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The Influence Of Product Quality And Price On Purchasing Decisions On Mother Of Pearl Products From Tasya Farasya (Case Study of Students Management of Indonesian Islamic University)

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Abstract

This study aims to investigate the influence of product quality and price on purchase decisions for the "Mother of Pearl" products by Tasya Farasya . Within this framework, data were collected through surveys administered to consumers who have direct experience with the product. Data processing utilized linear regression analysis to evaluate the relationship between the variables under scrutiny. The research findings indicate that both product price and quality significantly affect consumer purchasing decisions. The implications of the study suggest the importance of continually improving the quality of Mother of Pearl products and offering prices that align with the quality of the products.

Keywords : Product quality, price, purchase decision, Mother of Pearl

INTRODUCTION

Industry cosmetics is A continuing sector develop with production and marketing various type product like cosmetics color , care skin , care hair , and toiletries . New trend in this industry includes enhancement use cosmetics by men as well as request will product friendly environmental and herbal. In Indonesia, the cosmetics market develop rapidly , supported by sales through various channel including shop medicine , department stores, supermarkets and social media marketing . One of company standout cosmetics is the famous Mother of Pearl (MOP). with Halal products , vegan friendly , and

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registered with BPOM. MOP aims For provide goods quality tall to customer with diverse market demographics , while set trending and improving offer they based on bait come back customer.

Although MOP targets the class market intermediate to above , some student from the Indonesian Islamic University (UII) considers price the product too tall . However , quality good product can influence decision purchase reset , and MOP adopts #UseUntilIt's finished campaign for push use product in a way wise and thoughtful repeat packaging blank . MOP also has competitors such as ESQA Cosmetics, which also emphasizes principles Vegan and product friendly quality tall . Determination price and quality product is factor key influences decision purchase consumer , with various prices influence behavior purchase customer . Quality good product and price become key success company in build trust customers and triggers purchase repeat . Connection between quality products and prices complex , influenced by various variable including preference consumer and market dynamics .

THEORETICAL STUDY

Marketing is foundation for success something company , which involves series step planned strategic in a way carefully For understand the market and fulfill need as well as desire consumer . Market analysis becomes step very important start in the marketing process (Putri, 2019). With understand market trends , behavior consumers , and existing needs , companies can identify opportunities that exist in the market. Identification this opportunity becomes base for development of effective marketing strategies (Kotler & Keller, 2018). A good strategy must consider target market segment , competitors , as well superiority competitive company . MOP by Tasya Farasya's marketing focuses not only on product sales, but also on building close relationships with fans of the brand. Tasya Farasya consistently interacts with her fans through social media platforms, providing beauty tips, and listening to consumer feedback to continuously. improve their products. This reflects the importance of understanding consumer preferences and building brand trust and loyalty.

Product , good form goods physique nor services , namely element main in marketing . Product own attributes like quality , features , design , and brand that really influence method consumer perceive its value and use (Kotler & Keller, 2018). Therefore , the company must ensure that products offered can fulfil or even exceed hope consumer . MOP by Tasya Farasya also takes steps to ensure the quality of their products. They

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work with trusted manufacturers to produce high quality products that meet safety standards and consumer satisfaction . Quality product become key in influence satisfaction consumer . Quality product covers aspects like performance , reliability , power resistant , and aesthetic . The company is trying hard For ensure that product they own good quality , because good quality will increase satisfaction customers and build reputation strong brand .

Apart from quality product , according to Kotler & Armstrong (2018) determination price is also a factor crucial in marketing strategy . Determination The right price matters a lot image products on the market and capabilities company For obtain adequate income . Factors like cost production , goals profit company , perception mark consumers , and competitive strategy must considered in a way ripe in set price something product (Tjiptono , 2019). Even though their products are of high quality, the prices set are relatively affordable, making them accessible to various market segments, from loyal Tasya Farasya fans to new consumers who are interested in trying their products.

