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## **THE INFLUENCE OF PRICE AND PRODUCT QUALITY ON CONSUMER DECISIONS TO PURCHASE JAMBLANG RICE**

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### **Abstract**

This study aims to find out: (1) The effect of price on consumer decisions to purchase jamblang rice, (2) The influence of product quality on consumer decisions to purchase jamblang rice (3) The influence between price and product quality on consumer decisions to purchase jamblang rice, using questionnaires as a tool to find out information from respondents with a total of 100 respondents. The research was conducted in May – July 2022. The data used are primary data and secondary data. The analysis methods used are classical assumption test analysis, multiple linear regression, f test analysis, t test analysis, and determination test analysis. The results showed that: (1) price variables affect consumer decisions to purchase jamblang rice around the Pasalaran Market of Weru Lor Village by obtaining a calculated value of 7,616 > table 1,984 using a significant limit of  $\alpha = 0.05\%$ , (2) product quality affects consumer decisions to purchase jamblang rice obtained a calculated value of 3,521 > table 1,984 using a significant limit of  $\alpha = 0.05\%$ . (3) Price and product quality variables affect consumer decisions to purchase jamblang rice with the results of the analysis shown multiple regression equations as follows:  $Y = -6.648 + 0.769 X_1 + 0.362 X_2$ . This proves that the price variable has a greater influence on purchasing decisions compared to the product quality variable.

**Keywords:** price; product quality; purchasing decision

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### **INTRODUCTION**

Indonesia is an agricultural country that is rich in natural resources and has extensive land availability to support agricultural activities. The agricultural sector is an important sector in an effort to meet the food needs of the Indonesian population. The existence of agricultural development means that it has made a large contribution to national development, both directly and indirectly. In addition, agricultural development will support efforts in meeting food needs supported by the role of the food processing industry so that it will be able to provide food needs both in the form of food and beverages (H. S. Lestari, 2020).

Indonesia as an agricultural country rich in natural resources has agricultural and plantation potential, one of the agricultural products in Indonesia is rice or rice products. Rice is one of the most important staple food products in the world. This statement is especially true in Asia, where rice is the staple food for the majority of the population. The Asian continent is also home to farmers who produce about 90% of the total rice production. Rice is part of the grain of rice that has been separated from the husk. Rice is used mainly processed to become rice, rice is also used as an ingredient in making various kinds of foods and cakes, one of which rice can be made into jamblang rice.

MSMEs in the Indonesian economy are the largest number of business groups and have proven to be resistant to various kinds of economic crisis shocks. The criteria for businesses

included in Micro, Small and Medium Enterprises have been regulated under the umbrella of law. Based on Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises (MSMEs) there are several criteria used to define the definition and criteria of Micro, Small and Medium Enterprises. MSMEs in Indonesia are the backbone of the Indonesian economy, this can be proven by the number of MSMEs in Indonesia in 2012 which reached 56.5 million business units. This number is 99.99% of the total business units in Indonesia as a whole. MSMEs also contribute as employment providers and absorb 107.7 million workers or 97.16% of the total business units in Indonesia. Likewise, the role of MSMEs in the creation of National Gross Domestic Product (GDP) according to prevailing prices amounted to 4,869.6 trillion rupiah in 2012. So that the existence and role of MSMEs in the national economic system is no doubt (PPID Depkop, 2015).

In order to distinguish the unique characteristics of each food business, it takes a marketing that is specific to a particular segment to be able to distinguish the unique characteristics of their restaurant and appeal to target customers from other segments. According to the American Marketing Association, marketing management is the process of planning and executing thinking, pricing, promoting, and channeling ideas, goods, and services to create exchanges that satisfy individual and organizational goals (Kotler and Keller, Kevin Lane, 2017). Pasalaran Market was established in 1980, located on Jalan Raya Otto Iskandar Dinata, Weru Lor Village, Weru District, Cirebon Regency has an area of 9,290 m<sup>2</sup>, the land used for kiosks reaches 2,862 m<sup>2</sup>, los land 2,376 m<sup>2</sup>, and supporting land 149 m<sup>2</sup>. This market has 363 stalls, 648 stalls and 229 slabs with 1299 traders, 3 MCKs, 1 market office, 1 cooperative, 1 prayer room, 2 parking areas, 1 polling station and 1 BRI KCP Terrace, Plered (Weru Lor Village Government, 2019).

