



Investigation of Purchase Decisions Based on Product Features offered

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ABSTRACT

This study aims to determine the relationship between the influence of the product in terms of product form, product quality, product type, product utilization, and product durability. This research is a quantitative study where the research data processing uses SPSS 26. Found a low average value on Information Search Indicators and Post Purchase Behaviour, while the highest average value is found in the Needs Recognition indicator. In the Product variable, the lowest average indicator is in the Product Form, while the Product Type has the highest average value. The regression equation test shows that the effect of the Product Features variable on the purchasing decision variable is positive and significant.

Keywords: Product, Quality, Service, Purchase Decision

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1. INTRODUCTION

In conditions of intense competition, the company's success is much determined by the company's accuracy in taking advantage of opportunities and identifying individual activities in their efforts to obtain and use goods or services which are included in the purchasing decision process.(Alhabeeb 2007; Bandyopadhyay and Martell 2007). Many companies are trying to win the competition by taking advantage of existing business opportunities and trying to implement the right marketing strategies in order to dominate the market(Afsar et al. nd; Hong Kong Baptist University and Chan 2021; Iskamto 2020). One of the company's goals is to maintain the existence of its performance to achieve a level of growth certain. The company will try to dominate market share with various marketing strategies and services with the ultimate goal of getting maximum profit with optimal level of performance efficiency(Kotler and Keller 2015; Marlizar et al. 2020). In other words, marketing is one of the activities carried out by the company in an effort to maintain survival in increasingly fierce business competition and to develop its business.(D. Iskamto, Srimulatsih, and Ansori 2021).according to Iskamto (2020)The quality of the products offered will affect the continuity of the company because if the products produced are of high quality, consumers will be satisfied and return to buy products from the company in the future, but on the contrary if the quality of the products produced by the company is lacking, consumers will not return to buy at the same time. will come . In addition to the quality of product variations offered by providing variations on similar products that replace each other. Then the diversity of products sold will be able to meet consumer desires and the availability of goods complete and varied will be able to make consumers to make decisions to buy and can also make consumers to make repeat purchases(Finco et al. 2010; Dedi Iskamto et al. 2021).

Product is anything that can be offered to satisfy a need or want. While in terms of Conceptual product is the subjective understanding of the producer of something that can be offered in an effort to achieve organizational goals, through fulfilling the needs and desires of consumers in accordance with the competence and capacity of the organization as well as the purchasing power of the market. Something Products must be competitive in order to attract consumers. By providing diverse and varied products, it is expected to be able to meet the needs and desires of consumers. So that with the fulfillment of needs and desires, consumer loyalty will be maintained. Maintained consumer loyalty is expected to increase the intensity of consumer purchases from time to time(Igir, Tampi, and Taroreh 2018; Iskamto, Ghazali, and Afthanorhan 2019; Wang and Chou 2020). Quality products have the possibility to be able to influence the intensity of buying behavior for a product, so having a product that is perceived as high quality means that the opportunity for consumers to choose is also higher. Quality products are produced from quality raw materials as well as qualified employees(Afthanorhan et al. 2019; Basriani et al. 2021; Dang, Nguyen, and Wang 2021).

2. LITERATURE REVIEW

According to Kotler and Armstrong (2008: 272), important decisions in product development and product marketing related to purchasing decisions consist of five indicators, namely: Product Attributes, Is the development of a product involving defining the benefits that the product will offer. product attributes centralize decisions about product quality, features, and product style and design. Brand designation, is a name, term, sign, symbol or design or a combination of all that indicates the identity of the maker or seller of a product or service.(Afthanorhan et al. 2019; Agusra, Lussianda, and Susanti 2021; Syahsudarmi 2021). Packaging: Packaging involves designing and producing a container or packaging for a product whose primary function is to store and protect the product. Labeling, Labels range from simple markers affixed to products to complex letters that form part of the packaging. Support services, support services in the form of customer service which is an element in a product strategy consisting of several supporting services that can be a small part or a large part of the overall product offering.(Cunningham and De Meyer-Heydenrych 2021; Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah, Kota Kinabalu, Malaysia et al. 2021; Wang and Chou 2020).

