THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON PURCHASE DECISIONS

Rizky Ferrari Oktavian*[1], Henky Wahyudi[2]
Universitas Langlangbuana, Indonesia*[12]
rzky.ferari@unla.ac.id*[1], henky.wahyu08@gmail.com[2]

Abstract: Purchase decisions are actions taken by consumers to buy products by carrying out existing considerations, including how product quality and price. Therefore, both have a significant role in influencing Purchase Decisions. The purpose of this research is to find out how Product Quality, Price, and Purchase decisions are applied by Mixue cafe. And to find out how big the influence of Product Quality on Purchase Decisions, the effect of Price on Purchase Decisions, and the influence of Product Quality and Price on Purchase Decisions. In this study, the sample used was consumers who were respondents in this study as many as 88 people, with questionnaire data collection techniques and multiple linear analysis, to process data using SPSS 21 For Windows and Microsoft Excel programs, the analytical method used was the quantitative method with analysis descriptive and verification. The results of this study state that the product quality is in a good category, the price is in the good enough category, and the purchase decision is in a good category, the results of the T-test indicate that product quality has an effect on the purchasing decision, the price has an effect on the purchase decision, and the F-test shows that Product Quality and Price affect the Purchase Decision.
Keywords: Price; Product Quality; Purchase Decisions

INTRODUCTION

Progress in the economic field has caused the development of the business world to also experience rapid growth and progress. This makes producers think more critically, creatively, and innovatively about the changes that occur, in the social, cultural, political, and economic fields, all of which are evidenced by the emergence of new companies. Likewise, businesses engaged in food and beverages, including coffee shops, bars, cafes, food courts, and catering. entrepreneurs try to produce products that can meet the needs and desires of consumers who are increasing. The most important thing that a company should do to succeed in business competition is to try to build a company strategy to achieve the goal of increasing and retaining consumers. Therefore, every company is required to compete competitively in terms of business strategies to achieve company goals and understand what is happening in the market and what consumers want. For these goals to be achieved, every company must strive to produce goods and services that are following the needs and desires of consumers.

A good company should involve a marketing mix concept known as the 4Ps (product, price, place, promotion) to attract consumer buying interest. Companies must consider how the quality of the products produced because improving the quality of the company's reputation can increase the companies will get good assessment in the eyes of customers. Meanwhile, Kotler & Keller (2016) argues that product quality is the ability of an item to provide results or performance that match or even exceeds customer desires, product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation. and improvements, as well as other valuable attributes.

In addition to product quality, price is also one of the factors that can influence someone to make a purchase decision. According to Tjiptono & Chandra (2016) said that price is the only element of the marketing mix that brings income or income for the

company. Price is often used as an indicator of value when the price is associated with the perceived benefits of an item or service, at a certain price level, if the benefits perceived by consumers increase, the value will increase as well, taking into account the quality of the product and the price, of course, it is expected to affect the price. consumer purchasing decisions, consumer purchasing decisions are the actions of someone deciding to make a purchase. According to Alma (2016), he argues that: Purchasing decisions as a consumer decision are influenced by the financial economy, technology, politics, culture, products, prices, locations, promotions, physical evidence, people, and processes to form an attitude on consumers to process everything. information and make decisions in the form of responses that appear to what products to buy.

The city of Bandung has great business opportunities in the contemporary beverage and cafe business, given the increasing public interest and also the current phenomenon where in this millennial era many people are hunting for contemporary drinks that look delicious and attractive, contemporary drinks include ice cream, coffee, chocolate, topped with tapioca balls or boba. The cafe is a place to relax, study or meet with friends and family, relaxing in a cafe has become a habit for the people of big cities. Enjoying a contemporary drink in a cafe while chatting with friends, family, or partner or just taking photos and showing it off on social media has become a trend among the people of Bandung City now. This phenomenon can certainly be a good opportunity for business people; therefore, every company is required to continue to innovate to survive during business competition. One of the companies that take part in taking advantage of business opportunities in the field of contemporary drinks based on cafes is Mixue.

