

The Effect of Quality Perception and Consumer Attitude on Purchasing Decision

(Study on Consumer Who Purchased and Consumed Soy Sauce ABC in Buleleng District)

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ABSTRACT

The purpose of this study was to obtain explanatory findings that were tested on the effect of (1) quality perception and consumer attitude on purchasing decisions, (2) quality perception on consumer attitude, (3) quality perception on purchasing decisions, (4) consumer attitude on purchasing decisions. This study used a causal quantitative research design. Data were collected by questionnaire and analyzed by path analysis. The results showed that there was a significant effect of (1) quality perception and consumer attitude on purchasing decisions of 84.4%, (2) quality perception on consumer attitude of 76.5%, (3) quality perception on purchasing decisions by 50%, and (4) consumer attitude on purchasing decisions of 44.6% in consumers who purchased and consumed soy sauce ABC in Buleleng District.

Keywords: *Quality perception, Consumer attitude, Purchasing decision.*

1. INTRODUCTION

Economic developments in the current era globalization make every company must be able to compete with each other. Companies engaged in the goods and services industry are required to be able to improve their performance in order to attract the attention of consumers and seize market share. Companies engaged in the food industry in Indonesia always undergoes developments, one of which is the soy sauce industry. It is one of the industries that has considerable opportunities with increasing competition.

Soy sauce is food ingredient usually used as a flavoring and complement to a dish. It is trusted by the Indonesian people to add a delicious and savory taste to a dish. Typical Indonesian food is identical to dishes made from soy sauce. Viewing these opportunities, producers are competing with each other to create a soy sauce product to captivate the hearts of consumers who are soy sauce fans. Soy sauce producers in Indonesia compete with each other to create a soy sauce product

with the best quality with the best ingredients therefore producers always claim that their soy sauce is the number one soy sauce. In Indonesia, there are various soy sauce products in the market, ranging from traditional soy sauces that can be found in local shops to soy sauces with national brands that can be found in most stores in Indonesia. Soy sauce ABC is one of the most well-known soy sauce products in the Indonesian market, but its current existence can be defeated by competing products. It can be proven by its value in the Top Brand Index.

Top Brand Index shows that the value product of soy sauce ABC decreased from 2017 to 2020. It is inversely proportional to the value of competing products such as soy sauce Bango which underwent a significant increase and Sedaap and Indofood which fluctuated from 2017 to 2020. In 2017 - 2018, the value of soy sauce ABC decreased by 5.2%. In the following year, 2018 - 2019, it increased slightly by 0.3% and in 2019 - 2020 there was a decrease of 4.7%. Its competitor products cannot be underestimated because they can steal their

customers from ABC. It is evidenced by a significant increase in its competitor products, Bango, and fluctuations in Sedaap and Indofood in 2017 - 2020.

The decrease in the product value of Soy Sauce ABC in the Top Brand Index is thought to be due to decreased quality perceptions and consumer attitude that affect purchasing decisions on soy sauce ABC. [1] stated that the perception of the overall quality of a product or service can determine the value of the product or service and have a direct effect on consumer purchasing decisions and their loyalty to the brand. In addition, according to [2] the quality perception perceived by consumers affects the consumer's willingness to purchase a product. This is supported by a study conducted by [3] which proved that perception had a positive and significant effect on purchasing decisions so that the better and higher a person's perception is, the higher his decision to make a purchase. However, this is different to the results of study by [4] which stated that perception had no significant effect on purchasing decisions. The research findings reported by [5] and [6] verify the preceding role of perceived quality and suggest a direct effect of perceived quality on consumer satisfaction. Thus, it is expected that the higher the perceived quality of a product, the higher the consumer satisfaction. There is no agreement however, on whether there is an interaction effect between perceived quality and satisfaction. For some researchers no interaction effect exists between the two concepts [7]

[8] mentioned that attitude is a learned tendency to respond to an object in the form of liking or disliking. Attitude is an evaluation, a person's feelings and tendencies of someone's actions towards favorable or unfavorable and long-lasting actions towards a particular object or idea. Consumer attitude is an important psychological factor that marketers need to understand because attitude is considered to have a positive and strong correlation with behavior. In relation to consumer behavior, attitude is very influential in determining a product, brand and service. Consumers who like or have a positive attitude towards a product tend to have a strong desire to choose and purchase the product they like and this is in line with study carried out by [3] which stated that attitude had a positive and significant effect on purchasing decisions so that the better one's attitude towards the existence of a product, the greater his action to make a purchase. But it is inversely proportional to the results of research by [9] which stated that consumer attitude partially have no significant effect on purchasing decisions.

