



Research Article

Sweetening the Deal: Investigating the Impact of Product Quality and Price on Honey Purchase Behavior at PT Kembang Joyo Sriwijaya, Malang

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ABSTRACT

Consumer purchasing decisions are complex individual processes that involve numerous considerations before making a purchase. Product quality and price are two significant factors that influence consumer purchasing decisions. Understanding the influence of these factors is crucial for businesses seeking to improve their sales and meet the expectations of their customers. This study aims to investigate the impact of product quality and price on consumer purchasing decisions for honey at PT Kembang Joyo Sriwijaya Malang. The study employed a quantitative research design, using accidental sampling to select consumers who had purchased honey from the store more than once. Data was collected from 75 respondents, and structural equation modeling (SEM-PLS) was used to analyze the data. The analysis involved examining the relationship between product quality and price with consumer purchasing decisions. The findings of the study showed that product quality and price had a significant positive effect on consumer purchasing decisions. Product quality had a positive relationship with purchasing decisions, influencing 20.6% of the variance (path coefficient=0.206, t-statistic=2.410, p-value=0.016). Price had a stronger positive relationship, influencing 65.4% of the variance (path coefficient=0.654, t-statistic=10.534, p-value=0.000). These results suggest that both product quality and price are essential factors to consider when seeking to improve sales and meet customer expectations in the honey market at PT Kembang Joyo Sriwijaya Malang.

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INTRODUCTION

The process of making purchasing decisions is a crucial aspect of consumer behavior. Alma (2015) defines purchasing decisions as an internal process that leads individuals to purchase products with the intention of achieving satisfaction from their consumption. Conversely, Devi (2019) views buying decisions as a manifestation of consumer behavior in product use, wherein consumers tend to choose products with superior quality based on attributes such as features, price, design, packaging, branding, labeling, service support, and product line decisions. One of the most critical factors that consumers must consider when making purchasing

decisions is the quality of the products they intend to purchase. Tjiptono (2008) states that good product quality can positively impact purchasing decisions, as consumers tend to choose products that meet their expected quality standards. Additionally, price also plays a crucial role in the purchasing decision, as it represents the amount consumers are willing to pay for the product. The seller's price, in turn, reflects the value of the product being offered to consumers (Saufi, 2018). To remain competitive, companies must be aware of their current and future consumers' needs and expectations. Consumers, on the other hand, must undergo several stages before arriving at a purchase decision, which includes seeking information through various sources, comparing different products, and evaluating their options (Fitriani et al. 2020).

As time progressed, the trend of consuming food and products that prioritize both taste and health benefits has increased, including the consumption of honey. However, honey was not initially favored by Indonesians, as evidenced by its low consumption rate. This is due to the common misconception that honey is only useful for medicinal purposes. Moreover, the quality of honey available in the market is often not guaranteed, which is one of the primary reasons why consumers are hesitant to purchase honey products. Beekeepers who produce honey often employ marketing strategies that involve selling their products directly to consumers in bulk or bottled form. However, their products are often packaged unattractively and lack specific trademarks regarding shape and size. According to Tjiptono (2008), good product quality can positively influence consumers' purchasing decisions, as it aligns with their expectations of the product's quality.

PT Kembang Joyo Sriwijaya produces high-quality honey and has implemented strict processes to maintain its purity and authenticity. The company's honey products are popular among the public, especially in Malang City, for their health benefits. PT Kembang Joyo Sriwijaya places significant emphasis on the evaluation criteria for its honey products, specifically on their authenticity, and has implemented a continuous system to ensure consistency. The community in Malang, Indonesia, has recognized the quality of PT Kembang Joyo Sriwijaya's honey, leading to an increase in purchases of their products. The company markets its products through various channels, including Shopee, Tokopedia, Bukalapak, Lazada, Instagram, and Facebook, reaching consumers throughout Indonesia. To remain competitive in the market, PT Kembang Joyo Sriwijaya conducts daily production activities and continuously optimizes its products. Therefore, this research aims to investigate the effect of product quality and price on consumers' purchasing decisions for honey products at PT Kembang Joyo Sriwijaya in Malang City.

