality (independent variable)
b_2 = Regression coefficient of price perception
x_2 = Perception price (independent variable)
e = *Standar error*

2.4 Hypothesis Testing

2.4.1 Test T

According Duwi Priyatno (2013: 50), t test to determine the effect of independent variables on the dependent variable partially, whether a significant effect or not.

2.4.2 Test F

Duwi Priyatno (2013: 48), that the F test or test regression coefficients simultaneously, is to determine the effect of simultaneous independent variables on the dependent variable, whether the impact is significant or not.

2.4.3 Analysis of Coefficient of Determination

Duwi Priyatno (2013: 56), stated that, the analysis of the coefficient of determination (R^2) is used to determine how much the percentage contribution of the influence of the independent variables simultaneously to varaiabel dependent.

From the Table, it can be seen Model Summary R^2 (Adjusted R Square) what percentage, resulting in a residual contribution of the effect of the results of R^2 (Adjusted R Square) which is another factor that is not examined.

3. Results and Discussion
3.1 Validity

Table 2. Test Validity Product Quality

Item Question	Sig.	r Table	*Pearson Correlation*/r Count	Output
Easy to Use	0,002	0,361	0,554	Valid
Portable	0,012	0,361	0,453	Valid
Always Innovating	0,002	0,361	0,530	Valid
Appropriate Quality Products	0,000	0,361	0,875	Valid
Health Standards Compliance	0,000	0,361	0,780	Valid
8 Hours Endurance	0,001	0,361	0,861	Valid
Stay Attached	0,001	0,361	0,782	Valid
color Products	0,003	0,361	0,420	Valid
color Packaging	0,003	0,361	0,460	Valid

Table 3. Test Validity Perception Price

Item Question	Sig.	r Tabel	*Pearson Correlation*/r Count	Output
Affordable Prices	0,000	0,361	0,812	Valid
Price accordance Benefits	0,000	0,361	0,876	Valid
Price Competitiveness	0,000	0,361	0,763	Valid

Table 4. Test Validity purchase decision

Item Question	Sig.	r Table	*Pearson Correlation*/r Count	Output
As per the Needs of Desire	0,000	0,361	0,867	Valid
Products Needed	0,000	0,361	0,855	Valid
Someone Information	0,006	0,361	0,455	Valid
Promotion information	0,000	0,361	0,424	Valid
Sure the Quality of Health	0,000	0,361	0,843	Valid
Sure Qualified	0,000	0,361	0,792	Valid
Famous Brand	0,000	0,361	0,737	Valid
Trusted Brand	0,000	0,361	0,774	Valid
Satisfied not Irritation	0,000	0,361	0,792	Valid
Evidently Satisfied	0,000	0,361	0,873	Valid

From the table above it can be concluded that all the questions variable product quality, price perception and purchasing decisions have r-count value is greater than r-table (0.361), so it can be said to be valid.

3.2 Test Reliability

Table 5. Test Reliability Statistics

Cronbach's Alpha	N of Items
0,949	22

All variables are product quality, price perception and purchasing decisions have a Cronbach's Alpha values> 0.60 were declared reliable high enough then the respondents qualified as research will be continued at a later stage.

3.3 Multiple Linear Regression Analysis

Table 6. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,811	0,398		2,037	0,044
	Quality Product	0,607	0,095	0,432	6,363	0,000
	Perception Price	0,279	0,037	0,509	7,501	0,000

a. Dependent Variable: Buying Decision

Coefficients Based on the above table, it can be obtained by multiple linear regression equation as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$
$$Y = 0{,}811 + 0{,}607X_1 + 0{,}279X_2 + e$$

From the regression equation can be interpreted as follows:
1. The constant of 0.811 states that if there is no Quality Products (X_1) and Perception price (X_2) or assumed to be constant, then the amount of the purchase decision (Y) is equal to 0.811.
2. Regression coefficients product quality (X_1) of 0.607 states that the addition of one (1) unit of the variable quality of the product, it can lead to the addition or influence on purchasing decisions (Y) equal to 0.607.
3. Regression coefficients price perception (X_2) of 0.279 states that the addition of one (1) unit price perception variable, it can lead to the addition or influence on purchasing decisions (Y) equal to 0.279.
4. Based on the results of the analysis can be explained that the most dominant variable influence on purchase decisions (Y) is the variable quality of the product (X_2) which has a regression coefficient of 0.607

3.4 Hypothesis Test
3.4.1 Partial test (t test)
Test the significance of the variable quality of the product (X_1). The test results obtained with SPSS tcount 6.363> 1.98 t table and significance value of 0.000 <0.05 so it can be concluded that, Ha accepted and Ho rejected, which means partial variable product quality (X_1) has a positive and significant impact on purchasing decisions (Y) Salonpas Pain Relief patch at Hypermart Daan West Jakarta.

