


The Influence of Product Quality and Customer Satisfaction on Purchasing Decisions at UD Kita Maju (Surya Mas Housing Complex)

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Article Info	ABSTRACT
<p>Keywords: Internal factors External factors Purchasing decisions</p>	<p>This research discusses the implementation of Personal Selling, by parties here to stop by in an effort to increase sales. The problems taken are how to implement Personal Selling, as well as the obstacles and efforts to increase sales. The problems taken are how to apply personal selling, as well as the obstacles and constraints experienced in implementing personal selling. This study aims to find out the strategy used by let's stop by, namely to know and understand product knowledge, and understand the hearts of consumers first. The media used in implementing personal selling strategies are door to door media, telephone media, social media. This research method is descriptive research with a qualitative approach. Data collection was carried out by observation and interview techniques. Researchers use source triangulation to check the validity of research data. Data analysis in this study uses 3 components, namely data reduction, data presentation, and drawing conclusions. The results of the study show that Let's Stop Vegetarian applies the dimensions of Relationship, Value, Trust, Empathy and their indicators.</p>
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INTRODUCTION

Today's economic development is experiencing a setback so that it has a lot of impact on every company that has the type of business in the same field. Every business actor in each business category is required to be sensitive to any changes that occur and to place an orientation towards customer satisfaction as the main goal. So that in this condition, companies must be able to keep up with changes and developments that can occur at any time, not only in the economic field, which are affected, even in other fields, such as politics, social and culture. In the pandemic era that has been going on for the past 2 years, the economy and finances are slowly becoming stable. Rapid progress in economic development

will directly affect development and enhance development in the property sector throughout the world.

One of the most basic human needs is housing. A house as a place to live is one of the basic human needs besides clothing and food. Every human being needs a home for shelter and as a place for gathering and family activities to take place. As well as a means of investment. Carrying out promotions properly and on target is the task of the marketing manager, for this reason a promotion mix is needed in order to determine what kind of promotions must be carried out appropriately to get consumers. Purchasing decisions are actions taken by customers to buy a product (Arwin, et al., 2022). Every community certainly has different views. Therefore, every view or assessment of the house and the location of the house depends on the tastes and needs of each consumer. Every housing complex that you want to establish or build must think carefully about whether the housing is strategic or not.

If a company uses a product that is not of good quality, then if in the future the housing experiences problems, the company will get into trouble because it is not in accordance with what they say, companies are required to be able to create a product that can compete with other products if they want to survive in the current competition. business (Arwin, et al., 2022). Because for consumers the quality of the product is most important, in building a house, of course, you have to be really thorough, the product must also be good. Product quality is very important to determine the level of customer satisfaction. Good product quality can be a competitive advantage in retail companies. Everyone before buying something must do a lot of consideration first, such as whether the house we buy is in accordance with our budget or the house is comfortable for us or not. Buying a housing, of course, must be in detail and we must consider it properly and wisely because the house is where we live forever, as the saying goes "No matter how far we go, of course we will still return to where we started, namely home.

Customer satisfaction, namely as the customer's reaction to the customer's perceived discrepancy between expectations and the actual performance of the service. Satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the results of a service and his expectations (Arwin & Muryati, 2018). Consumer satisfaction is the main goal in the success of his business. The creation of customer satisfaction can provide several benefits, including the relationship between companies and consumers to be harmonious, providing a good basis for repeat purchases and creating customer loyalty and forming word of mouth recommendations that can benefit the company.

This research was conducted to examine objects in the Surya Mas housing complex, which is located in the East Kisaran area, which is under the auspices of the developer company UD. Kita Maju, the company is engaged in the property sector and has done a lot of housing construction, especially in the city of Kisaran, which always tries to provide the best service and quality for people who need a safe and strategic place to live, the company always puts customer satisfaction first, the motto company is if the customer is satisfied then we are happy too. Therefore, product quality has a big influence on consumer decisions, consumers certainly want a house that they really dream of, therefore companies must also try their best to make the house the safest and best shelter. However, there are problems with housing consumers at Surya Mas, namely "the quality of the products used by the complex is still not

good enough because the roads outside the house that are often passed by cars are damaged, the housing complex has a less security system due to the absence of a security guard on duty and for the housing complex This has a relatively high price, which makes consumers dissatisfied with housing from Surya Mas. This also causes a decrease in purchasing decisions at UD Kita Maju.

