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The Influence Of Product Quality, Service Quality, Price, And Place On Oil Fuel Purchase Decisions In Pertashop Lumajang District

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Abstract

Public Fuel Filling Stations (SPBU) in the collaboration system with Pertamina are very important. Of course, Pertamina must work well with gas stations, which are public places or infrastructure where the general public can meet their fuel needs. This form of cooperation doesn't end there, many small gas stations are standing in various cities to remote villages, starting from pertamini, pertashop, nitro and the like, by selling similar fuel oil to cover areas difficult to reach by large gas stations in cities. As was done by village-owned enterprises (Bumdes) in Bodang Village, Padang Lumajang District, they collaborated with establishing Pertashop type Pertamax ron 92. This study aims to analyze the effect of product quality, service quality, price and place on the decision to purchase fuel oil at Pertashop. Bodang Village, Padang Lumajang District. This study uses a quantitative method *by* looking for causal *associative relationships* . The data were obtained from a population of consumers purchasing personal fuel oil with a sample of 100 respondents. The data that has been collected is then analyzed using multiple linear regression analysis using the SPSS application. While the sampling technique uses *non-probability* sampling with *accidental sampling* . In conclusion, the results obtained are that product quality, service quality, price and location have a positive effect on the decision to purchase fuel oil at the Pertashop in Bodang Village.
Keywords: product quality, service quality, price, place, purchase decision

INTRODUCTION

Product Quality (X1) According to Mowen (2012:61), product quality is an overall evaluation process to customers for improving the performance of a product.According to Tjiptono (2015: 315) explains that the dimensions of product quality include 8 dimensions consisting of:Performance results , Additional Traits or Features , Reliability , Conformance to Specifications, Durability , Serviceability , Aesthetics , Perceived Quality .

Quality of Service (X2) According to Kasmir (2017: 47) Quality of Service Quality is defined as the actions or deeds of a person or organization aiming to provide satisfaction to customers or employees.According to Barata (2004: 11) there are 4 dimensions in the public service process, namely:Service Provider , Service Recipient , Type of Service, Customer Satisfaction .

Price (X3) According to Tjiptono (2014: 320), Pricing is the company's selection of the general price level that applies to certain products, relative to the prices of competitors.According to Kotler and Armstrong (2016: 78), there are four indicators that characterize prices, namely:Affordability of prices, price compatibility with product quality, price compatibility with benefits, prices according to ability or price competitiveness.

Place (X4) According to Fandy Tjiptono (2014: 92) Location is where the company operates or where the company carries out activities to produce goods and services that are concerned with the economic aspect.Location selection must consider various aspects which are of course directed to encourage sales and provide benefits for the company. In this study, the location aspect will use the concept of site selection according to Tjiptono (2014: 159), that there are several indicators that can be measured to determine the location, namely as follows:Access , Spacious parking area, comfortable and safe, Traffic , Visibility.

Decision (Y)According to Kotler (2009: 240), the purchasing decision process is a consumer decision regarding preferences for brands in a collection of choices.In consumer purchasing decisions, there are six indicators of decisions made by buyers, according to Kotler and Keller (2016: 199):Product choice, Brand choice , Distribution point choice , Purchase amount or quantity , Purchase time , Payment method .

METHOD

Type of *research* is quantitative research by looking for causal *associative relationships* . Sugiyono (2008:36) stated " that research *is associative*is research that asks the relationship between two or more variables.

The population is a combination of all elements in the form of events or people who have similar characteristics which are the center of attention of a researcher because they are seen as a study (Ferdinand, 2006) . In this study, the population is private vehicle buyers (users) at Pertashop, Bodang Village, Lumajang Regency.

sample took 100 responses from private vehicle buyers (users) due to their location in the countryside. The sampling method used is based on the development carried out by Roscoe (Ferdinand, 2006) . This development in multivariate research is in the form of multiple regression, so the number of samples is between 10 and 20. If the number of variables is 5, then the number of sample members is 20 x 5 = 100. So the number of samples used in this study is 100 respondents/buyers. Technique used in this research refers to Ghozali (2018) in Sulistyan and Ermawati (2020) in the form of *non-probability* sampling with the *accidental sampling type.* suitable as a data source.

The data collection method uses primary data which is research data obtained directly from original sources (not through intermediary media) obtained by distributing questionnaires. Secondary data is research data obtained by researchers indirectly through intermediary media (obtained and recorded by other parties). The questionnaire is a data collection technique that is carried out by giving a set of written statements or questions to the respondent to answer (Sugiyono, 2008: 142). Literature study is carried out by conducting literature reviews, exploring, and reviewing various literature such as reading books, journals, and other sources related to research.

The data analysis method uses data instrument tests which include validity and reliability tests. The classic assumption test includes the data normality test, multicollinearity test, and heterosdastisity test. Multiple linear analysis and hypothesis testing.