Many jamblang rice sellers are scattered in various places in Cirebon, but the number of jamblang rice sellers in Cirebon does not make their merchandise deserted. This indicates that jamblang rice is in great demand by the public because it is made tailored to the tastes of the people of Cirebon and at a relatively more affordable price. Generally, jamblang rice traders in Cirebon only make jamblang rice as a consumer trade item whose purpose is only to meet daily family needs and does not pay attention to how much nominal profit is generated.

The existence of micro-enterprises is increasingly popular, especially among observers and policy makers. This is one indication of the recognition of various parties regarding the importance of the role of business groups on which most grassroots people live (grassroots / lower layer). Given the importance of the role of the micro business sector, especially in absorbing employment, it is only natural that this business sector gets attention to be further developed so that it can really become a buffer for the national economy or at least the local economy. The development of micro enterprises is believed to be able to lift people from the valley of poverty (Arifin, 2020).

Culinary entrepreneurs face competitive competition, especially competition from similar businesses. Companies are required to pay close attention to consumer behavior and factors that influence purchasing decisions. This is in accordance with the marketing concept which states that the success of a company is determined by the company's efforts in meeting consumer needs and desires, so that it can provide the desired satisfaction better than competitors (A. Lestari & Aslami, 2022).

The consumer's effort in meeting their needs and desires is to make a purchase. Consumer characteristics will affect consumer behavior in making purchases, so that it also affects what products or services to buy. Before making a purchase, the consumer will decide on the purchase. Purchasing decision is a stage where consumers consider several factors and

reasons that strengthen consumers to decide to buy a particular product or service (A. Lestari & Aslami, 2022). Every consumer's decision process is different and varied. This is because the purchase decision made is influenced by many factors. The influences underlying consumer behavior according to are classified into three, namely: (1) environmental influences, (2) individual differences, and (3) psychological processes (Hurriyati & Arisandy, 2019).

Consumer behavior can be defined as the activities of individuals who are directly involved in obtaining and using goods or services including the decision-making process in the preparation and determination of these activities. There are two important elements of that consumer behavior. Decision-making processes and physical activities, all of which involve individuals in assessing, obtaining or using goods or services economically. Consumer behavior is the actions carried out by individuals, communities, groups, or organizations that are related to the decision-making process and obtain, using goods or services that can be influenced by the environment (Mangkunegara, 2012).

Purchasing decision making is influenced by external and internal factors. External factors are information inputs for consumers derived from marketing efforts carried out by the company such as products, prices, services, locations, promotions, then information inputs originating from socio-cultural environments which include families, informal information sources, other noncommercial information sources, social class, and culture. Internal factors are factors that arise from within consumers including motivation, perception, learning, personality, attitudes and beliefs (Leon G. Schiffman, 2017).

Based on the results of interviews when observing several consumers who buy jamblang rice around Pasar Pasalaran. In making a purchase decision, we do not know what factors influence consumer decisions in purchasing jamblang rice. There are many factors that influence consumer decisions in making purchase decisions, but on this occasion this study focuses more on price and product quality factors as variables that influence consumers in making purchase decisions. Likewise, previous research stated that aspects of price and product quality are the factors that have the greatest influence compared to other aspects. Jamblang rice sellers around Pasalaran Market have several shortcomings including, limited operational time, lack of seats, the absence of jamblang rice banners or identities that can be the hallmark of jamblang rice stalls and still do not have a permanent place to sell. Therefore, this study will explore whether price and product quality affect consumer decisions to purchase jamblang rice around Pasalaran Market, Weru Lor Village, Weru District, Cirebon Regency.

