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THE INFLUENCE OF PRODUCT QUALITY, PRICE, LOCATION ON PURCHASE DECISIONS AND PURPOSE OF PURCHASE OF SOUVENIR PRODUCTS IN SIKKA REGENCY, NTT

Yohana Anggriani*, Djoko Koestiono, Dwi Retno Andriani

Faculty of Agriculture, University of Brawijaya, Indonesian

*corresponding author: yohanaanggriani18@gmail.com

Abstract: Consumer satisfaction with the product will be formed when someone makes a purchase decision. Perceived satisfaction will provide benefits for the company continuously. This means that everything related to the product received by consumers at the time of purchase will determine the direction of the company's goals. This research was conducted at Aku Sikka's ole shop in Sikka Regency, East Nusa Tenggara Province from May to June 2021. The purpose of this study was to analyze the effect of product quality, price, location on purchasing decisions and consumer satisfaction in purchasing ole-ole products at the Aku Sikka store. Data was collected by filling out questionnaires with a non-probability sampling technique using the accidental sampling method. The data were analyzed using structural equation modelling. The results of the PLS Structural Equation Model (SEM) analysis to examine the effect of product quality, price, and location variables on purchasing decisions and consumer satisfaction show that there is a positive and significant influence on product quality, price, and location variables on purchasing decisions and consumer satisfaction.

Keywords: *Product Quality, Price, Location, Purchase Decision, Consumer Satisfaction*

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INTRODUCTION

The development of small businesses in Indonesia shows a good pattern. The existence of support from the government in certain ways affects the growth rate of the number of micro business units. To overcome the increasingly fierce market competition, business actors utilize information and communication technology (ICT) facilities to make product offerings. This is done for business actors to move faster in terms of attracting consumers. However, despite utilizing existing technology, it does not provide a significant change to product marketing.

Products marketed at Aku Sikka's ole shop are local products of Sikka Regency. These products are processed products from agricultural commodities such as banana chips, cashew nuts, Flores coffee, shredded tuna fish, Marning corn, and ethnic woven scarves typical of Sikka district. The tight market competition has caused a decrease in people's purchasing power and this has an impact on the turnover received by the company experiencing fluctuations (Table 1). In table one it can be seen that market competition and the unstable purchasing power of the people cause the turnover received by the company to fluctuate.

No	Types of products	Maret	April	Mei
1	Banana crackers	1.045	1.485	792
2	Cashew Nuts	525	675	450
3	Flores Coffee	380	570	456
4	Tuna Fish Shredded	7.300	7.500	7.125
6	Marning Corn	378	770	490
7	Woven scarf	2.250	2.700	1.950

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Source: Primary Data Sources processed, 2021

This competition makes business actors need to look for strategies that can provide a competitive advantage over their competitors. In the development of a business, consumers are the key to the success or failure of a company, creating and retaining customers is a must for the company, the company will become more attractive to customers if it has a good image (Edosomwan, S.Prakasan, S. K. Kouame, D. Watson, J. Seymour, T.., 2011 & Sunarsi, 2020).

Companies that apply the marketing concept need to pay attention to consumer behaviour in the process of making purchasing decisions on a wide selection of products being marketed. Product innovation is a company's way of defending its market in the face of fast-spreading and aggressive competition. The advantages of product innovation contribute to improving product quality and making products more competitive in the market, companies have to face an increasingly competitive scenario where innovation is considered a survival necessity in most markets (Reguia, 2014; Medeiros, Janine Fleith De Luis, Jose Ribeiro, Duarte Cortimiglia, Marcelo Nogueira., 2014; Prajogo, 2016). Innovation is a common practice for business people to create positive perceptions among customers. One way to ensure innovation comes from the company's ability to produce quality products and attractive product designs (Hanaysha, Jalal Hilman, Haim Hasmini Abdul-Ghani, Noor., 2014). Better pricing can gain a competitive advantage through its ability to allow related customer deals at lower costs relative to its competitors (Hofer et al., 2019; Pham et al., 2017). Strategic location is an advantage for a company. Choosing the right location will have a huge influence on the company's profitability (Meera Singh, 2012). Based on the explanation of the problem above, it is important to analyze the influence of product quality, price, location on purchasing decisions and consumer satisfaction on purchasing gifts products at the Aku Sikka store. The benefits of this research will provide input for business actors to be able to determine future policies, especially in marketing strategies that are appropriate to consumer behaviour.