RESULTS

Data analysis

Validity test

Table 1 validity test results

Variable	Correlation range	sig	Ket.
Product quality	0.828**	0.000	Valid
Quality of service	0.922**	0.000	Valid
Price	0.899**	0.000	Valid
Place	0.864**	0.000	Valid
Buying decision	0.815**	0.000	Valid

Source: Processed primary data, 2023

From the data above, it is known that the questions regarding all variables are declared valid.

Reliability test

Table 2 reliability test results

Variable	Cronbach's alpha		Alpha limit	Ket.
Product quality	0.922	>	0.07	Reliable
Quality of service	0.923	>	0.07	Reliable
Price	0.899	>	0.07	Reliable
Place	0.875	>	0.07	Reliable
Buying decision	0.844	>	0.07	Reliable

Source: Processed primary data, 2023

From the reliability test data above, it is known that the Cronbach alpha value of each variable has a value greater than the Cronbach alpha upper limit value of 0.7. So it can be seen that the measuring instrument used in this study can be said to be reliable/reliable.

Classic assumption test

Normality test

Table 3 normality test results

	Unstandardized residuals
N	100
Means	.00000000
std. deviation	1.6854348
Absolute	.066
Positive	.066

Negative	-.056
Kolmogorov-Smirnov Z	,689
asymp. Sig. (2-tailed)	0.729

Source: Processed primary data, 2023

Based on the table above, the Kolmogorov-Smirnov value is 0.729. The significance value is greater than 0.05, so it can be concluded that the data is normally distributed.

Multicollinearity test

Table 4 multicollinearity test results

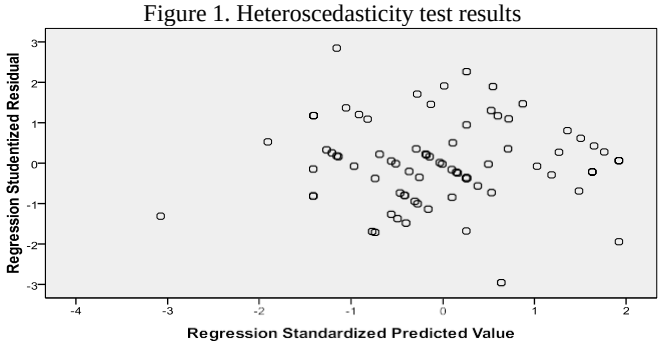
Variable	Collinearity Statistics	
	tolerance	VIF
(Constant)		
Product quality	0.683	1,464
Quality of service	0.365	2,741
Price	0.682	1,467
Place	0.387	2,581
Buying decision	0.565	1,487

Source: Processed primary data, 2023

From the reliability test data above, it is known that the VIF value of the product quality variable is 1.464, the service quality variable is 2.741, the price variable is 1.467, the place variable is 2.581 and the purchase decision variable is 1.487 where the VIF value for each variable is < 10 and the tolerance value is >0.1 it can be concluded that there is no multicollinearity between the independent variables.

Heteroscedasticity test

Figure 1. Heteroscedasticity test results



Source: Processed primary data, 2023

scatterplot image above, it can be seen that the points are spread evenlyrandom, both above and below zero on the Y axis and does not form a special patterncertain. Thus it can be concluded that the research data is homoscedasticity or notheteroscedasticity occurs in the regression model, therefore the regression model in this studyworth wearingto predictvariabledecisionpurchasebased on variablesindependentwhich coverqualityproduct, service quality, price andplace.

Multiple Regression Analysis

Based on calculations using the SPSS 17 tool, the regression between the price, product quality, and location variables on the purchasing decision variable is as follows:

Table 2
SummaryCalculationRegression
Table 5 results of regression calculations

Model	UnstandardizedCoefficients		standardized Coefficients
	B	std. Error	Betas
(Constant)	3,189	1.147	
Qualityproduct	.322	.115	.323
Qualityservice	.3 3 2	.11 6	.32 2
Price	.223	096	.242
Place	.291	089	.329

Source: Processed primary data, 2023

Based on the table above, the regression equation formed in this multiple regression analysis is:

Y = 0.323 X1 + 0.322 X2 + 0.242 X3 + 0.329 X4

Description:
Y = Purchase Decision
X1 = product quality
X 2 = Quality of service
X3 = price
X4 = place