## **METHOD RESEARCH**

The design in this study used descriptive quantitative research methods (Sugiyono, 2017). Descriptive research method is a method in examining the status of a group of humans, an object, a condition, a system of thought or a class of events in the present (Amelia & Ramadan, 2021). The research was conducted around Pasalaran Market Weru Lor Village, Weru District, Cirebon Regency. The selection of research sites is carried out deliberately (purposive). Based on consideration, there are many buyers selling jamblang rice around Pasalaran Market, Weru Lor Village. The research was conducted in May – July 2022. The object of the researcher is jamblang rice consumers who come to jamblang rice stalls around Pasalaran Market. The data collection technique in this study uses survey techniques.

The research data consists of primary and secondary data. Primary data is a source of data carried out in the field, in other words primary data is data that comes from the original

or first source, not available in the form of companies or in the form of files, data must be sought through sources or respondents while secondary data is data that is already available so that researchers just need to find and collect the data (Sarwono, 2016). The data collection technique uses interviews, questionnaires and literature studies. Arikunto, (2013) said that "if the subjects are less than one hundred, it is better to take all of them so that the research is a population. But, if the subject is large, it can be taken between 10-15% or 15-25% or more". This opinion is in accordance with (sugiyono, 2019), "the feasible sample size is between 30 to 500". Thus, researchers decided that the sample in this study amounted to 100 people. The data was analyzed using the Coefficient of Determination to determine how much the relationship between several variables influenced the decision of consumers to purchase jamblang rice around the Pasalaran Market of Weru Lor Village, Weru District, Cirebon Regency (Ghozali, 2016).

## RESULT AND DISCUSSION

To find out the number, frequency, and percentage of each answer to the statement item in the price variable, which includes the indicators in the price, can be seen in table 1 below:

**Table 1 Respondents' Statements on Price Variables**

Indicator	SS	S	RR	TS	STS	Total
	5	4	3	2	1	
	%	%	%	%	%	%
Affordability	26	74	0	0	0	100
	27	65	8	0	0	100
	35	48	17	0	0	100
	19	59	22	0	0	100
Price Compliance with Product Quality	24	56	20	0	0	100
	26	59	15	0	0	100
	18	64	18	0	0	100
	11	66	23	0	0	100
Price Competitiveness	24	71	5	0	0	100
	19	69	12	0	0	100
	18	62	20	0	0	100
	22	67	11	0	0	100

(Source: Processed 2022 primary data).

The affordability indicator gets the highest percentage value of 74% with the answer "agree". Respondents stated that jamblang rice is in great demand because of its affordable price. As for consumers who answered 'hesitant' with a percentage of 22% of respondents reasoned that there might be other jamblang rice sellers who are slightly more affordable. Price affordability is defined as an aspect of pricing carried out by producers/sellers in accordance with consumer purchasing ability (Stanton, 2012). The indicator of the suitability of prices with the quality of the product gets a value with a percentage of 66% with the answer "agree". Respondents stated that the quality of jamblang rice was in accordance with its affordable price. As for consumers who answered 'doubtful doubts' with a percentage of 23% of respondents reasoned to feel doubtful. The Price Competitiveness indicator gets a value with a percentage of 71% with the answer "agree".

The results of the survey of price variables show indicators of price affordability, price suitability with product quality, and price competitiveness. Based on the results of questionnaires from 100 respondents in this study.

**Table 2. Total Real Value of Price and Sum of Expected Value**

Indicator	Skor	Skor	Persentase%	Category
	Aktual (Nyata)	Ideal (Harapan)		
Affordability	426	500	85,20	Fery good
	419	500	83,80	Good
	418	500	83,60	Good
	397	500	79,40	Good
Price Compliance with Product Quality	404	500	80,80	Good
	411	500	82,20	Good
	400	500	80,00	Good
	388	500	77,60	Good
Price Competitiveness	419	500	83,80	Good
	407	500	81,40	Good
	398	500	79,60	Good
	411	500	82,20	Good
<b>Total amount</b>	<b>4898</b>	<b>6000</b>	<b>81,63</b>	Good

(Source: Processed 2022 primary data).