RESEARCH METHODS

This research was conducted at the gifts shop Aku Sikka, Sikka Regency, East Nusa Tenggara. Determination of the sample in this study was done by accidental sampling technique. The sample taken is the consumer of the product by the Aku Sikka shop. sampling using the formula Cooper and Emori (1996) so that the sample taken is 100 respondents. The data analysis method in this study used SEM in WarpPLS software. The measurement of variables in this study used a Likert scale of 1-4. In this study, there are 15 manifest variables, namely product quality (2 items), price (2 items), location (2 items), purchase decisions (2 items), and satisfaction consumers (2 items). The model used in the study can be seen in Figure 1

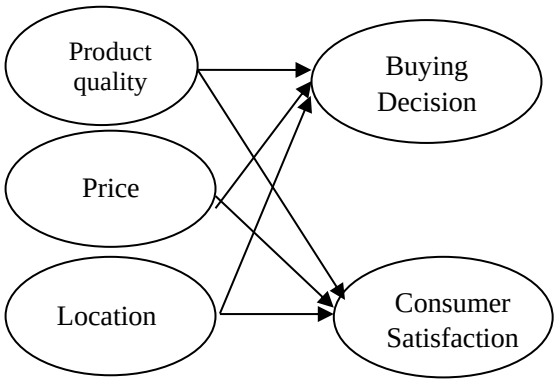

Figure 1. Primary Data Sources processed, 2021

RESULTS AND DISCUSSION

This research was conducted at the gifts aku sikka shop. The products in the Aku Sikka shop are local products based on agricultural commodities. The products that became the object of this research consisted of banana chips, cashew nuts, Flores coffee, marning corn, shredded tuna fish, and woven scarves.

Validity Test

(Solimun, 2017) explain that there are several criteria in the Validity and Reliability testing. This criterion can be seen in the Composite Reliability and Cronbach's Alpha values. If the Composite Reliability value is greater than 0.70 and the Cronbach's Alpha value is greater than 0.60, it will be considered to meet the reliability criteria. Validity testing can be seen in the Average Variance Extracted (AVE) value. if the AVE value is greater than 0.5 and the loading value of each indicator is greater than the cross-loading value, it is said that the discriminant variable used in this model is valid (Solimun, 2017).

Based on table 2. The composite reliability value on the latent variable has met the criteria, namely 0.70, the Cronbach alpha value on the latent variable has met the criteria of 0.60, the AVE value on the latent variable has met the criteria of 0.50 and the factor load is more than 0.30. So it can be said that this research model reflects the validity and reliability of the construct well and can be trusted.

Table 2. Internal Consistency Reliability and Convergent Validity

Latent Variable	Indicator	Loading Factor	Composite Reliability	Alpha Cronbach	AVE
Product Quality (X1)	X1.1	0.891	0.914	0.858	0.78
	X1.2	0.929			
	X1.3	0.826			
Price (X2)	X2.1	0.895	0.947	0.916	0.857
	X2.2	0.954			
	X2.3	0.926			
Location (X3)	X3.1	0.775	0.842	0.719	0.641
	X3.2	0.834			
	X3.3	0.791			
Purchase Decisions (Y1)	Y1.1	0803	0.856	0.747	0.665
	Y1.2	0.868			
	Y1.3	0.772			
Consumer Satisfaction (Y2)	Y2.1	0.855	0.895	0.824	0.74
	Y2.2	0.864			
	Y2.3	0.861			

Source: Primary data processed, 2021

Table 3. Discriminant Validity

Variable	X1	X2	X3	Y1	Y2
Product Quality	**(0.883)**	0.462	0.398	0.613	0.474
Price	0.463	**(0.926)**	0.362	0.497	0.504
Location	0.398	0.362	**(0.800)**	0.647	0.475
Purchase Decisions	0.613	0.497	0.647	**(0.816)**	0.535
Consumer Satisfaction	0.474	0.504	0.475	0.535	**(0.860)**