Based on the multiple regression equation above, it can be seen that:

a. The regression coefficient of the product quality variable (X1) obtained a value of 0.323 with a positive coefficient sign. This means that the price variable (X1) has an influence of 32.3% on purchasing decisions. The effect of the product quality variable is the smallest influence among the other variables so that it can be concluded that product quality has a positive effect on purchasing decisions.
b. The regression coefficient of the service quality variable (X2) is 0.322 with a positive coefficient sign. This means that the product quality variable (X2) has an influence of 32.2% on purchasing decisions. The effect of product quality is a larger influence than the effect of the price variable, but smaller than the effect of the service quality variable so that it can be concluded that service quality has a positive effect on purchasing decisions.
c. The price variable regression coefficient (X3) obtained a value of 0.242 with a positive coefficient sign. This means that the location variable (X3) has an influence of 24.2% on the purchasing decision variable. The influence of the price variable is the biggest influence among other variables. So it can be concluded that the price has a positive effect on purchasing decisions
d. The regression coefficient of the place variable (X4) obtained a value of 0.329 with a positive coefficient sign. This means that the location variable (X4) has an influence of 32.9% on the purchasing decision variable. The influence of the place variable is the biggest influence among the other variables. So it can be concluded that the place has a positive effect on purchasing decisions.

Hypothesis

t-test

Table 5 t test results

VariableFree	**tcount**	**Significance**
QualityProduct	2,786	0.007
QualityService	2, 6 86	0.00 3
Price	2,318	0.023
Place	3,258	0.002

Source: Processed primary data, 2023

Results analysis test is as follows:

1. Markt $_{count}$ on variable quality product(X_1) is as big 2,786 with level significance 0.007. Because 2.786 > 1.6641 and 0.007 <0.05, this indicates that hypothesis 2(H_1) accepted.
   Conclusion: variable quality product influential positive. And significant to decision purchase.
2. Markt $_{count}$ onservice quality variable (X_2) is of 3.258 with level significance 0.002. Because 3.258 > 1.6641 and 0.003 <0.05, this indicates that hypothesis 3 (H_2) is accepted.
   Conclusion: the service variable has a positive and significant effect to decision purchase.
3. Calculated t value for the price variable (X_3) is 2.318 with a significance level of 0.023. Because 2.318 > 1.6641 and 0.023 <0.05, this indicates that hypothesis 1(H_3)accepted.
   Conclusion:variable price influential positive And significant to decision purchase.
4. Markt $_{count}$ on place variable(X_4)isof 3.258 with level significance 0.002. Because 3.258 > 1.6641 and 0.002 < 0.05, this indicates that hypothesis 3 (H_4) is accepted.
   Conclusion: the place variable has a positive and significant effect to decision purchase.

Test f

Test-F used for test there is nope influence variable sin dependent to variable dependen tin a manner simultaneous (together). CriteriaWhich used is:

If probability > 0.05 and if F count < F table then H_0 is accepted.If probability< 0.05Andif Fcount> Ftable then H_0rejected.

Table 5 test results f

ANOVA [b]

Model	sumof Squares	Df	Means Square	F	Sig.
1Regression	318,369	3	106,123	44,454	.000 [a]
Residual	181,431	76	2,387		
Total	499,800	79			

a. Predictors:(Constant),location,price,qualityproduct

b. Dependent Variable: purchase decision

Source: Processed primary data, 2023

Based on the results of the ANOVA or F *test* in table 4.15, the F_{count} is 44,454with a significance level of 0.000. Because the significance level is 0.000 <0.05 then the regression model can be used to predict purchasing decisions (Y) or it is said that the variable X_1 ,X_2 , X_3 and X_4 , together have a significant effect on variable Y.That mattermeans that the purchasing decision model can explained by variables, product quality, service quality, price,And place, in other words the research model is said to be feasible.

Coefficient of Determination (R2)

In essence , the coefficient of determination (R 2) measures how far the model's ability to explain the variation of the dependent variable. The value of the coefficient of determination is between zero andOne(Ghozali, 2006). Mark coefficient determination can seenontable5.

Table 6 Results of the Coefficient of Determination

Model Summary [b]

Model	R	R Square	Adjusted RSquare	std. Error oftheEstimates
1	.798 [a]	.637	.623	1,545

a. Predictors:(Constant),location,price,qualityproduct

b. Dependent Variable: purchase decision

Source: Processed primary data, 2023

Based on table 5, it can be seen that *the adjusted R square* is 0.623. This means 62.3% variable dependent decision purchase(Y)can explained by variables independent that is variable quality product, service quality, price and location .Whereasthe rest (100%-62,3%=37.7%) explained by other variable sin outside model Which Node scribed instudy.

DISCUSSION

This study only focuses on the variables of product quality, service quality, price and place as factors that influence purchasing decisions so that it is only able to explain 62.3%. The addition of new variables needs to be done in future research so thatcanproduce an image wider about research problem.

CONCLUSION

Based on the results of the research above, it can be suggested as follows, the place variable, should expand the parking area.variable quality product can emphasized For maintain the quality of the products sold.Price variables can be emphasized by giving discounts to buyers or giving a gift to regular buyers.In the quality variable, of course, to maintain its services and or improve services by self-evaluating.

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