Product quality is the ability of a product to carry out its functions including durability, reliability, accuracy, convenience, operation and repair of a product and other valuable attributes (Daga, 2018).

This product quality indicator consists of seven sections as follows (Daga, 2018):

1. Performance
Associated with the characteristics, basic operations of a product.
2. Durability
How long or the age of the product in question lasts before the product is replaced.
3. Conformance to Specification
The extent to which the basic operating characteristics of a product meet certain specifications from consumers or no defects are found in the product.
4. Features
Product characteristics designed to improve product functionality or increase consumer interest in the product.
5. Reliability
The probability that the product will work satisfactorily or not within a period of time. The less the possibility of damage, the more reliable the product is.
6. Aesthetics
Related to how the appearance of the product can be seen from the appearance, taste, smell and shape of the product.
7. Perceived quality
The results of using measurements are carried out indirectly because there is a possibility that consumers do not understand or lack information about the product in question. So consumer perceptions of products are obtained from price, brand, advertising, reputation and country of origin.

Customer satisfaction is the level of consumer feelings after comparing what is received and what is expected (Indrasari, 2019).

Customer satisfaction consists of several indicators as follows (Indrasari, 2019):

1. Conformity of expectations, namely satisfaction is not measured directly but is concluded based on the suitability or discrepancy between customer expectations and actual company performance.
2. Interest in revisiting, namely customer satisfaction is measured by asking whether the customer wants to buy or re-use the company's services.
3. Willingness to recommend, namely customer satisfaction is measured by asking whether the customer will recommend the product or service to other people, such as family, friends, and others.

Purchasing decision is a consumer decision that is influenced by the financial economy, technology, politics, culture, and 7P (Physical Evidence, Product, Price, Place, Promotion, People, and Process) so as to form an attitude in consumers to process all information and draw conclusions. in the form of a response that appears to the product to be purchased (Irwansyah, 2021).

There are four indicators of purchasing decisions as follows (Irwansyah, 2021):

1. Product Selection
Consumers can make decisions to buy a product or use their money for other purposes.
2. Brand Selection
Consumers must determine which brand to buy, each brand has its own differences.
3. Purchase Channel Selection (Dealer Choice)
The consumer must make a decision about which dealer to visit.
4. Determination of Purchase Time (Purchase Timing)
Consumer decisions in choosing the time of purchase can vary. Consumers will consider when he will buy a product.
5. Purchase Amount
Consumers can make decisions about how many products to buy at a time.

METHODS

The research approach used is quantitative research. The sampling technique is generally carried out randomly, data collection uses research instruments, data analysis is quantitative/statistical in nature with the aim of testing the hypotheses that have been set. So, in this study will use quantitative research methods.

Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2018). The population in this study amounted to 30 consumers of the Surya Mas housing complex. The sample is part of the number and characteristics possessed by the population (Sugiyono, 2018). The sample in this study amounted to 30 people. The sampling method of this study uses a saturated sampling technique. Saturated sampling is a sample selection technique when all members of the population are used as samples (Sugiyono, 2018).

The data collection technique uses an open questionnaire and applies a Likert scale as a reference for data measurement (Sugiyono, 2018).

The data analysis method used is the classical assumption test, multiple linear regression test, coefficient of determination test, t test and F test.

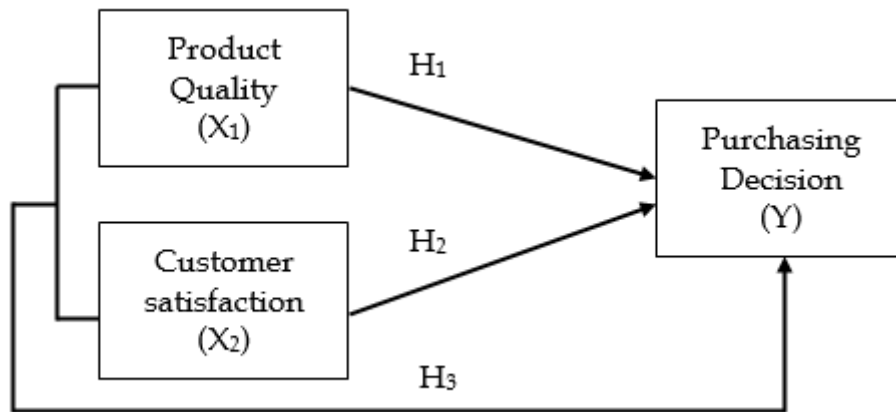


Figure 1. Thinking Framework

RESULTS AND DISCUSSION

UD. Kita Maju is a company engaged in property and supermarkets. This company was led by Mr. Nicky Maydi Tansyahpura in 2007. Initially this company was a small, family-owned business that was only engaged in wholesale and supermarkets. This company is located in the town of Kisaran, and is located on Jalan Diponegoro, Kisaran Barat.