Source: Primary data processed, 2021

Table 4. The goodness of Fit Model

No	Model fit and quality indices	Fit Criteria	Analysis Results	Information
1	Average Path Coefficient (APC)	p< 0.05	0.258 (p<0.002)	Good
2	Average R-squared (ARS)	p< 0.05	0.508 (p<0.001)	Good
3	Average adjudted R-squared (AARS)	p< 0.05	0.489 p<0.001)	Good
4	Average blocknVIF (AVIF)	Acceptable if <=5, ideally <= 3.3	1.554	Ideal
5	Average full collinearity VIF (AFVIF)	Acceptable if <=5, ideally <= 3.4	1.845	Ideal
6	Tenenhaus GoF	small >=0.1, medium >= 0.25, large >= 0.36	0.612	Large
7	Sympson's paradox ratio (SPR)	Acceptable if >=0.7, ideally = 1	1	Ideal
8	R- squared contribution ratio (RSCR)	Acceptable if >=0.9, ideally = 1	1	Ideal

No	Model fit and quality indices	Fit Criteria	Analysis Results	Information
9	Statistical suppression ratio (SSR)	Acceptable if =>0.7	1	Ideal
10	Nonlinear bivariate causality direction ratio (NLBCDR)	Nonlinear bivariate causality direction ratio (NLBCDR)	1	Ideal

Source: Primary data processed, 2021

Based on the results of the feasibility test, it can be concluded that the model in this study is good because the values of APC, ARS, AARS, AVIF, AFVIF, GOF, SPR, RSCR, SSR, NLBCDR have met the specified requirements. According to (Solimun, 2017) based on the rule of thumb principle if there are one or two criteria of goodness of fit that have been met, then the model is said to be good and feasible.

Table 5. Hypothesis testing

Number	Path		Path Coefficient	P-value
1	Product Quality	Purchase Decisions	0.362	<0.001
		Consumer Satisfaction	0.212	0.014
2	Price	Purchase Decisions	0.170	0.039
		Consumer Satisfaction	0.238	0.006
3	Location	Purchase Decisions	0.443	<0.001
		Consumer Satisfaction	0.218	0.011
4	Purchase Decisions	Consumer Satisfaction	0.160	0.049

Source: Primary data processed, 2021

This conclusion is shown by the results of the path coefficient test of X1 against Y1 of 0.362 and P-value 0.001 and X1 against Y2 of 0.212 and P-value of 0.014. This is in line with research conducted by Hazimi Bimaruci et al., 2021 who found a product

Hypothesis Test

Hypothesis testing is seen in the path coefficient and p-value, at a significant level of 5% and 1%. The hypothesis testing criteria are said to be significant if the -P-value is less than 0.01 and 0.05. Based on the data in table 5. It is known that product quality has a positive and significant effect on purchasing decisions.

Quality and brand image affected purchasing decisions, and customer satisfaction. Product quality variables affect purchasing decisions and consumer satisfaction, this is because consumers are satisfied with the criteria for the products offered following consumer expectations.

The results showed that the price had a positive and significant effect on purchasing decisions and consumer satisfaction. This conclusion is shown by the results of the path coefficient test X2 against Y1 of 0.170 and P-value of 0.039 and X2 of Y2 with a path coefficient of 0.238 and P-value of 0.006 this is in line with research conducted by Mulia & Syafarudin, Afriapoll Chaerudin, 2021. The results of the study found that the price had a positive and significant effect on purchasing decisions. This is because customers are satisfied with the price set by the company.

The results showed that the location had a positive and significant effect on purchasing decisions and consumer satisfaction. This conclusion is shown by the results of the path coefficient test of 0.443 and P-value 0.001 and X3 against Y2 with a path coefficient of 0.218 and P-value of 0.011 this is in line with research conducted by Brata et al., 2017 that the location has a positive and significant effect on purchasing decisions. In addition to being satisfied with its affordable location, supported by quite busy traffic, consumers also have the potential to make repeat purchases.