METHOD

The present study aimed to investigate the purchasing decisions of consumers who bought honey at PT Kembang Joyo Sriwijaya. The sampling technique employed in this study was accidental sampling, which is a non-probability sampling technique in which individuals who happen to be available at the time of data collection are included as participants (Sugiyono, 2015). The data collection methods used in this study were questionnaires, observations, interviews, and documentation. The sample consisted of consumers who had purchased honey from PT Kembang Joyo Sriwijaya Malang more than once. The sample size was determined using Hair's formula (Hair et al., 2017) as the population size was unknown. The formula recommends a sample size that is 5-10 times the number of indicators, and based on this, a sample size of 75 respondents was obtained. The collected data was analyzed using Structural Equation Modeling (SEM) through smartPLS 3.0 software, which was used to test the relationships between the variables in the proposed model.

RESULTS AND DISCUSSION

Research Hypothesis Testing

Validity Test

Convergent validity is a crucial aspect of construct validation, which involves assessing the correlation between each indicator and the construct. To establish the validity of the indicators, a correlation value of above 0.70 is considered acceptable. As recommended by Ghozali and Latan (2015), indicators with factor loading values above 0.70 are considered valid. To assess the validity of the indicators in the current study, the factor loading values were obtained from the outer loading table in SmartPLS 3.0, and the results are presented in the following table:

Table 1. Outer Loading

	X1	X2	Y
X1.1	0.710		
X1.2	0.751		
X1.3	0.711		
X1.4	0.800		
X1.5	0.704		
X2.1		0.775	
X2.2		0.728	
X2.3		0.728	
X2.4		0.770	
Y1.1			0.747
Y1.2			0.710
Y1.3			0.726
Y1.4			0.744
Y1.5			0.731
Y1.6			0.718

Source: Primary Data Processed (2022)

The convergence validity assessment of the study is displayed in Table 1, indicating that the outer loading values have met the requisite criteria for validity. The results demonstrate that the factor loading values are higher than 0.70, suggesting that the indicators on each variable are valid as they satisfy the loading factor criteria.

Discriminant Validity Test

The evaluation of discriminant validity involves analyzing the cross-loading between indicators and their respective constructs. A construct's validity is established if the correlation between the construct and its measurement item is larger than the correlation with other constructs. This indicates that the construct predicts the variance of the corresponding block more accurately than it predicts the variance of other blocks. As per Primabudi (2017), cross-loading analysis expects each indicator block to exhibit a higher loading for its corresponding latent variable than for the indicators of other latent variables. The outcomes of the cross-loading analysis are presented below.

Table 2. Cross Loading

	X1	X2	Y
X1.1	0.710	0.189	0.201
X1.2	0.751	0.114	0.164
X1.3	0.711	0.187	0.293
X1.4	0.800	0.136	0.373
X1.5	0.704	0.336	0.259
X2.1	0.164	0.775	0.570
X2.2	0.250	0.728	0.408
X2.3	0.203	0.728	0.356
X2.4	0.190	0.770	0.675
Y1.1	0.199	0.452	0.747
Y1.2	0.472	0.470	0.710
Y1.3	0.481	0.359	0.726
Y1.4	0.186	0.698	0.744
Y1.5	0.177	0.565	0.731
Y1.6	0.157	0.467	0.718

Source: Primary Data Processed, 2022

Table 2 displays the factor loading values for each indicator of the latent variable, indicating the degree to which the indicator correlates with its corresponding construct. The discriminant validity can be evaluated by comparing the loading values of each indicator associated with its corresponding construct and those associated with other constructs. As stated by Primabudi (2017), the indicator block is expected to have a higher loading for its corresponding latent variable than for other latent variables. The results suggest that each latent variable exhibits good discriminant validity, as the loading values for each indicator are greater when associated with their corresponding construct than with other constructs. This finding indicates that the latent variables possess measures that are highly correlated with their respective constructs, or in other words, the discriminant validity is achieved at the indicator level.