Mixue has a Boba-Sundae menu which has become one of the best-selling menus by offering ice cream plus soft boba toppings, as well as other menus such as Mi-Shakes, Fresh Squeezed Lemon, and Ice cream. which got quite a lot of positive responses from consumers in the column Mixue social media comments. In addition, Mixue offers quality products as well as a comfortable cafe atmosphere and can compete with competitors but with relatively affordable prices for young people, especially those for who the price of each product is below Rp. 30.000-, but Mixue is not the brand most popular in the market considering there are still many competitors with similar products, the quality of the products in the Mixue cafe certainly has an important role in improving consumer purchasing decisions, as well as prices, Mixue sees that consumers in big cities have money but they still sensitive to price. Therefore, the quality of the product and the price that has been set by the Mixue cafe is expected to increase the buying interest of consumers this will then continue to the purchase decisions made by consumers.

The purpose of this research is to find out how Product Quality, Price, and Purchase decisions are applied by Mixue cafe. And to find out how big the influence of Product Quality on Purchase Decisions, the effect of Price on Purchase Decisions, and the influence of Product Quality and Price on Purchase Decisions. The hypotheses in this study are (1) the quality of the products sold by Mixue is good; (2) The prices set on the products sold by Mixue are quite good; (3) Mixue consumer purchasing decisions are good; (4) Product quality influences Mixue consumer purchasing decisions; (5) Price influences Mixue consumer purchasing decisions; (6) Product quality and price influence the purchasing decisions of Mixue cafe consumers.

METHODS
This study uses quantitative methods using descriptive and causal associative analysis with survey methods. In this study, two types of variables are used, the independent variable and the dependent variable. The independent variables in this

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study are product quality (X_1) and price (X_2). While the dependent variable (dependent variable) in this study is the purchase decision (y).

The population in this study are consumers who have purchased products from Cafe Mixue at Jl. Karapitan, Bandung. Because the population of consumers in the Mixue cafe is unknown, the formula that will be used is iteration to get the number of samples. Based on the above calculations, the number of samples used in this study was 88 people.

Data collecting techniques using questionnaires that have been tested for validity and reliability. The data analysis methods used are descriptive analysis, method of successive interval (MSI), path analysis, coefficient of determination test (adjust R square), and hypothesis testing (partial hypothesis testing (t-test) and simultaneous hypothesis testing (test F). The data used in this study there are two sources of data, namely primary data and secondary data: (1) The primary data in this study were obtained from the results of distributing questionnaires via google forms to consumers who made purchases at the Mixue cafe Jl. Karapitan, Bandung; (2) Secondary data in this study were obtained from journals, books, relevant previous research, and companies.

A descriptive test in this study is used to describe the data in this study which consists of product quality, price, and consumer purchasing decisions. Using a quantitative approach by distributing questionnaires through google forms to respondents who have been determined to be sampled, then the data is tabulated into quantitative data. In this study, verification analysis is used to answer the problem formulation using an analytical tool with path analysis. Where to determine the magnitude of the influence of a variable on other variables, both direct and indirect influences. The information that has been collected through a questionnaire is then processed using a verification approach. In this study, verification analysis aims to determine the results of research related to the effect of (X_1) and (X_2) on (Y).

RESULT AND DISCUSSION

The following are the results of the calculation of the validity of Product Quality, Price, and Purchase Decisions using the SPSS version 21 program.

Table 1. Product Quality Validity Test Results

Questionnaire Number	r_{value}	r_{table}	Conclusion
1	0.499	0.209	Valid
2	0.723	0.209	Valid
3	0.725	0.209	Valid
4	0.680	0.209	Valid
5	0.664	0.209	Valid
6	0.715	0.209	Valid
7	0.705	0.209	Valid
8	0.548	0.209	Valid

Source: Data processed by researchers (2021)

Table 1 above which is the result of data processing shows that all statement instruments from the product quality variable (X_1) are valid, where each count value is ≥ 0.209 (r_{count} ≥ r_{table}) so that the feasibility for further analysis is fulfilled.