Table 1. Normality Test

Variabel	Shapiro-Wilk		
	Statistic	df	Sig.
Product Quality	0,953	30	0,203
Customer Satisfaction	0,960	30	0,312
Purchasing Decision	0,964	30	0,395

Source: Data is processed (2023)

Based on the table above, all variables have a significant value greater than 0.05, so it can be concluded that the data is normally distributed.

Table 2. Multicollinearity Test Results

Model	Coefficients ^a				Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
(Constant)	-6,032	8,158		-0,739	0,466		
1 Product Quality	0,472	0,126	0,521	3,743	0,001	0,845	1,183
Customer Satisfaction	0,831	0,314	0,369	2,651	0,013	0,845	1,183

a. Dependent Variable: Purchasing Decision

Source: Data is processed (2023)

In Table 2 above, it can be seen that the correlation value for the product quality and customer satisfaction variables has a tolerance value (0.845) > 0.1 and a VIF value (1.183) <10 so it can be concluded that the product quality variable and customer satisfaction do not show any signs of multicollinearity.

Table 3. Heteroscedasticity Test Results

Model	Coefficients ^a		Standardized Coefficients	t	Sig.
	Unstandardized Coefficients	Std. Error			
	B		Beta		
(Constant)	7,788	4,610		1,689	0,103
1 Product Quality	-0,096	0,071	-0,273	-1,353	0,187
Customer Satisfaction	0,032	0,177	0,036	0,178	0,860

a. Dependent Variable: Abs_Res

Source: Data is processed (2023)

Table 3 above concludes that the significance of the product quality and customer satisfaction variables has a value greater than 0.05 so it can be concluded that there are no symptoms of heteroscedasticity.

Table 4. Processing results of multiple linear regression tests, the coefficient of determination and the F test

Jenis Uji	Hasil Penelitian
Multiple linear regression	$Y = \alpha + b_1X_1 + b_2X_2 + \epsilon$ $B = -6,032 + 0,472 + 0,831$
R / R-Square	0,558 / 0,442
Fcount	17,056

Source: Data is processed (2023)

Based on Table 4, the regression equation gives the understanding that Constant (α) = -6.032 indicates a constant value, if the value of the independent variable (X1) is Product Quality and the variable (X2), namely Customer Satisfaction, is 0 then the Purchase Decision is fixed at -6.032.

The coefficient X1(b_1) = 0.472 indicates that the product quality variable (X1) has a positive effect on purchasing decisions of 0.363. This means that for every increase in Product Quality (X1) by 1 unit, the Purchase Decision will increase by 0.472.

The coefficient X2(b_2) = 0.831 indicates that the variable Customer Satisfaction (X2) has a positive effect on Purchase Decision of 0.691. This means that for every increase in Customer Satisfaction (X2) by 1 unit, the Purchase Decision will increase by 0.831.

The magnitude of the influence of the independent variables on the dependent variable can be seen from the value of the coefficient of determination (R²) of 0.558, meaning that the Purchase Decision variable can be explained by the Product Quality and Customer Satisfaction variables of 55.8% while the remaining 44.2% is influenced by other factors originating from outside this research model.

Fcount value (17.056) > Ftable (3.34) with a significance of 0.000 <0.05 so it can be concluded that there is a significant influence between Product Quality and Customer Satisfaction simultaneously on Purchase Decisions at UD Kita Maju (Surya Mas Housing Complex).

Table 5. Partial Test Results (t-test)

Model		Coefficients ^a			t	Sig.
		Unstandardized		Standardized		
		B	Std. Error	Beta		
1	(Constant)	-6,032	8,158		-0,739	0,466
	Product Quality	0,472	0,126	0,521	3,743	0,001
	Customer Satisfaction	0,831	0,314	0,369	2,651	0,013

a. Dependent Variable: Purchasing Decision

Source: Data is processed (2023)

In the hypothesis test it is known that tcount 3.743 > ttable 2.048, thus the hypothesis is accepted, which states Product Quality has a significant effect on Consumer Satisfaction at PT.HamparanOrion Optimal Results.