The affordability indicator gets a real score of 426 with a percentage of 85.20%. This shows that the affordability indicator gets the highest percentage value in the very good category, indicating that respondents "strongly agree" with the affordable price of jamblang rice. The Price Conformity Indicator with Product Quality received a real score of 411 with a percentage of 82.20%. From the table above, it can be concluded that the suitability of price with product quality gets the third largest value with a good category. This shows that respondents "agree" to the price match with the quality of jamblang rice products in accordance with benefits and needs. The price competitiveness indicator gets a real score of 419 with a percentage of 83.80%. The table data is known to be price competitiveness gets the second highest score with a good category. This shows that respondents "agree" to the competitiveness of the price of jamblang rice can compete with other similar products.

Based on the table above, it can be explained that the highest real value is found in the Price Affordability indicator with a score of 426 with a percentage of 85.20% categorized as very good. In this indicator regarding respondents who think that the price given by jamblang rice around Pasalaran Market, Weru Lor Village, provides affordable prices for the lower-middle class. The value of all indicators, namely the expected score of 6000 and the real score of 4898 with a total percentage of 81.63, is categorized as good.

The results of the survey of product quality variables show indicators of taste, food durability, and aroma. Based on the results of questionnaires from 100 respondents in this study, the results as in Table 3 were obtained as follows.

**Table 3. Total Real Value of Product Quality and Sum of Expected Value**

Indikator	Skor Actual (Real)	Skor Ideal (Hope)	Persentase %	Category
Taste	428	500	85,60	Fery Good
	405	500	81,00	Good
	412	500	82,40	Good
	395	500	79,00	Good
Food Durability	412	500	82,40	Good
	400	500	80,00	Good
	407	500	81,40	Good
	392	500	78,40	Good
Aroma	402	500	80,40	Good
	396	500	79,20	Good
	391	500	78,20	Good
	402	500	80,40	Good
Total amount	4842	6000	80,70	Good

(Source: 2022 primary data that has been processed).

The Taste indicator got a real score of 428 with a percentage of 85.60%. From the table above, it can be concluded that the taste indicator gets the highest value with a percentage of 85.60%. This shows that most respondents expressed "strongly agree" that the taste of jamblang rice has its own appeal. Taste is produced by the sense of taste from the tongue which can only recognize four basic tastes, namely salty, sweet, sour, and bitter (Setiawan, 2013). The food endurance indicator got a real score of 412 with a percentage of 82.40%. From the table above, it can be concluded that the food endurance indicator gets the second highest value with a percentage of 82.40%. This shows that most respondents expressed "agree" that jamblang rice has an expiration period that spoils relatively quickly.

The Aroma indicator gets a real score of 402 with a percentage of 80.40. This shows that jamblang rice has a distinctive aroma. From the table above, it can be concluded that the aroma indicator gets the third highest value with a percentage of 80.40%, this shows that most respondents expressed "agree" that jamblang rice has a distinctive aroma.

Based on the table above, it can be explained that the highest real value is found in the taste indicator with a score of 428 with a percentage of 85.60% categorized as "very good". In this indicator regarding respondents who think that jamblang rice around Pasalaran Market Weru Lor Village can eliminate hunger. The overall value of the indicators, namely the expected score of 6000 and the real score of 4852 with a percentage of 80.70, is categorized as "good".

The survey results of the Purchase Decision variable show indicators of Environmental Influence, Individual Influence, and Psychological Influence. Based on the results of questionnaires from 100 respondents in this study, results were obtained as in table 4 below :

**Table 4. Total Real Value of Purchase Decision and Sum of Expected Value**

Indicator	Skor Actual	Skor Ideal	Persentase %	Skor Actual
	(Real)	(Hope)		
Environmental Influences	429	500	85,80	Fery good
	401	500	80,20	Good
	410	500	82,00	Good
	404	500	80,80	Good
Individual Influence	414	500	82,80	Good
	397	500	79,40	Good
	389	500	77,80	Good
	410	500	82,00	Good
Psychological influence	404	500	80,80	Good
	389	500	77,80	Good
	405	500	81,10	Good
	403	500	80,60	Good
Total Amount	4855	6000	80,91	Good

(Source: Processed 2022 primary data).

Based on the table above, it can be explained that the highest real value is found in the environmental influence indicator with a score of 428 with a percentage of 85.80% categorized as "very good". In this indicator regarding respondents who think that in making purchases it is very possible to buy jamblang rice around Pasalaran Market, Weru Lor Village because of its close place. The overall value of the indicators, namely an expected score of 6000 and a real score of 4842 with a percentage of 80.70, is categorized as "good."