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Table 2. Price Validity Test Results

Questionnaire Number	r_{value}	r_{table}	Conclusion
1	0.770	0.209	Valid
2	0.884	0.209	Valid
3	0.816	0.209	Valid
4	0.737	0.209	Valid
5	0.473	0.209	Valid

Source: Data processed by researchers (2021)

Table 2 above which is the result of data processing shows that all the statement instruments of the price variable are valid, where each of the calculated values is ≥ 0.209 (rcount ≥ rtable) so that the feasibility for further analysis is fulfilled.

Table 3. Purchasing Decision Validity Test Results

Questionnaire Number	r_{value}	r_{table}	Conclusion
1	0.916	0.209	Valid
2	0.887	0.209	Valid
3	0.881	0.209	Valid
4	0.525	0.209	Valid
5	0.768	0.209	Valid
6	0.741	0.209	Valid
7	0.750	0.209	Valid
8	0.668	0.209	Valid
9	0.695	0.209	Valid
10	0.683	0.209	Valid

Source: Data processed by researchers (2021)

Table 3 above which is the result of data processing shows that all statement instruments from the purchasing decision variable (Y) are valid, where each count value is ≥ 0.209 (r_{count} ≥ r_{table}) so that the feasibility for further analysis is fulfilled. The following are the results of the calculation of reliability tests regarding Product Quality, Price, and Purchase Decision:

Table 4. Reliability Test Results

Variable	r_{alpha}	r_{table}	Conclusion
Product Quality (X_1)	0.807	0.60	Reliable
Price (X_2)	0.816	0.60	Reliable
Purchase Decisions(Y)	0.914	0.60	Reliable

Source: Data processed by researchers (2021)

Based on the results of data processing in table 4 which was carried out many times showed that all instruments in this study were reliable or acceptable. Namely with the fulfillment of the value of r_{alpha} greater than 0.6. Where the product quality variable is 0.807, the price variable and 0.816, and the purchasing decision variable is 0.194.

The results of this descriptive study describe the data in this study consisting of product quality, price, and consumer purchasing decisions. by explaining the results of the calculation of the percentage, frequency, and average values for each variable supporting indicator through its dimensions. To find out the responses or assessments of respondents regarding each statement submitted in the questionnaire, a descriptive analysis was then carried out. Aiming to make it easier to interpret the variables being

studied, each score is carried out as an average score, which can be seen in the table as follows:

Table 5. Scale categories

Interval	Description
1.00-1.80	Not very good
1.81-2.60	Not good
2.61-3.40	Quite good
3.41-4.20	Good
4.21-5.00	Very good

Source: Sugiyono (2018)

Based on the results of the questionnaire that has been submitted by giving 8 statements to 88 respondents regarding product quality. Then the results of the recapitulation of respondents' responses are obtained as follows:

Table 6. Recapitulation of Respondents' Responses Regarding Product Quality

Statement	Category Answer Weight					Actual Score	Average	Category
	5	4	3	2	1			
1 I think Mixue cafe product packaging is easy to use	15	24	27	17	5	291	3.30	Quite good
2 Mixue has a cozy cafe atmosphere	26	27	19	16	0	327	3.71	Good
3 Mixue cafe products have good taste and quality	16	30	28	13	1	311	3.53	Good
4 Mixue cafe drink cup designs are good and according to my wishes or needs	14	35	31	8	0	319	3.26	Quite good
5 Mixue cafes have a diverse menu	20	29	32	7	0	326	3.70	Good
6 Mixue cafe products have complete attributes to make it easier to consume	17	20	28	15	8	287	3.26	Quite good
7 Mixue cafe has beautiful product design color	10	28	27	18	5	284	3.22	Quite good
8 Mixue cafe drink products have a distinctive aroma	9	24	32	17	6	277	3.14	Quite good
Total	**127**	**217**	**224**	**111**	**25**	**2,422**	**3.44**	

Source: Data processed by researchers (2021)

Based on table 6, it can be seen that the description of product quality on consumers of Mixue cafe Jl. Karapitan Bandung is in good category. It is proven by obtaining a score of 3.44, where the dimensions that get a high average score are performance, perceived quality, and characteristics or features. This shows that Mixue cafe consumers perceive product quality to be more inclined to the performance dimension, namely the comfortable Mixue cafe atmosphere, the perceived quality dimension is Mixue cafe products that have good taste quality, and the characteristics or privileges are Mixue cafes that have a diverse menu.