The results showed that purchasing decisions had a positive and significant effect on consumer satisfaction. This is in line with research conducted by Niode et al., 2020. This conclusion is shown by the results of the path coefficient test of 0.160 and the P-value of 0.049. This is because consumers feel per everything that is offered by the Aku Sikka store follows the expectations and desires of consumers.

CONCLUSION

Based on the results of the research that has been described, it can be concluded that the variables of product quality, location, and price have a positive

and significant effect on purchasing decisions and consumer satisfaction. Consumers are satisfied with the quality of the product, the price offered by the Aku Sikka store will return to make repeat purchases, while the strategic location will have the potential for consumers to make purchases, which will be able to increase repeat purchases in the future and of course increase the profitability of a company.

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Appendix 1. Indicator loading and Cross loading

	X1	X2	X3	Y1	Y2	Type (as defined)	SE	P value
X1.1	(0.891)	-0.025	0.117	-0.145	0.020	Reflective	0.078	<0.001
X1.2	(0.929)	-0.053	-0.165	0.117	0.065	Reflective	0.078	<0.001
X1.3	(0.826)	0.088	0.060	0.025	-0.095	Reflective	0.080	<0.001
X2.1	-0.066	(0.895)	0.152	0.099	-0.225	Reflective	0.078	<0.001
X2.2	0.058	(0.954)	-0.074	-0.038	0.107	Reflective	0.077	<0.001
X2.3	0.004	(0.926)	-0.071	-0.056	0.107	Reflective	0.078	<0.001
X3.1	0.080	-0.121	(0.775)	-0.163	0.216	Reflective	0.081	<0.001
X3.2	-0.064	0.061	(0.834)	-0.085	-0.007	Reflective	0.080	<0.001
X3.3	-0.011	0.055	(0.791)	0.249	-0.205	Reflective	0.081	<0.001
Y1.1	-0.192	0.027	0.306	(0.803)	-0.060	Reflective	0.080	<0.001
Y1.2	0.010	-0.236	-0.172	(0.868)	0.140	Reflective	0.079	<0.001
Y1.3	0.189	0.237	-0.125	(0.772)	-0.094	Reflective	0.081	<0.001
Y2.1	0.031	0.127	0.007	0.044	(0.855)	Reflective	0.079	<0.001
Y2.2	-0.069	-0.164	-0.076	0.023	(0.864)	Reflective	0.079	<0.001
Y2.3	0.038	0.039	0.069	-0.066	(0.861)	Reflective	0.079	<0.001

Notes: Loadings are unrotated and cross-loadings are oblique-rotated. SEs and P values are for loadings. P values < 0.05 are desirable for reflective indicators.

Appendix 2. Latent Variable Coefficient

	X1	X2	X3	Y1	Y2
R-squared				0.596	0.420
Adj. R-squared				0.584	0.395
Composite reliab.	0.914	0.947	0.842	0.856	0.895
Cronbach's alpha	0.858	0.916	0.719	0.747	0.824
Avg. var. extrac.	0.780	0.857	0.641	0.665	0.740
Full collin. VIF	1.736	1.529	1.796	2.492	1.669
Q-squared				0.602	0.442
Min	-3.452	-2.608	-2.719	-2.931	-2.501
Max	1.892	1.880	2.655	1.957	2.066
Median	0.110	0.384	-0.035	0.303	0.034
Mode	0.110	0.384	-0.927	0.328	0.544
Skewness	-0.417	0.209	0.142	-0.260	-0.194
Exc. kurtosis	1.427	-0.511	0.479	0.133	0.804
Unimodal-RS	Yes	Yes	Yes	Yes	Yes
Unimodal-KMV	Yes	Yes	Yes	Yes	Yes
Normal-JB	No	Yes	Yes	Yes	Yes
Normal-RJB	No	Yes	Yes	Yes	No
Histogram	View	View	View	View	View