Outer Loading

In the bootstrapping results, the outer loading value represents the correlation between the indicators and the latent variables, and it is evaluated through the p-value to determine the significance of each indicator. If an indicator is found to be invalid, it should be removed from the loading factor value, and the calculation must be repeated. The validity of the indicators is presented in the outer loading table, which includes loading factors that indicate the strength of the correlation between the indicators and the latent variables. To be considered valid, the loading factor value must be higher than 0.7 (Trenngonowati & Kulsum, 2018). The following section presents the outer loading table along with their corresponding p-values.

Table 3. Outer Loading (P-Value)

	Sampel Asli	Sampel Mean	Standar Deviasi	T Statistik	P Value
X1.1 <- X1	0.710	0.676	0.115	6.159	0.000
X1.2 <- X1	0.751	0.717	0.119	6.296	0.000
X1.3 <- X1	0.711	0.691	0.123	5.796	0.000
X1.4 <- X1	0.800	0.802	0.082	9.718	0.000
X1.5 <- X1	0.704	0.685	0.128	5.489	0.000
X2.1 <- X2	0.775	0.771	0.051	15.320	0.000
X2.2 <- X2	0.728	0.720	0.085	8.613	0.000
X2.3 <- X2	0.728	0.725	0.087	8.411	0.000
X2.4 <- X2	0.770	0.775	0.045	17.299	0.000
Y1.1 <- Y	0.747	0.745	0.059	12.690	0.000
Y1.2 <- Y	0.710	0.710	0.071	10.005	0.000
Y1.3 <- Y	0.726	0.730	0.054	13.521	0.000
Y1.4 <- Y	0.744	0.744	0.059	12.656	0.000
Y1.5 <- Y	0.731	0.728	0.074	9.839	0.000
Y1.6 <- Y	0.718	0.712	0.081	8.905	0.000

Source: Primary Data Processed (2022)

Table 3 presents the results of the validity tests, which include construct validity, discriminant validity, and bootstrapping loading (p-value). Invalid indicators should be removed from the loading factor, and the factor should be recalculated. This finding aligns with prior research by Jumardi et al. (2015). The loading factor values for all indicators on each construct exceeded the 0.7 threshold, indicating that convergent validity was achieved.

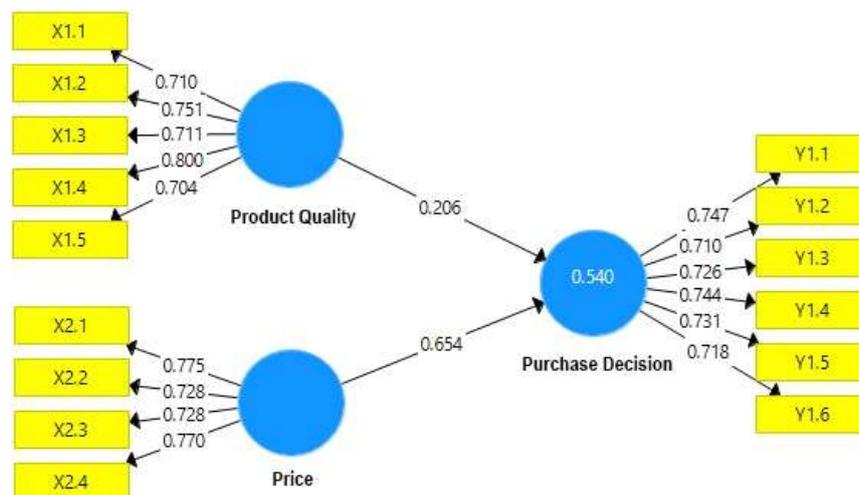


Figure 1. SEM Analysis Results
 Source: Primary Data Processed (2022)

Outer Model

The outer model for exogenous latent variables of Product Quality (X1) in the basic equation model can be observed. The model in the figure presents the effect value of product quality (X1) from each indicator, including X1.1 (71.0%), X1.2 (75.1%), X1.3 (71.1%), X1.4 (80.0%), and X1.5 (70.4%).