Meanwhile, the dimensions that get a low average value on product quality are the dimensions of conformity to specifications, and the beauty of the product which is categorized as quite good. This shows that the lack of fulfillment of consumer tastes regarding color design and cup design. overall product quality at Cafe Mixue Jl.

Karapitan, Bandung is categorized as good and can provide impetus to consumer purchasing decisions. So, these results prove that hypothesis number one can be accepted, namely "The quality of the products sold by Mixue is good.

Based on the recapitulation table of respondents' responses regarding product quality which has been presented above, calculations are carried out to describe, and show how much respondents' responses to each statement item are categorized into very good, good, sufficient, not good, very bad by using continuum line whose calculations are as follows:

Maximum index value = 5 x 8 x 88 = 3,520
Minimum index value = 1 x 8 x 88 = 704
Interval distance = (maximum value – minimum value): 5
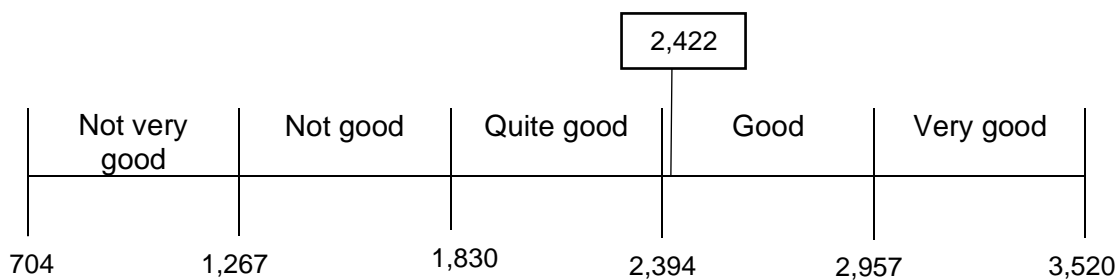= (3,520 – 704): 5 = 563.2
Actual score = 2,422

Figure 1. Continuum Line on Product Quality variable
Source: Data processed by researchers (2021)

The actual score obtained is 2,422, it shows the criteria that are included in the good category. Based on this, it can be said that the product quality at Mixue cafe is considered good. Furthermore, based on the results of the questionnaires that have been distributed, 5 statements were submitted to 88 respondents regarding prices. Then the results of the recapitulation of respondents' responses are obtained as follows:

Table 7. Recapitulation of Respondents' Responses Regarding Prices

Statement	Category Answer Weight					Actual Score	Average	Category
	5	4	3	2	1			
1 The prices offered by the Mixue cafe are affordable	2	10	53	22	1	254	2.88	Quite good
2 The price that Mixue cafe offers is within my means	1	20	45	13	9	255	2.89	Quite good
3 Mixue cafes have competitive prices with other similar products	2	27	40	15	4	272	3.09	Quite good
4 The price offered by the Mixue cafe is following the quality of the product	3	47	24	14	0	303	3.44	Good
5 The price offered by the Mixue cafe is following the benefits I get	1	24	45	18	0	272	3.09	Quite good
Total	**9**	**128**	**207**	**82**	**14**	**1,356**	**3.08**	

Source: Data processed by researchers (2021)

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Based on table 7 above, it can be seen that the price is in a quite good category. where the Dimension of Conformity of price with quality obtained the highest average value of 3.44 with a quite good category, this shows that the price offered by Mixue cafe is quite following the quality of the product. The dimension that gets the lowest value on the price variable, namely price affordability, gets an average value of 2.88 with a quite good category. this shows that there are still fewer consumers who think that the prices offered by the Mixue cafe are affordable. The overall price variable is categorized as quite good, so these results prove that the second hypothesis can be accepted, namely the price set on the products sold by Mixue is quite good.