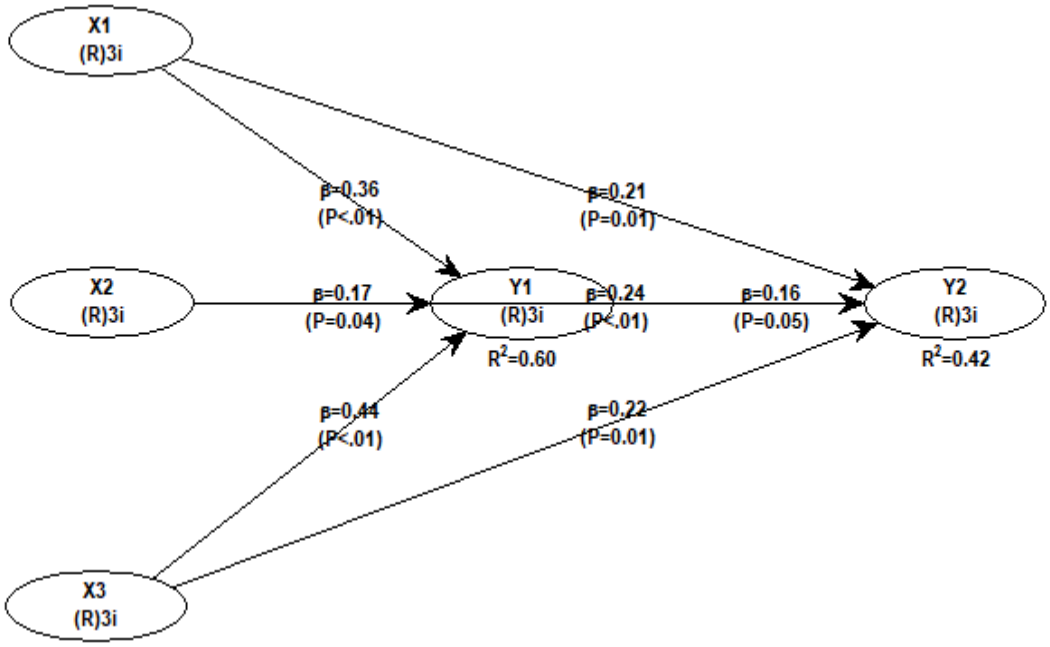
Notes: Unimodal-RS = Rohatgi-Székely test of unimodality; Unimodal-KMV = Klaassen-Mokveld-van Es test of unimodality; Normal-JB = Jarque-Bera test of normality; Normal-RJB = robust Jarque-Bera test of normality; click on "View" cell to see corresponding histogram.

Appendix 3. Model fit and Quality indices

Model fit and quality indices

Average path coefficient (APC)=0.258, P=0.002
Average R-squared (ARS)=0.508, P<0.001
Average adjusted R-squared (AARS)=0.489, P<0.001
Average block VIF (AVIF)=1.554, acceptable if <= 5, ideally <= 3.3
Average full collinearity VIF (AFVIF)=1.845, acceptable if <= 5, ideally <= 3.3
Tenenhaus GoF (GoF)=0.612, small >= 0.1, medium >= 0.25, large >= 0.36
Sympson's paradox ratio (SPR)=1.000, acceptable if >= 0.7, ideally = 1
R-squared contribution ratio (RSCR)=1.000, acceptable if >= 0.9, ideally = 1
Statistical suppression ratio (SSR)=1.000, acceptable if >= 0.7
Nonlinear bivariate causality direction ratio (NLBCDR)=1.000, acceptable if >= 0.7

Appendix 4. Structural Model



Appendix 5. Discriminant Validity

Correlations among l.vs. with sq. rts. of AVEs

	X1	X2	X3	Y1	Y2
X1	(0.883)	0.462	0.398	0.613	0.474
X2	0.462	(0.926)	0.362	0.497	0.504
X3	0.398	0.362	(0.800)	0.647	0.475
Y1	0.613	0.497	0.647	(0.816)	0.535
Y2	0.474	0.504	0.475	0.535	(0.860)

Note: Square roots of average variances extracted (AVEs) shown on diagonal.