The basic equation model for the outer model of the exogenous latent variable, namely Price (X2), is presented in the figure. The results indicate that the effect value of price is 77.5% for indicator X2.1, 72.8% for indicator X2.2, 72.8% for indicator X2.3, and 77.0% for indicator X2.4.

The outer model basic equation model for the latent variable Purchase Decision (Y) is presented in the figure. The impact of Purchase Decision (Y) can be explained by its effect on indicator Y1.1, which is 74.7%, Y1.2 is 71.0%, Y1.3 is 72.6%, Y1.4 is 74.4%, Y1.5 is 73.1%, and Y1.6 is 71.8%.

Construct Reliability Test

The construct reliability test aims to assess the level of reliability of the research variables. To evaluate reliability, composite values of the construct are examined. The measurement is considered reliable when it has a Cronbach's alpha coefficient and composite reliability of over 0.6, as stated by Ghazali and Latan (2015). Table 4 presents the values of Cronbach's alpha and composite reliability:

Table 4. Cronbach's Alpha dan Composite Reliability

Construct	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
X1	0.796	0.774	0.838	0.564
X2	0.752	0.832	0.872	0.532
Y	0.825	0.819	0.855	0.542

Source: Primary Data Processed (2022)

Table 4 presents the Cronbach's alpha and composite reliability values for the X1, X2, and Y variables. The values are above 0.6, indicating the variables' reliability. The structural model aims to assess the relationship between variables and the constructs they represent, as proposed by Junianto et al. (2020).

Hypothesis Test (Path Coefficient)

To determine the significance of the relationship between variables, it is necessary to use a bootstrapping procedure. This procedure involves resampling the entire original sample. The research hypothesis can be deemed valid if the P value is less than 0.05 or the T statistic is greater than 1.96 (Parhusip et al., 2021).

Table 5. Path Coefficient Test

	Original Sample	Sampel Mean	Standard Deviation	T Statistic	P Value
X1 => Y	0.206	0,220	0,085	2.410	0.016
X2 => Y	0.654	0,659	0,063	10.534	0.000

Source: Primary Data Processed (2022)

According to the results presented in Table 5, the following conclusions can be drawn:

1. The effect of product quality on consumer purchasing decisions is positive and significant, as evidenced by a p-value of 0.016, which is less than the significance level of 0.05, and a t-statistic of 2.410, which is greater than 1.96. The original sample (path coefficient) value of 0.206 indicates a positive relationship direction. These findings suggest that consumers are satisfied with the product quality in terms of its shape, style, durability, suitability, and characteristics.
2. Price also has a positive and significant impact on consumer purchasing decisions, as indicated by a p-value of 0.000, which is less than the significance level of 0.05, and a t-statistic of 10.534, which is greater than 1.96. The original sample (path coefficient) value of 0.654 indicates a positive relationship direction. These results suggest that consumers are satisfied with the price in terms of its compatibility with product quality, affordability, benefits, and competitiveness.

Basic Equations of the Inner Model

The equation formula used in a study with smartPLS can be stated generally as follows:

$$Y = aX1 + bX2 + e$$

Where:

- Y = variation in consumer decisions
- a,b = coefficient of influence of exogenous variables on endogenous variables
- X1 = product quality variable
- X2 = price variable
- e = model error

Table 6 displays the results of the original sample test for path coefficients. The coefficient values for product quality (X1) and price (X2) are 0.206 and 0.654, respectively. Hence, the equation can be expressed as follows:

$$Y = 0.206X_1 + 0.654X_2 + e$$

Based on the data presented in the research, it can be concluded that:

1. the product quality coefficient of 0.206 indicates that product quality (X1) has the capacity to explain consumer decisions (Y) by 0.206 or 20.6%.
2. the price coefficient of 0.654 illustrates that the price variable (X2) can explain 65.4% of consumer decisions (Y).