Based on the recapitulation table of respondents' responses to the price that has been presented above, calculations are carried out to illustrate, and show how much respondents' responses to each statement item are categorized as good, sufficient, not good, very bad by using a continuum line whose calculation is as follows:

Maximum index value = 5 x 5 x 88 = 2,200
Minimum index value = 1 x 5 x 88 = 440
Interval distance = (maximum value – minimum value): 5
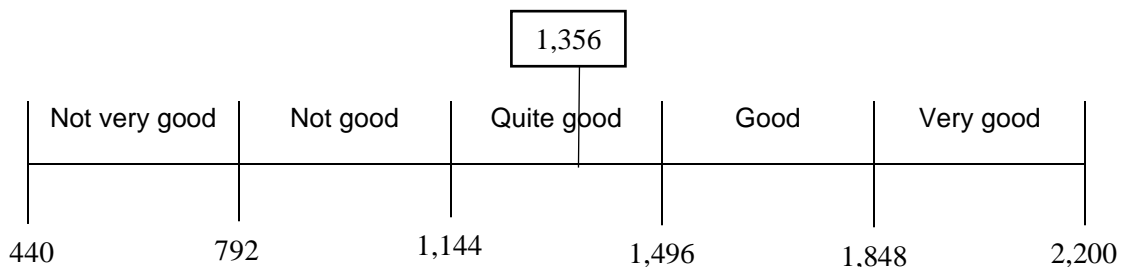= (2,200 – 440): 5 = 352
Actual score = 1,356

Figure 2. Continuum Line on Price Variables
Source: Data processed by researchers (2021)

The actual score obtained is 1,356, it shows the criteria that are included in the quite good category. Based on this, it can be said that the prices at the Mixue cafe are considered quite good. Then based on the results of the questionnaires that have been distributed to respondents by submitting 8 statements to 88 respondents regarding purchasing decisions. Then the results of the recapitulation of respondents' responses are obtained as follows:

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Table 8. Recapitulation of Respondents' Responses Regarding Purchase Decisions (Y)

Statement	Category Answer Weight					Actual Score	Average	Category
	5	4	3	2	1			
1 Buying Mixue cafe products because the quality offered is superior to other products	38	8	20	22	0	326	3.70	Good
2 Buy Mixue cafe products because they have benefits that can be obtained	53	8	22	5	0	373	4.23	Very good
3 Buying Mixue cafe products because of the quality of the products and the prices offered according to their needs and desires	2	60	6	20	0	308	3.5	Good
4 Buy Mixue cafe products because they are familiar with the brand	2	39	34	12	1	293	3.32	Quite good
5 Purchased Mixue cafe products because of the location on Jl. Karapitan Bandung is easier to reach	2	59	19	8	0	319	3.62	Good
6 Buy Mixue products because the products on the menu are always available	29	33	20	6	0	349	3.96	Good
7 I buy Mixue cafe products regularly every month	11	29	45	3	0	312	3.54	Good
8 I bought a cafe mixue product without planning	4	21	48	15	0	278	3.15	Quite good
9 Buying Mixue cafe products because there is a bonus voucher that can be used to get a discounted price	22	50	15	1	0	357	4.05	Good
10 Buying Mixue cafe products because it is easier to make payments via ovo, shoppepay, and gopay	20	49	18	1	0	352	4.00	Good
Total	**183**	**356**	**247**	**93**	**1**	**3,267**	**3.71**	

Source: Data processed by researchers (2021)

Regarding the decision to purchase Mixue cafe products for consumers of Mixue cafe branch Jl. Karapitan, Bandung based on table 8 it can be seen that this variable is categorized in the good category with a total score of 3.71. The dimensions of product choice in purchasing decisions get the highest average value, on one of the product choice indicators, namely buying Mixue cafe products because it has the benefits that can be obtained, it is categorized as very good, this gives an indication of a consumer awareness of the benefits obtained.

As for those who get the lowest average value, there is an indicator of the purchase time dimension, namely I bought a mixue cafe product without planning with an average value of 3.15, this shows that there are not many consumers who make purchases without planning, even though there is a quality dimension. product by obtaining the lowest to the highest value but overall consumer purchasing decisions Mixue cafe Jl. Karapitan, Bandung is categorized as good. This proves that the third hypothesis can be accepted, namely "Mixue consumer purchasing decisions are good".