2. METHOD

The type of data used in this study is quantitative data i.e. data that can be calculated or in the form of numbers. While viewed from the source, data used in

this study is primary data i.e. data obtained directly from the object under study. The data includes quality perceptions, consumer attitude, and purchasing decisions on consumers who purchase and consume soy sauce ABC in Buleleng District which obtained from answers to questionnaires distributed to respondents and processed by researchers

Since the number population of soy sauce ABC consumers was unknown, this study used purposive sampling technique, which is a sampling technique with certain criteria. The criteria for selecting the sample are: (1) Consumers lived in Buleleng Subdistrict who purchased and consumed Soy Sauce ABC at least 2 times in 1 month, (2) Consumers aged over 17 years. As for the research sample size, [10] stated that the number of samples in the study depends on the number of estimated parameters. The guideline is 5-10 times the number of estimated indicators. In this study, indicators used was 12 thus the minimum number of respondents is 5×12 statement items = 60 respondents, while the maximum number is 10×12 statement items = 120 respondents. This study took a sample of 100 respondents who were the consumers of soy sauce ABC in Buleleng District.

This study comprised literature research and field research for data collection. Literature research was conducted by obtaining data regarding Soy Sauce ABC market share from top brand awards as well as theoretical basis from books and previous studies. As for field research, it was carried out by obtaining data through questionnaires distribution. Questionnaires were distributed to consumers who purchased and consumed ABC in Buleleng District. The questionnaire, as an ordinal data collection instrument, is an elaboration of variable indicators in which before being used to collect data in the field must first be tested for its validity and reliability. Validity refers to the extent to which the instrument can be used to measure what is intended to be measured, while reliability refers to the extent to which the measurement instrument can be trusted or reliable [11].

The data analysis technique used was path analysis, which is used to analyze the pattern of indirect relationships. Path analysis is an extension of multiple linear regression analysis, or the use of regression analysis to estimate causality between variables that have been previously determined based on theory [12] It is used to determine the total influence and the direct and indirect influence of the quality perception and consumer attitude variables towards purchasing decisions on consumers who purchased and consumed soy sauce ABC in Buleleng District. To ensure the quick and accurate data processing, it was performed using SPSS for Windows version 16.0. The steps were as follows (1) processing ordinal data into intervals with sequential interval method (Method of Successive

Internal); (2) determining the structure of the relationship between variables based on the framework diagram; (3) calculating a simple correlation coefficient based on existing data.

3. RESULTS & DISCUSSION

The analytical model used in this study was path analysis. It is used to determine the effect of independent variables, in this case, the quality perception and consumer attitude on the dependent variable i.e. consumers purchasing decisions who purchased and consumed soy sauce ABC in Buleleng District. Statistical calculations were carried out by entering numbers in each variable, in which the ordinal data was first transformed into interval data. Based on Path Analysis statistical test using the SPSS for Windows version 16.0, the following calculation results are obtained: (1) $R_{y_{x_1x_2}}$ is 0.844 which means that there is an influence of the quality perception and consumer attitude variables towards purchasing decisions by 0.844 (84.4%); (2) $R^2_{y_{x_1x_2}}$ is 0.712 which means the contribution of influence between the quality perception and consumer attitude variables towards purchasing decisions is 0.712 (71.2%); (3) $P_{y_{x_1}}$ is 0.500 which means that there is an influence of the quality perception variable on purchasing decisions by 0.500 (50%); (4) $P^2_{y_{x_1}}$ is 0.250 which means that the contribution of the quality perception variable on purchasing decisions is 0.250 (25%); (5) $P_{y_{x_2}}$ is 0.446 which means that there is an influence of the consumer attitude variable on purchasing decisions by 0.446 (44.6%); (6) $P^2_{y_{x_2}}$ is 0.198 which means that the contribution of the consumer attitude variable to purchasing decisions is 0.198 (19.8%); (7) $P_{x_2x_1}$ is 0.765 which means that there is an influence of the quality perception variable on consumer attitude by 0.765 (76.5%); (8) $P^2_{x_2x_1}$ is 0.585, which means that the contribution of the quality perception variable to consumer attitude is 0.585 (58.5%); (9) $P_{y_{\epsilon_2}}$ is 0.156 which means that the relationship between other variables on purchasing decisions is 0.156 (15.6%); (10) $P_{x_2\epsilon_1}$ of 0.235 which means that the relationship between other variables and consumer attitude is 0.235 (23.5%).