Buying decision is results of complex processes in which consumers choose product or services deemed most satisfactory need or desire them (Kotler & Keller, 2018); (Annishia & Prastiyo , 2019); (Tjiptono , 2019). This process involves search information , assessment alternatives , and evaluation end before transaction done . Factors like brand , price , quality , and experience previously can influence decision purchase consumer. Hence , good understanding about preference consumers are very important in develop effective marketing strategies.

RESEARCH METHODS

This research uses approach quantitative which is method that is based on data concrete , research data form the numbers will be measured use technique statistics made as related calculation test tools with purposeful research problem For produce something conclusion . According to Sugiyono (2017) research that uses concrete data used in the population or sample certain . This research is also study survey For get data from place certain natural and data will collected with method spread created questionnaire via google form and will spread digitally via social media.

Research is also located at one center shopping For industry cosmetics . This research focuses For research related with price and quality product from MOP product by Tasya Farasya to decision purchase just and no related with other outside variables

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this research . This research is also only research with sample student at the Islamic University of Indonesia – Faculty of Economics Department Management in Yogyakarta about MOP products . In this research we also used method data analysis with technique *Structural Equation Modeling* (SEM) with PLS program version 4.0 help.

RESULTS AND DISCUSSION

In this research there are respondents who are student Faculty of Economics, Department Management , Indonesian Islamic University Yogyakarta. With majority Woman as many as 75 people meanwhile 25 men . Then majority aged > 21 years with the number was 61 people while < 21 years as many as 39 people. Apart from that, this research has respondents from 4 generations with amount The largest number was in class 19 , namely 30 people, class 18 with 18 people, class 20 with 27 people and class 21 with 24 people. With this you can concluded that the target respondents in this study were suitable and varied Because No only One force just nor One type sex just.

Evaluation of the Measurement Model (Outer Model)

Outer model testing is carried out in order to find out the results of the validity and reliability tests on each research instrument. The measurement model image (*outer model)* is as follows:

Figure 1. Image of the Measurement Model (Outer Model)



Source: Data processed by researchers

Outer model testing can demonstrate validity and reliability with the aim of finding out whether the instrument or construct for each research variable meets the

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requirements to be continued as research or not. The description of the outer model and validity and reliability tests is as follows:

Table 2. Convergent Validity Results

Variable	Indicator	Outer Loading	AVE	Information
Quality Product (X_1)	X1.1	0.917	0.844	*Valid*
	X1.2	0.932		*Valid*
	X1.3	0.902		*Valid*
	X1.4	0.876		*Valid*
	X1.5	0.909		*Valid*
	X1.6	0.895		*Valid*
Price (X_2)	X2.1	0.925	0.818	*Valid*
	X2.2	0.927		*Valid*
	X2.3	0.912		*Valid*
	X2.4	0.907		*Valid*
	X2.5	0.920		*Valid*
Purchase Decision (Y)	Y.1	0.917	0.820	*Valid*
	Y.2	0.927		*Valid*
	Y.3	0.890		*Valid*
	Y.4	0.883		*Valid*
	Y.5	0.900		*Valid*
	Y.6	0.923		*Valid*
	Y.7	0.891		*Valid*

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Based on the results obtained from data processing, it can be seen that all outer loading values are > 0.70. Then it can be seen that the *Average Variace Extracted* (AVE) value is > 0.50. With this it can be concluded that all constructs in each variable can be said to be valid and can represent latent variables.

Table 3 Reliability Test Results

Variable	Composite Reliability	Cronbach Alpha	Limits	Information
Quality Product (X_1)	0.964	0.954	0.7	Reliable
Price (X_2)	0.969	0.963	0.7	Reliable
Purchase Decision (Y)	0.965	0.956	0.7	Reliable

Source: Data processed by researchers

Based on the research results, it can be seen that the Composite Reliability value and Cronbach Alpha value are above 0.7. With this it can be concluded that the indicators for each variable can be proven to be accurate, consistent and accurate in measuring a construct.