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Based on the recapitulation table of respondents' responses to the purchase decision (Y) that has been presented above, calculations are carried out to describe, and show the overall category of variables by looking at how big the respondents' responses to each statement item are categorized as very good, good, enough, not good, very it is not good to use a continuum line whose calculation is as follows:

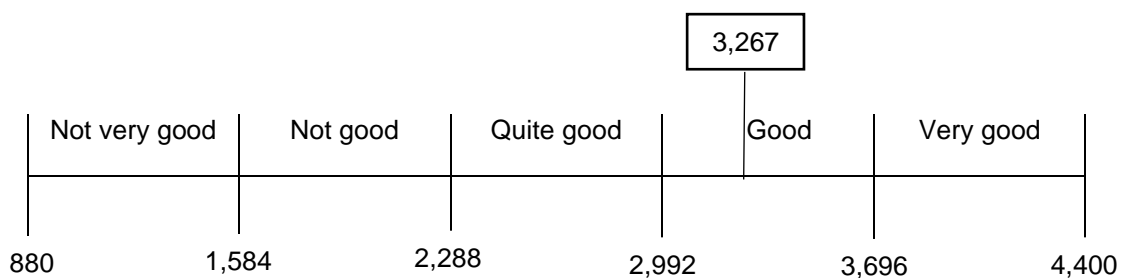|	
Maximum index value	= 5 x 10 x 88 = 4,400
Minimum index value	= 1 x 10 x 88 = 880
Interval distance	= (maximum value – minimum value): 5
	= (4,400 – 880): 5
	= 704
Actual score	= 3,267

Figure 3. Continuum Line on Purchase Decision Variables
Source: Data processed by researchers (2021)

The actual score obtained is 3,267, it shows the criteria that are included in the good category. Based on this, it can be said that the purchase decision at Mixue cafe is considered good. The results of the verification analysis using path analysis (path analysis) were carried out to determine the direct and indirect effect of each variable, the independent variable (x) on the dependent variable (y). The coefficient values obtained are then consulted into the table of criteria for measuring the closeness between variables, as follows:

Table 9. Criteria for Measurement of Closeness Between Variables

Coefficient Interval	Relationship Level
0.00 – 0.199	Very weak
0.20 – 0.399	Weak
0.40 – 0.599	Currently
0.60 – 0.799	Strong
0.80 – 1.000	Very strong

Source: Sugiyono (2018)

The variables contained in this study are Product Quality, Price, and Purchase Decision. The following is the calculation of the product-moment correlation coefficient using SPSS v21 software, which can be seen in the following table:

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Table 10. Correlation between Research Variables

Correlations		PRODUCT QUALITY	PRICE	PURCHASE DECISIONS
PRODUCT QUALITY	Pearson Correlation	1	.605**	.699**
	Sig. (2-tailed)		.000	.000
	N	88	88	88
PRICE	Pearson Correlation	.605**	1	.680**
	Sig. (2-tailed)	.000		.000
	N	88	88	88
PURCHASE DECISIONS	Pearson Correlation	.699**	.680**	1
	Sig. (2-tailed)	.000	.000	
	N	88	88	91
**. Correlation is significant at the 0.01 level (2-tailed).				

Source: Data processed by researchers (2021)

Table 10 shows the correlation between variables, it can be concluded that the correlation value between product quality variables (X_1) and price (X_2) is 0.605. In the classification correlation table, the correlation value is included in the strong category. The correlation value between product quality and Purchase Decision is 0.699. Based on the classification correlation table, the correlation value is included in the strong category. The correlation value between price and Purchase Decision is 0.680. Based on the classification correlation table, the correlation value is included in the strong category.