### Multiple Linear Regression Analysis

Multiple regression analysis is performed to determine the extent to which the independent variable affects the dependent variable. In multiple linear regression analysis there is one dependent variable and more than one independent variable. In this study, the dependent variable is the consumer's purchase decision on jamblang rice products, while the independent variable is the price and quality of the product. In calculating multiple linear regression analysis here using *SPSS 23.00 for windows*, this analysis can be seen in Table 5.

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**Table 5. Multiple Linear Regression Analysis Results**

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	-6.648	3.347		-1.986	.050
Price	.769	.101	.620	7.616	.000
Product Quality	.362	.103	.287	3.521	.001

a. Dependent Variable: Purchasing Decision

(Source : output SPSS version 23 for windows).

From the table above, it can be concluded that the independent variables namely price and product quality have a significant effect on purchasing decisions. The constant is -6.648,

which means that if it is assumed that the price variable (X1) and the product quality variable (X2) are zero, then the value of the purchase decision variable (Y) is -6.648.

The regression coefficient of the price variable (X1) is 0.769 and the product quality variable (X2) is 0.362. This means that the price variable (X1), the product quality variable (X2) increases, then the purchase decision variable (Y) will increase as well. So it can be concluded that in the independent variables, namely price (X1) and product quality (X2), there is an influence on the dependent variable, namely purchasing decisions (Y). According to Santoso (2010), this method is carried out to achieve the first goal, namely to analyze the effect of price, and the influence of product quality on purchasing decisions is to use multiple regression analysis (Multiple rerelsional analysis).

The Price variable (X1) has a value of Sig = 0.000, that means  $0.000 < 0.05$ . So the purchase decision variable (Y) is influenced by the price variable (X1). Judging from the Unstandardized Coefficients at X1 with a value of B = 0.769 and a regression coefficient marked positive, it means that if the price value (X1) increases by 1%, then the purchase decision (Y) will increase by 0.769 assuming that the variable X1 is fixed. So it can be concluded that the price variable (X1) has a significant effect on purchasing decisions (Y). Multiple regression analysis is performed to determine the extent to which the independent variable affects the dependent variable. In multiple regression there is one dependent variable and more than one independent variable (Sugiyono, 2016).

The Product Quality variable (X2) has a value of Sig = 0.001, that means  $0.001 < 0.05$ . So the purchase decision variable (Y) is influenced by the product quality variable (X2). Judging from the Unstandardized Coefficients at X2 with a value of B = 0.362 and a regression coefficient marked positive, meaning that if the product quality value (X2) increases by 1%, then the purchase decision (Y) will increase by 0.362 assuming that the variable X2 is fixed. Multiple regression analysis was conducted to determine the extent to which the independent variable affects the dependent variable (Sugiyono, 2017). In multiple regression there is one dependent variable and more than one independent variable.

Based on the results of research that has been carried out that, price indicators have a positive and significant value to purchasing decisions, it is because there are several indicators in the price. Such as affordability, price suitability with product quality, and price competitiveness. Furthermore, product quality indicators have a positive and significant value for purchasing decisions because there are several indicators in the price. Such as taste, food durability, and aroma.

The results of this study are in accordance with the journal Etty Carolina, et al (2015), with the title "The Influence of Marketing Mix (7P) and Consumer Behavior on Purchasing Decisions of Healthy Food Bar Products in Malang". The study used multiple linear regression analysis. The results showed that the most influential variables were Product Variables with regression coefficients (0.148), Price Variables with regression coefficients (0.165), Distribution Channel Variables with regression coefficients (0.191), Promotion Variables with regression coefficients (0.206), People Influence Variables with regression coefficients (0.360), Process Variables with regression coefficients (0.370), while the lowest influential were Environmental Influence Variables with regression coefficients (0, 049).