Structural Model Evaluation

Structural model evaluation involves three methods, including analyzing the R-square value, Model Fit, and F-square test results as outlined below:

Results of Adjusted R-square Test

The R-square value measures the predictive power of the structural model for each endogenous latent variable. Any changes in the R-square value can be utilized to understand the impact of specific exogenous latent variables on endogenous latent variables that have a significant effect. The model strength can be determined by the R-square values of 0.67, 0.33, and 0.19, which signify strong, moderate, and weak models, respectively (Imam, 2009). A higher R-square value indicates a better predictive model for the proposed research model.

Table 6. R-square Test

	R-square	Adjusted R-square
Y	0.540	0.527

Source: Primary Data Processed (2022)

According to Table 6, the adjusted R-square value is 0.527, indicating that 52.7% of the variation in the consumer decision variable can be explained by the independent variables of product quality and price. Therefore, it can be inferred that both product quality and price significantly influence consumer purchasing decisions.

1. Results of Model Fit Test (NFI)

To test the fitness of the model, the Normed Fit Index (NFI) is employed. The NFI is a measure of how well the model fits the base or zero. If the value of NFI exceeds 0.957, it indicates that the model fits well in comparison to the baseline.

2. Model Fit Test (NFI)

According to the results of the model fit test, the Normed Fit Index (NFI) value is 0.524, which is below the cut off value of 0.957. Therefore, it can be concluded that the model is not a good fit, indicating that it is unable to accurately represent the observed data.

3. Results of F-square Test

The f-square test is used to determine if there is a combined influence on the dependent variable. This test measures the relative impact of an exogenous variable on an endogenous variable. As explained by Jufrizen and Lubis (2020), it is a useful measure for assessing the influence of an independent variable on the dependent variable.

Table 7. F-square Test

	X1	X2	Y
X1			0,086
X2			0,865
Y			

Source: Primary Data Processed (2022)

Table 7 presents the influence of product quality (X1) and price (X2) on consumer decisions (Y). The f-square values indicate the relative impact of the independent variables on the dependent variable. The results show that the effect of product quality (X1) on consumer decisions (Y) is 0.086, indicating a moderate influence as the f-square value is greater than 0.02. Similarly, the effect of price (X2) on consumer decisions (Y) is 0.865, which also has a moderate influence as the f-square value is greater than 0.02.

The Effect of Product Quality on Purchasing Decisions

The Path Coefficient Test reveals that product quality has a significant influence on purchasing decisions. The p-value of 0.016, which is less than the significance level of 0.05, and the t-statistic of 2.410, which is greater than the critical value of 1.96, indicate that product quality positively and significantly affects purchasing decisions. The path coefficient value of 0.206, obtained from the original sample, demonstrates that product quality (X1) can explain 20.6% of the variance in purchasing decisions (Y) in a positive direction. These results provide evidence that product quality significantly influences purchasing decisions, implying that product quality has a direct impact on purchasing decisions. Consumers tend to make faster and more stable purchasing decisions when the product packaging is diverse in form and size, visually appealing, has a longer storage period, appropriate specifications, and is environmentally friendly.

Honey product from PT Kembang Joyo Sriwijaya has a competitive advantage over other honey products sold in the market due to its appealing characteristics. Unlike other honey products that are packaged in unattractive bottles or sold in bulk without a particular brand, shape, or size, PT Kembang Joyo Sriwijaya honey is guaranteed to be hygienic and superior in quality. Consumers not only purchase products but also consider the benefits and uses of the products. The proposed questionnaire indicators for product quality variables include various types of honey with distinct shapes and sizes, attractive product packaging, extended shelf life, clear specifications of the benefits provided, and environmentally friendly packaging for each product.