Table 4. Validity Test Results Discriminant based on Cross Loading Factor

	Price	Buying decision	Product quality
X1.1	0.888	0.884	**0.917**
X1.2	0.892	0.902	**0.932**
X1.3	0.842	0.863	**0.902**
X1.4	0.835	0.841	**0.876**
X1.5	0.898	0.895	**0.909**
X1.6	0.849	0.879	**0.895**
X2.1	**0.925**	0.899	0.874
X2.2	**0.927**	0.889	0.891
X2.3	**0.912**	0.871	0.867
X2.4	**0.907**	0.878	0.89
X2.5	**0.92**	0.887	0.879
Y.1	0.874	**0.917**	0.89
Y.2	0.9	**0.927**	0.906
Y.3	0.843	**0.89**	0.871

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	Price	Buying decision	Product quality
Y.4	0.849	**0.883**	0.843
Y.5	0.875	**0.900**	0.861
Y.6	0.888	**0.923**	0.886
Y.7	0.871	**0.891**	0.879

Source: Data processed by researchers

Based on the results obtained, it can be seen that the cross loading factor value of each variable is greater than every other construct. The measurement of discriminant validity using the Fornell Lacker method is as follows:

Table 5 Validity Results Discriminant : Fornell Lacker

	Price	Buying decision	Quality Product
Price	**0.918**		
Buying decision	0.963	**0.905**	
Quality Product	0.958	0.969	**0.905**

Source: Data processed by researchers

Based on what is obtained, it can be seen that the AVE value for each construct exceeds the variable correlation value. With Cross Loading and Fornell Lacker results that meet the requirements. So with this it can be concluded that all variables meet the requirements for discriminant validity. It can be said that a variable construct is unique and valid for use in research.

Evaluation of the Structural Model (Inner Model)

Inner model testing aims to determine the relationship between latent variables, namely exogenous and endogenous variables, which can provide answers to statements regarding the relationship of variables for which a hypothesis has been formulated. The following is a structural model:

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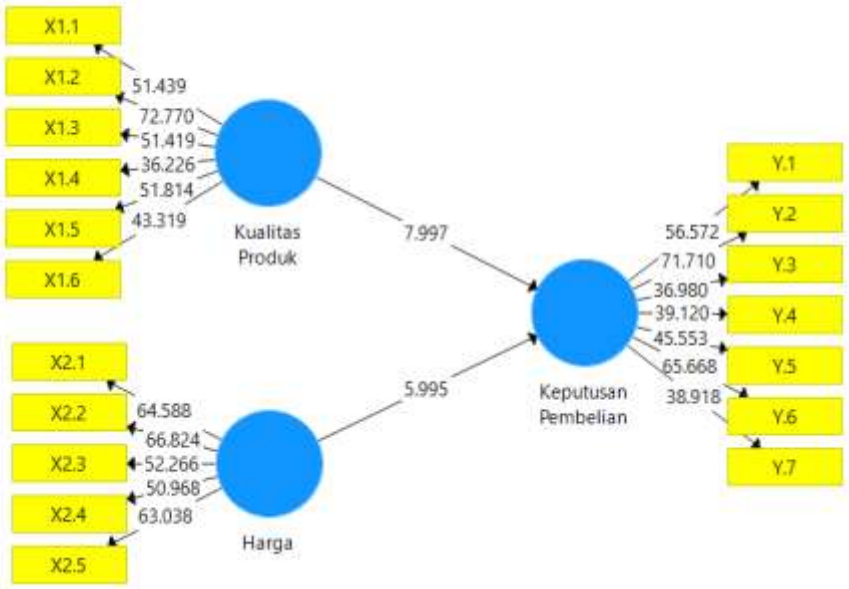


Figure 1 Structural Model (Inner Model)

Source: Data processed by researchers

Based on the structural model image above, the following explanation can be described:

Table 6 R-Square Test Results

Variable	R-Square	Adjusted R-Square
Purchase Decision (Y)	0.954	0.953

Source: Data processed by researchers

Based on the results above, it can be seen that the R-Square and Adjusted R-Square values are in the 0.75-0.99 range, which indicates that the endogenous latent variable influences the exogenous latent variable by 0.954 or 95.4%.