After the correlation coefficient between variables is obtained, the path analysis will then be calculated as follows:

Table 11. Path Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9,941	2,661		3,736	,000
PRODUCT QUALITY	,612	,117	,453	5,209	,000
PRICE	,779	,167	,405	4,658	,000
a. Dependent Variable: PURCHASE DECISIONS					

Source: Data processed by researchers (2021)

Table 11 above can be seen that in the Standardized Coefficients column there are respective path coefficients of the X1 and X2 variables to Y. The path coefficient of the product quality variable (X_1) to Purchase Decision (Y) is 0.453, this shows that the closeness between product quality variables and purchasing decisions is categorized as moderate. As for the price variable on the Purchase Decision that is equal to 0.405, this shows that the closeness between the price variable and the purchasing decision is categorized as moderate. Then the results are arranged in the form of a path diagram, which can be seen as follows:
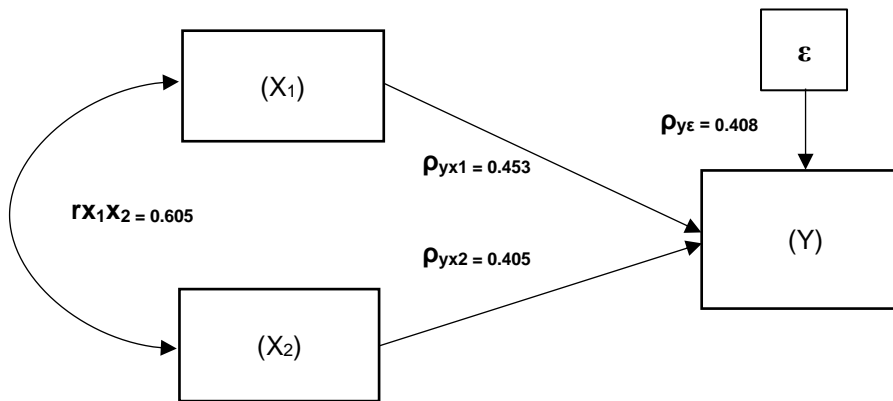
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Figure 4. Overall Path Diagram
Source: Data processed by researchers (2021)

Then calculated the magnitude of the influence of each variable, is as follows:

1. The Effect of variable X_1 on Y
   Direct effect $= \rho_{yx1}.\ \rho_{yx1}$
   $= 0.453.\ 0.453 \qquad = 0.205$
   Indirect effect, via X_1 $= \rho_{yx1}.\ rx_1x_2.\ \rho_{yx2}$
   $= 0.453.\ 0.605.\ 0.405 = 0.111+$

   Total Effect (0.205+0.111) $\qquad = 0.316$

2. The Effect of variable X_2 on Y
   Direct effect $= \rho_{yx2}.\ \rho_{yx2}$
   $= 0.405.\ 0.405 \qquad = 0.164$
   Indirect effect, via X_2 $= \rho_{yx2}.\ rx_1x_2.\ \rho_{yx1}$
   $= 0.164.\ 0.605.\ 0.453 = 0.111+$

   Total Effect (0.164 + 0.111) $\qquad = 0.275$

3. The total effect of variables X1 and X2 on Y
   Effect of X_1 on Y $= \rho_{yx1}$ $\qquad = 0.316$
   Effect of X_2 on Y $= \rho_{yx2}$ $\qquad = 0.275 +$

   Total Effect $\qquad = 0,591$

Other variables outside X1 and X2 are 0.408 or 40.8%. although the influence of product quality and price is low, both variables seen from the questionnaires that have been distributed are categorized as good for product quality and categorized as good enough for the price. In proving that product quality and price influence purchasing decisions either simultaneously or partially, it is necessary to partially and simultaneously test the hypothesis. Which the author presents below. Testing the magnitude of the effect partially or individually using test statistics which is used for the t-test with n-k-1 which means 88-2-1 = 85

H0: $\rho yx_1 = 0$, shows that there is no influence between Product Quality variables on Purchase Decisions

H1: $\rho yx_1 \neq 0$, shows that there is an influence of Product Quality variables on Purchase Decisions

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H0: $\rho yx_2 = 0$, shows that there is no influence between the Price variable on the Purchase Decision

H1: $\rho yx_2 \neq 0$, shows that there is an influence of the Price variable on the Purchase Decision

Table 12. Partial Testing of the Effect of Product Quality and Price on Purchase Decisions

Structural	Path Coefficient	T_{count}	T_{table}	Conclusion
ρyx_1	0.453	5.209	1.988	H0 is accepted, there is an influence between X1 and Y
ρyx_2	0.405	4.658	1.988	H0 is accepted, there is an influence between X2 and Y