In the hypothesis test it is known that tcount 2.651 > ttable 2.048, thus the hypothesis is accepted, which states Product Quality has a significant effect on Consumer Satisfaction at PT.HamparanOrion Optimal Results.

Effect of Product Quality on Purchasing Decisions

Based on the results of partial hypothesis testing using the t-test, it is known that the Product Quality variable has a tcount (3,743) > ttable (2.048) with a significant level of 0.001 <0.05 so it can be concluded that there is a partially significant positive effect between Product Quality on Purchasing Decisions at UD Kita Maju (Surya Mas Housing Complex). The results of this study are in line with previous research conducted by Safitri and Syarifuddin (2023), where the results showed that the Product Quality variable had a positive and significant effect on Purchase Decisions.

The Effect of Customer Satisfaction on Purchasing Decisions

Based on the results of partial hypothesis testing using the t-test, it is known that the Customer Satisfaction variable has a tcount (2,651) > ttable (2.048) with a significant level of 0.013 <0.05 so it can be concluded that there is a partially significant positive effect between Customer Satisfaction on Purchasing Decisions at UD Kita Maju (Surya Mas Housing Complex). The results of this study are in line with previous research conducted by Anugerah and Sumanyanto (2023), where the results of the study show that the Customer Satisfaction variable has a positive and significant effect on Purchase Decisions.

Effect of Product Quality and Customer Satisfaction on Purchasing Decisions

Based on the results of simultaneous hypothesis testing using the F-test, it is known that the variable Product Quality and Customer Satisfaction has a value of Fcount (17,056) > Ftable

(3.34) with a significant level of $0.000 < 0.05$ so it can be concluded that there is a significant positive effect partially between Product Quality and Customer Satisfaction Purchase Decision at UD Kita Maju (Surya Mas Housing Complex). The results of this study are in line with previous research conducted by Pratama & Yulianthini (2022), where the results of the study show that the variables Product Quality and Customer Satisfaction have a positive and significant effect on Purchase Decisions.

CONCLUSION

Based on the data obtained and the tests that have been carried out on the problem, it can be concluded that Product Quality and Customer Satisfaction have a significant effect on Purchase Decisions at UD Kita Maju (Surya Mas Housing Complex) of 0.558, meaning that the Purchase Decision variable can be explained by the Product Quality and Product Quality variables. Customer satisfaction is 55.8%, while the remaining 44.2% is influenced by other factors that come from outside this research model, such as consumer loyalty and consumer trust. The results of the partial hypothesis test show that H1 which reads Product Quality partially has a positive and significant influence on Purchasing Decisions at UD Kita Maju (Surya Mas Housing Complex) and H2 which reads Customer Satisfaction partially has a positive and significant influence on Purchase Decisions at UD Kita Maju (Surya Mas Housing Complex) and H3 which reads Product Quality and Customer Satisfaction simultaneously have a positive and significant influence on Purchasing Decisions at UD Kita Maju (Surya Mas Housing Complex). Suggestions that can be given to academics are, Based on the phenomena found by the author, there are several problems such as the roads outside the house which are often passed by cars are damaged, the housing complex has a less security system due to the absence of a security guard on duty and for this housing complex, the prices are high, so consumers are not satisfied with housing from Surya Mas. This causes the purchase decision to decrease. For this reason, companies must pay more attention to these problems by hiring security guards, reducing prices or making discounts and maintaining roads around the housing in order to increase purchasing decisions. Purchasing decisions are interpreted as individual activities that are directly involved in making decisions to make purchases of the products offered by the seller. (Syahmidar & Siregar, 2022). From the results of the coefficient of determination it is known that the coefficient of determination is 0.558, meaning that the Purchase Decision variable can be explained by the Product Quality and Customer Satisfaction variables of 55.8% while the remaining 44.2% is influenced by other factors that come from outside this research model such as consumer loyalty and consumer trust. So it can be concluded, Product Quality and Customer Satisfaction provided from Surya Mas housing do not have much effect on Purchasing Decisions. For this reason, companies need to pay more attention to other factors outside of this study apart from product quality and customer satisfaction factors such as consumer loyalty and consumer trust. The purchase decision is to buy a brand that is in great demand, but two components can exist between the purchase intention and the purchase choice (Sari & Prihartono, 2021).

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