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Table 7. Testing Hypothesis (t-value)

Variable	Coefficient value	t-value	t-table	p-value
Quality Product (X_1) →Purchase Decision (Y)	0.424	8,366	1.66023	0,000
Price (X_2) →Purchase Decision (Y)	0.563	6,252	1.66023	0,000

Source: Data processed by researchers

Based on the results above, it can be seen that the product quality variable (X_1) on Purchasing Decisions (Y) has a coefficient value of 0.424 (positive value) which indicates that every 0.424 or 42.4% increase in the Product Quality variable (X_1) can increase the Decision variable. purchases (Y) of 1% then the t-value is 8.366 > t-table 1.66023 with a p-value of 0.000 < 0.05. Furthermore, the price variable (X_2) on purchasing decisions (Y) has a coefficient value of 0.563 (positive value) which indicates that every increase in the price variable (X_2) by 0.563 or 56.3% will increase the purchasing decision variable (Y) by 1 % then the t-value is 6.252 > t-table 1.66023 with a p-value of 0.000 < 0.05. With this it can be concluded that there is an influence between product quality (X_1) and price (X_2) which has a partially positive and significant influence on purchasing decision (Y).

Discussion of Research Hypotheses

Product quality (X_1) influences purchasing decisions (Y)

In table 4.9 it can be seen that the coefficient value is 0.424 > 0.000 with a t-value of 8.366 > t-table 1.66023 and a p-value of 0.000 < 0.05. With this, H0 is rejected and Haa is accepted, which means that there is a positive and significant influence between the product quality variable (X1) and purchasing decisions (Y). Then from these results it can be interpreted that when consumers know or feel the quality of a product meets or exceeds their expectations, it can make consumers decide to buy that product. These results are in line with research from Sakinah et al (2021) which shows that product quality influences purchasing decisions.

Price (X_2) influences purchasing decisions (Y)

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In table 4.9 it can be seen that the coefficient value is 0.563 > 0.000 (positive value) with a t-value of 6.252 > t-table 1.66023 and a p-value of 0.000 < 0.05. With this, H_0 is rejected and H_a is accepted, which means that there is a positive and significant influence between the price variable (X_2) and purchasing decisions (Y). Then from these results it can be interpreted that when there is a change in the price of a product it will influence consumers' decisions in buying that product. The results of this research are in line with research from Gunarsih et al (2021) which states that price has an influence on purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

Influence Quality Product (X_1) on Purchasing Decisions (Y)

Based on results from this research , can is known that quality product (X_1) has an effect in a way positive and significant to decision purchase (Y). With this you can interpreted that when consumer feel quality from something their products get it will influence decision consumer For buy product the . Besides, increasingly tall quality product so consumer will the more round up decision they in buy product the .

The Effect of Price (X_2) on Purchasing Decisions (Y)

Based on results from this research , can is known that price (X_2) has an effect in a way positive and significant to decision purchase (Y) is hereby possible concluded that when price on a product in accordance with hope deep consumer this context is the right price with a budget or condition financial consumer the so will influence decision consumer For buy product the . Besides, increasingly increase price so consumer the more will think return in decide For buy product the .

Implications Managerial

Based on results already concluded and discussed in this research , without elevate self and with low heart researcher formulate implications managerial who can used as a suggestion to Sis Tasya Farasya For development MOP products among student specifically student at the Indonesian Islamic University Yogyakarta, Department Management which includes as following :

Based on results already explained by researchers can is known that quality product (X_1) and price (X_2) have an effect in a way positive and significant to decision purchase (Y) directly Partial . With this, researchers recommend that Sis Tasya Farasya

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For Keep going increase quality MOP products and deliver the right price with quality product the . With this, consumers can in a way legowo For buy MOP product by Tasya Farasya Because what are they want in a way quality and price can fulfilled ,

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