Source: Data processed by researchers (2021)

As seen in table 12 above, the t_{count} of X1 is 5.209, and X2 is 4.658. then with (n-k-1), 88-2-1 = 85 which is located at the 0.05 probability level, the t_{table} value is 1.988, and the policy is as follows:

t_{count} of X1 which is 5.209 is greater than t_{table} of 1.988 which means that there is a positive and significant influence between X1 and Y. The results of this study indicate that the fourth hypothesis is acceptable which states "Product quality affects consumer purchasing decisions Mixue." Or in other words, the higher the coefficient of product quality, the higher the consumer's purchasing decisions at the Mixue cafe. These results are in line with the results of previous research conducted by Habibah & Sumiati (2016) and Hamidi & Prakoso (2018) where the results of this study indicate that the higher the quality coefficient of a product is the more frequent purchasing decisions are made by consumers.

Similarly, the t_{count} of X2 is 4.658, which is greater than t_{table} 1.988, meaning that there is a positive and significant influence between X2 and Y. Or in other words partially the price has a significant effect on consumer purchasing decisions for Mxue cafes. Where at a certain price level, if the benefits felt by consumers of Mixue cafes increase, then the value will increase. Thus, if the perceived value of Mixue cafe consumers is higher, the purchase decision will also be higher. These results are in line with previous research conducted by Arianto & Giovanni (2020) and (Putri, 2019) where the results of this study indicate that price has a positive and significant effect on purchasing decisions.

Based on the results of the verification research that has been described previously, it can be seen that the product quality and price variables have an influence on purchasing decisions (Y), or in other words, product quality and price together (simultaneously) have a significant effect on decision making. Mixue cafe consumer purchases. The magnitude of the influence of product quality and price on consumer purchasing decisions for Mixue cafes is 0.591 or 5.91%. This shows that the sixth hypothesis can be accepted which states "Product quality and price affect Mixue consumer purchasing decisions." That way the two variables, namely product quality and price, need to be considered as well as possible to maintain or improve purchasing decisions to provide even better achievements for Mixue cafes. These results are in line with previous research conducted by Rosita & Satyawisudarini (2017) where the results of this study indicate that the quality product and price together (simultaneously) have a significant effect on purchasing decisions.

To prove whether product quality and price have a simultaneous effect on purchasing decisions, hypothesis testing is carried out with the following conditions:

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H0: yx = 0, there is no correlation between product quality and price on purchasing decisions

H1: yx 0, there is a relationship between product quality and price on purchasing decisions.

Based on the description above, the test results can be seen, as follows:

Table 13. Simultaneous Testing of the Effect of Product Quality and Price on Purchase Decisions

	ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.	
1 Regression	2304,927	2	1152,464	61,709	,000 [b]	
Residual	1587,440	85	18,676			
Total	3892,368	87				
a. Dependent Variable: PURCHASE DECISIONS						
b. Predictors: (Constant), PRICE, PRODUCT QUALITY						

Source: Data processed by researchers (2021)

Based on the table 13 above, the F_{count} number is 61.709 with the provisions that = 0.05 and dk takes k (2), and dk numerator = (n-k-1) or 88-2-1 = 85, which is 3.10. So based on these results it can be said that the value of F_{count} (61.709) is greater than the value of F_{table} (3.10) which means H1 is accepted and there is a significant influence between product quality and price on purchasing decisions. These results automatically answer hypothesis number six which is suspected that product quality and price affect the purchasing decisions of Mixue cafe consumers.

CONCLUSION

Product quality at Cafe Mixue Jl. Karapitan, Bandung is good. However, several things are still considered lacking, including conformity to specifications, and product beauty. Likewise, the price is quite good, but some things are still considered lacking, including affordability of prices which are considered by consumers to be less affordable. Then the consumer's purchase decision is good. However, it is still not optimal because there are consumers who feel that they are not familiar with the Mixue brand.

Product quality has a significant influence on purchasing decisions. Price also has a significant influence on purchasing decisions. And product quality and price simultaneously (simultaneously) have a significant effect on consumer purchasing decisions at Mixue cafe Jl. Karapitan, Bandung.

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