### Simultaneous Test Analysis

This test is carried out to determine whether or not the influence of independent variables together or simultaneously on the dependent variable. If the sig value  $< 0.05$ , it means that the variable is significant enough to explain the dependent variable. In calculating the simultaneous test analysis in this study using *SPSS 23.00 for windows*. This analysis can be seen in Table 6 below:

**Table 6. Results of Simultaneous Test Analysis**

ANOVA <sup>a</sup>					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1440.894	2	720.447	139.250	.000 <sup>b</sup>
Residual	501.856	97	5.174		
Total	1942.750	99			

a. Dependent Variable: Purchasing Decision  
 b. Predictors: (Constant), Product Quality, Price

**(Source : output SPSS version 23 for windows).**

According to Ghozali, (2011) if the significance value is less than 5% ( $\alpha = 0.05$ ) then this indicates that  $H_0$  is rejected and  $H_a$  is accepted, which means that there is a significant influence between the independent variable and the dependent variable simultaneously or together. The results of simultaneous test tests showed a value of 139.250 so,  $\text{Sig} < 5\%$  ( $0.000 < 0.05$ ), with a significance value of  $0.000 < \alpha$  ( $0.05$ ), meaning  $H_0$  was rejected and  $H_a$  was accepted. Thus, it can be concluded that simultaneously or together there is a significant influence between the price variable ( $X_1$ ) and the product quality variable ( $X_2$ ) on the purchase decision variable ( $Y$ ).

The results of this study are in accordance with the journal Cynthia Vanessa Djodjoko and Djodjoko & Tawas, (2014), with the title, "The Influence of Entrepreneurial Orientation, Product Innovation, and Competitive Advantage on the Marketing Performance of Yellow Rice in Manado City". With the results of the study, the magnitude of the significance value is 0.000 or  $< 0.05$  so that it can be said that  $H_0$  is rejected and  $H_1$  is accepted, which means that the variables are free of price, service quality and product quality simultaneously affect consumer satisfaction, meaning that price, service quality and product quality have a simultaneous influence on consumer satisfaction at the Madiun Depot of Mrs. Rudy's Typical Cuisine. **Partial Test Analysis**

A partial test is carried out to determine whether or not the effect of each independent variable on the dependent variable is significant. To determine whether  $H_0$  is rejected or accepted by comparing tcounts, the test criteria are as follows:

$H_0$  is rejected if  $t_{\text{count}} > t_{\text{table}}$ , meaning  $H_1$  is accepted

$H_0$  is accepted if  $t_{\text{count}} < t_{\text{table}}$ , meaning  $H_1$  is rejected

Calculation of partial test analysis using the *SPSS 23.00 for windows program*, the results of processing partial test analysis can be seen from the SPSS output results in the appendix and Table 7 as follows.

**Table 7. Analysis Results Partial test**

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	-6.648	3.347		-1.986	.050
Harga	.769	.101	.622	7.616	.000
Kualitas Produk	.362	.103	.287	3.521	.001

a. Dependent Variable: Keputusan Pembelian

(Source : output SPSS version 23 for windows).

According to (Ghozali, 2016). If the significant value is less than 5% ( $\alpha = 5\% = 0.05$ ) then this indicates that  $H_0$  is rejected which means that there is a significant influence between the independent variable and the partially bound variable. Partial test results for the price variable (X1), the significant limit  $\alpha = 0.05\%$  obtained Sig value is ( $0.000 < 0.05$ ). From these results, the test criteria which means ( $H_1$ ) are accepted and ( $H_0$ ) are rejected. Thus, the partial test hypothesis of the price variable (X1) has a significant influence on purchasing decisions. So it can be concluded that the price variable (X1) has a real effect on purchasing decisions for jamblang rice consumers around Pasalaran Market, Weru Lor Village, Weru District.

Partial test results for product quality variables (X2), significant limits  $\alpha = 0.05\%$  obtained Sig values namely ( $0.001 < 0.05$ ). From these results, the test criteria which means ( $H_1$ ) are accepted and ( $H_0$ ) are rejected. From these results, the test criteria which means ( $H_1$ ) are accepted and ( $H_0$ ) are rejected. Thus, the partial test hypothesis of the Product quality variable (X2) has a significant influence on purchasing decisions. So it can be concluded that the product quality variable (X2) has a real effect on purchasing decisions for jamblang rice consumers around Pasalaran Market, Weru Lor Village, Weru District. The partial test results for the purchase decision variable (Y) are also strongly influenced by both types of variables (X), including price variables and product quality variables.