Based on F test, the value F is 119.737 with a significance of $0.000 < 0.05$. Thus it can be concluded that there is an influence of the quality perception and consumer attitude variables on purchasing decisions of soy sauce ABC on consumers who purchased and consumed soy sauce ABC in Buleleng District altogether. The t value on the quality perception variable on consumer attitude is 11.768 with a significance of $0.000 < 0.05$. Therefore, it can be concluded that there is an influence of the quality perception variable on consumer attitude. t value for the quality perception variable is 5.687 with a significance of $0.000 < 0.05$. Hence it can be concluded that there is an influence of quality perception variable on purchasing decisions. t

value for the consumer attitude variable is 4.913 with a significance of $0.000 < 0.05$. Thus there is an influence of consumer attitude variable on purchasing decisions.

This study showed that quality perception and consumer attitude variables altogether and significantly affected the purchasing decisions of soy sauce ABC on consumers who purchased and consumed soy sauce ABC in Buleleng District. It was proven that 84.4% of soy sauce ABC purchasing decisions on consumers who purchased and consumed soy sauce ABC in Buleleng District were influenced by quality perception and consumer attitude. This is in accordance with theory from [8] that the first factor in making purchasing decisions is based on the consumer's mind which includes consumer needs or motivations, perceptions, attitude, and consumer characteristics which include: demographics, lifestyle and personality.

The results of this study is similar to empirical study conducted by [13] which found that quality perception and consumer attitude have a significant effect on purchasing decisions. The better the perception of quality and consumer attitude towards a product, the greater his decision to make a purchase.

This study on the effect of quality perception on consumer attitude showed that quality perception had a positive and significant effect on consumer attitude of soy sauce ABC on consumers who purchased and consumed soy sauce ABC in Buleleng District. This is in line with [8] which states that the consumer perception will affect their attitude and behavior in purchasing. The formation of the right perception on consumers causes them to have an impression and give the right assessment. It is based on this perception that consumers are interested and make a purchase. Furthermore this finding is also supported by an empirical study conducted by [9] which proved that quality perception had a positive and significant effect on attitude. The better a person's perception, the better his attitude towards a product.

The results of the study on the effect of quality perception on purchasing decisions indicated that quality perception had a positive and significant effect on purchasing decisions of soy sauce ABC on consumers who purchased and consumed soy sauce ABC in Buleleng District. This is in line with the theory mentioned by [1] that the perception of brand quality is the customer's perception of the overall quality or superiority of a product or service related to what is expected by the customer. Perceptions of the overall quality of a product or service have a direct effect on consumer purchasing decisions and their loyalty to the brand. An empirical study conducted by [3] also similar to this result where it indicated that perception had a positive and significant effect on purchasing decisions. The better and higher a person's perception, the higher his decision to make a purchase.

The further results of this study regarding the influence of consumer attitude variable on purchasing decisions showed that consumer attitude had a positive and significant effect on purchasing decisions of soy sauce ABC on consumers who purchased and consumed soy sauce ABC in Buleleng District. According to [8] attitude are very influential in determining a product, brand and service. Consumers who like or have a positive attitude towards a product tend to have a strong desire to choose and purchase the product they like. Furthermore an empirical study conducted by [6] showed that consumer attitude had a positive and significant effect on purchasing decisions. The better a person's attitude towards the existence of a product, the greater his action to make a purchase.[4]

4. CONCLUSION

There are several conclusions based on this study: (1) There is an influence of quality perception and consumer attitude towards purchasing decisions of soy sauce ABC on consumers who purchased and consumed soy sauce ABC in Buleleng District altogether. Hence those two variables, quality perception and consumer attitudes altogether influence consumers in determining purchasing decisions; (2) There is an effect of quality perception on consumer attitudes of ABC soy sauce on consumers who purchased and consumed soy sauce ABC in Buleleng District. It indicates that the consumers quality perception affects consumer attitude towards a product so that the final decision to purchase is formed; (3) There is an influence of quality perception on purchasing decisions of soy sauce ABC on consumers who purchased and consumed soy sauce ABC in Buleleng District. It shows that consumer perception of product quality which is in accordance with what is expected affects consumers in buying a product; (4) There is an influence of consumer attitude on purchasing decisions of soy sauce ABC on consumers who purchased and consumed soy sauce ABC in Buleleng District. It shows that consumer attitude has an influence in determining a product that consumers want to buy.

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