The present study provides evidence supporting the acceptance of H1 and rejection of H0, indicating that product quality has a positive and significant influence on honey purchasing decisions at PT Kembang Joyo Sriwijaya. Therefore, product quality has a strong impact on consumers' purchasing decisions for honey products. These findings are consistent with previous research by Kurniawan and Mashariono (2021) and Kiswanto et al. (2019), indicating that product quality is an essential factor affecting purchasing decisions. Consumers prefer high-quality honey products that meet their needs and preferences. The better the quality of the products, the more likely consumers will decide to purchase them, especially for basic needs products like food and beverages (Tedjakusuma et al., 2001).

The Effect of Price on Purchasing Decisions

The results of the Path Coefficient Test indicate a significant effect of price on purchasing decisions. The statistical analysis revealed a p-value of 0.000, which is less than the significance level of 0.05, and a t-statistic of 10.534, exceeding the critical value of 1.96. The original sample value (path coefficient) of 0.654 indicates a strong positive relationship between price (X1) and purchasing decisions (Y), with price explaining 65.4% of the variation in purchasing decisions. These findings demonstrate that price is a crucial factor that influences purchasing decisions of honey products. The results are consistent with prior research by Kiswanto et al. (2019), which reported a significant effect of price on purchasing decisions. Consumers tend to consider price when making purchasing decisions, especially for basic needs such as food and drinks (Tedjakusuma et al., 2001).

The determination of the intended target market can be based on the price of the product. For PT Kembang Joyo Sriwijaya, the target market is middle-class consumers, hence the price of its honey products is relatively affordable, ranging from 15,000 to 200,000 Rupiah. These prices are in line with consumer expectations and purchasing power, and they can compete with similar products in the market. The findings from the questionnaire indicate that the price matching the quality, affordability, and benefits positively influences consumers' purchasing decisions. A competitive price also has a significant effect on increasing consumer purchasing decisions. According to Virawan (2013), price is the amount of money consumers pay to obtain goods and services from the party offering them.

In the context of PT Kembang Joyo Sriwijaya, price sensitivity is influenced by the perceived differentiation between competing products. In situations where products are seen as similar, consumers tend to choose the product with the lowest cost. The level of information provided to consumers regarding competing products and their respective prices directly affects their price sensitivity. When consumers are presented with simple comparisons of product options, it enables them to assess the value of different products and decide on their

willingness to pay. Therefore, price is a key factor influencing purchasing decisions at PT Kembang Joyo Sriwijaya. Kotler and Armstrong (2008) suggest that consumers seek products that offer them the best value in terms of benefits received for the price paid.

The present study provides evidence to support the acceptance of H2 and rejection of H0, indicating that price positively and significantly affects honey purchasing decisions at PT Kembang Joyo Sriwijaya. These results demonstrate that the price variable is a key determinant of honey purchasing decisions among consumers of PT Kembang Joyo Sriwijaya. Consistent with prior research, Firmansyah (2019) reported a positive and significant effect of price on purchasing decisions, with affordability being the most accepted aspect of price among consumers. Similarly, Safitri and Nani (2021) found a significant positive effect of price on purchasing decisions.

CONCLUSION

Based on the results of the research conducted at PT Kembang Joyo Sriwijaya Malang, it can be concluded that both product quality and price have a positive and significant impact on honey purchasing decisions. The study shows that product quality significantly influences consumers' purchasing decisions, as consumers tend to buy high-quality honey products. Similarly, price also significantly affects consumers' purchasing decisions, as consumers are more likely to purchase products that are affordable and provide good value for the price. The findings of this study are consistent with previous research that has shown the importance of product quality and price in consumer purchasing decisions. Overall, these results can be used by PT Kembang Joyo Sriwijaya Malang to develop effective marketing strategies that emphasize product quality and price to attract and retain customers.

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