It can be concluded that the results of t testing for the purchase decision variable (Y) are influenced by both types of variables (X), including price variables and product quality variables. This means that price factors and product quality factors influence consumer decisions in buying jamblang rice around Pasalaran Market, Weru Lor Village, Weru District. The results of this study are in accordance with the journal Wahyudi Randang (2013), with the title, "Product Quality, Product Attributes and Brand Equity Influence on Bimoli Cooking Oil Purchasing Decisions in Pati District". With the calculated value of the Product Quality Variable of  $1.983 > t_{table}$ , which is 1.980 with a significance value of  $0.050 < \alpha 0.05$ , the Product Attribute Variable  $2.882 > t_{table}$  is 1.980 with a significance value of  $0.022 < \alpha 0.05$ , the Brand Equity Variable is  $4.382 > t_{table}$  is 1.980 with a significance value of  $0.000 < \alpha 0.05$

**Partial Test Analysis**

The coefficient of determination is used to determine how much influence the price (X1) and product quality (X2) variables simultaneously have on purchasing decisions (Y). In calculating the coefficient of determination in this study using *SPSS 23.00 for windows*. This analysis can be seen from the following appendix and table 8 :

**Table 8. Coefficient of Determination**

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.861 <sup>a</sup>	.742	.736	2.275	

a. Predictors: (Constant), Kualitas Produk, Harga

b. Dependent Variable: Keputusan Pembelian

**(Source : output SPSS version 23 for windows).**

Based on the test data above, it is known that the R Square value of 0.742 means that the influence of price variables (X1) and product quality (X2) simultaneously on purchasing decisions (Y) is 74.2%, meaning there is 25.8% variance in dependent variables explained by other factors that are not studied by researchers. It can be known that variables that were not studied in this study include place and promotion. Place (place) is needed by the company to market its products so that the place becomes a consumer consideration before making a purchase. According to (Rambat, 2013) stated that the place or distribution channel is used because of its higher efficiency through experience, specialization and scale of operations, than what can be done to introduce its products, namely through advertising. According to Rambat, (2013) said that although advertising is less important for the business market, it still has a role. Advertising to businesses, however, will nurture awareness and knowledge, form sales seeds and convince buyers.

According to Ghozali, (2016) states that the Coefficient of Determination essentially measures how far the model is able to explain dependent variables. A small R Square value means that the ability of independent variables to explain dependent variables is very limited. The results of this study are in accordance with the journal of Fachriza & Moeliono, (2017) with the title "The Effect of Marketing Mix on Purchasing Decisions of Mild Cigarettes (Case Study on Sampoerna A Mild Cigarettes)". With the result of an adjusted coefficient of determination (R square) value of 0.583, it means that the ability of independent variables consisting of product (X1), price (X2), place (X3), and promotion (X4) has an influence of 58.3% on Purchase Decisions. The 41.7% is the contribution of other variables that were not studied. The results of the coefficient of determination value of Fazza Ilham Fachriza's research are smaller than the results of research that has been done.

## **CONCLUSION**

From the research that has been done and the discussion that has been described, it can be seen that the price variable affects the decision of consumers to purchase jamblang rice around the Pasalaran Market of Weru Lor Village, with a calculated value of 7.616 > ttable 1.984 using a significant limit of  $\alpha = 0.05\%$ . Furthermore, product quality affects consumer decisions to purchase jamblang rice around the Pasalaran Market of Weru Lor Village, with a calculated value of 3.521 > 1.984 table using a significant limit of  $\alpha = 0.05\%$ . The price and quality of the product affect the decision of consumers to purchase jamblang rice around the Pasalaran Market of Weru Lor Village, with the results of the analysis shown a multiple regression equation as follows:  $Y = -6.648 + 0.769 X1 + 0.362 X2$ . This proves that the price variable has a greater influence on purchasing decisions compared to the product quality variable.

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