Test the significance of price perception variable (X_2). The test results obtained with SPSS tcount 7.501> 1.98 t table and significance value of 0.000 <0.05 so it can be concluded that, Ha accepted and Ho rejected

3.4.2 Simultaneous Test (test f)

Table 5. Test Results f

ANOVAᵃ

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	41,097	2	20,548	108,261	0,000ᵇ
	Residual	18,411	97	0,190		

| | Total | 59,508 | 99 | |

a. Dependent Variable: Buying Decision
b. Predictors: (Constant), Perceptions of Price, Quality Products

Statistical calculation results show the value of F count of 16.357 with a significance of 0.000 <0.05. This means that together perceptions of product quality and price has a positive and significant influence on purchasing decisions Salonpas Pain Relief Patch in West Jakarta Hypermart Daan.

3.4.3 The coefficient of determination (R^2)

Table 6. Coefficient of Determination (R^2)

		Model Summary		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,831[a]	,691	,684	,43566

a. Predictors: (Constant), Perceptions of Price, Quality Products
Source : (Primary data that have been processed, 2014)

From the above data shows that the obtained value of Adjusted R Square (R^2) of 0.684 which means that 68.4% of purchase decision variables explained by the variable quality of the product and price perception, while the remaining 31.6% were obtained from (100% - 68.4 % = 31.6%) is influenced by other variables outside the variable used as, a variable location, or place, promotion, brand image, product differentiation, and others.

3.5 Discussion

3.5.1 Influence Purchasing Decisions Against Product Quality

Positive and significant influence on product quality variable on purchase decisions Salonpas Pain Relief Patch, Hypermart Daan. Thus, a quality product that consumers will remain willing to buy products Salonpas Pain Relief Patch. This supports previous research conducted by Wahyudi Randang (2013) with the title of the product quality, product attributes and brand equity influence on purchasing decisions Bimoli cooking oil.

3.5.2 Perceptions Influence Purchasing Decisions Against Price

Positive and significant influence on the perception variable price on purchase decisions Salonpas Pain Relief Patch, Hypermart Daan. Thus, the price is relatively more expensive but very high-quality products compared to competitors' products, consumers will still be willing to buy products Salonpas Pain Relief Patch. This supports previous research conducted by Lidya Mongi, Lisbeth Mananeke, and Agusta Repi (2013) entitled quality products, promotion and pricing strategies influence on purchasing decisions sympathy card Telkomsel in Manado city.

3.5.3 Effect of Product Quality and Price Perception Decision Against purchases

Positive and significant effect on the variable product quality and price perceptions together on purchasing decisions Salonpas Pain Relief Patch, Hypermart Daan. This supports previous research conducted by Alferd Owusu (2013) entitled influences of price and quality on consumer purchase of a mobile phone in the kumasi metropolis in Ghana a comparative study shows that the price and quality has influence on the consumer buying decision.

3.5.4 How Much Most Dominant Influence of Product Quality and Price Perception Against Purchase Decision

The most dominant influence is the quality of the product, because consumers see quality products because the quality of the products Salonpas Pain Relief Patch is better than other similar products. This supports previous research conducted by Yudhi Soewito the title product quality, brand, and design influence on purchasing decisions motorcycles yamaha mio consumers in the district Singkil.

4. Conclusion

Based on the analysis and discussion, it can be concluded as follows:

1. The results showed that the partial product quality (X_1) has a significant influence on purchasing decisions (Y) Salonpas Pain Relief Patch in West Jakarta Hypermart Daan.
2. The results showed that the perception of the price (X_2) has a significant influence on purchasing decisions (Y) Salonpas Pain Relief Patch in West Jakarta Hypermart Daan.
3. The results showed that the quality of the product (X_1) and the perception of the price (X_2) has a significant influence on purchasing decisions (Y) Salonpas Pain Relief Patch in West Jakarta Hypermart Daan.
4. Based on the analysis results can be explained that the most dominant variable influence on purchase decisions (Y) is the variable quality of the product quality of the product (X_1) which has a regression coefficient of 0.607.
5. Coefficient of determination or Adjusted R Square (R^2) indicates that the independent variable is the quality of the product (X_1) and the perception of the price (X_2) gives kontiribusi influence the dependent variable is the purchase decision (Y) which is derived from the value of Adjusted R Square (R^2) of 0.684 which means that 68.4% of purchase decision variables explained by the variable quality of the product and price perception, while the remaining 31.6% were obtained from (100% - 68.4% = 31.6%) is influenced by other variables outside the variable used as, a variable location, or place, promotion, brand image, product differentiation, and others.

4.1 Suggestion

Based on the analysis of the conclusions of this research, there are some suggestions as follows:

1. Advice from the author to the PT Hisamitsu Pharma Indonesia
   a. Product quality and product benefits Salonpas Pain Relief Patch needs to be increased again because the quality is not comparable to the price offered and not in accordance with customer expectations.
   b. The price offered Salonpas Pain Relief Patch less affordable for consumers Hypermart Daan lower classes and the medium, the need for a price adjustment or sale discount or down in price as well as gifts that will tantalize consumers.
2. Feedback from the authors to further research
   a. In this study focused only on the variable product quality and price perception on purchase decisions. It is recommended to add another variable, using a larger population, and using different analysis tools.
   b. Suggestions of researchers are in a questionnaire study must consider grammar based on theory and research indicators to avoid double understanding.

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