Buying Decision

According to Buchari Alma (2011: 97), purchasing decisions are the process of formulating various alternatives in order to make a choice on one particular alternative to make a purchase. Meanwhile, according to Kotler & Armstrong (2008: 181) the buying decision is the stage in the buyer's decision-making process where consumers actually buy. Decision making is an individual activity that is directly involved in obtaining and using the goods offered. Furthermore, according to Assauri (2011: 143), buying decisions are a series of decisions regarding the type of product, product form, brand, seller, quality, time of purchase and method of payment. Meanwhile, according to Angipora (2010), states that the purchase decision is a decision that can only be made after the evaluation stage of various brands and characteristics that have been arranged according to ratings that will form purchase intentions for the most preferred brand. According to Nugroho (2013: 342), consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them.

The consumer's purchase decision is to buy the most preferred brand, but two factors can be between purchase intention and purchase decision. The first factor is the attitude of others(Iskamto 2017; SCG Trading Services Co. Ltd et al. 2011). If someone who is important to you thinks that you should buy the cheapest car, then your chances of buying a more expensive car will decrease. The second factor is an unexpected situational factor. Consumers may form purchase intentions based on factors such as income, price, and expected product benefits. People who consume or use the purchased product or service(Dedi Iskamto et al. 2021; Iskamto et al. 2020).



Influence of Products on Buying Decisions

According to Irawan (2001: 40), certain basic concepts help clarify the process of consumer assessment of a new product before making a buying decision, namely variations in product size or shape, product quality, product type, product utilization and product durability. Meanwhile, according to Abdullah and Tantri (2013: 128), wise companies examine the purchasing decision process that involves influencing product categories. Different consumers in deciding to buy products influence consumers in making purchasing decisions. Furthermore, according to Nugroho (2013: 17), the benefits of the product that consumers expect are one of the factors that influence consumer decisions in buying products. The magnitude of the benefits of the product felt by consumers and by others will influence consumers to re-decide on the next purchase (Iskamto 2021).

3. RESEARCH METHODS

This research is a quantitative research conducted. Data collection using questionnaires directly to 68 consumers. The sampling technique used is the Simple Random Sampling technique. Processing of data using SPSS version 26. Data analysis, this study used descriptive and quantitative analysis. Filling out the questionnaire was measured using a Likert scale. From the interval value, the distribution scale for the average respondents' answers can be seen in table 1 below:

Table 1: Likert Skala Scale

Interval Scale	Answer Classification	Score
4.21 – 5.00	Strongly Agree (SS)	5
3.41 – 4.20	Agree (S)	4
2.61 – 3.40	Simply Agree (CS)	3
1.81 – 2.60	Disagree (TS)	2
1.00 – 1.80	Strongly Disagree (STS)	1

4. RESULTS AND DISCUSSION

Theoretically the age factor will affect a person in making a decision. Similarly, in making choices, the age level has an influence. The higher the age level, the better the decisions that will be taken because the age level will affect a person's maturity in thinking. The age level of the respondents in this study can be seen in Table 2 below:

Table 2: Classification of Respondents by Age Level

Criteria	Number of Respondents	Percentage (%)
Man	30	44
Woman	38	56
20 – 29 Years	22	32%
30 – 39 Years	26	38%
40 – 49 Years	14	21%
50 – 59 Years	6	9%
high school	38	56%
S.1	9	13%
S.2	21	31%

From table 2 above, it can be explained that the number of respondents aged 20-29 years is as many as 22 people (32%), ages between 30-39 years are 26 people (38%), aged 40-49 years are 14 people (21%) and the age of 50-59 years amounted to 6 people (9%). So it can be concluded that the majority of respondents are aged 30-39 years. In table 1 above, it can be explained that there are no respondents who have a junior high school education, while the level of high school education is 38 people or 56%, the level of undergraduate education is 4 people or 6%, the level of master's education is 21 people or 31%, and other education levels are 5 people or 7% .. The education level of most respondents is high school.

Product Variable Analysis

The product variables in this study consist of five indicators, namely variations in product size or shape, product quality, product type, product utilization and product durability. The questionnaire for the product variable consists of 10 statements where each indicator consists of 2 statements. The following recapitulation of respondents' responses to statements about product variables can be seen from table 3 below:

Table 3: Recapitulation of Product Variables

Question Items	Average	Std. Dev.
A. Product Form	3,785	
The product design is the main attraction for me.	4.04	0.72433
The variety of product types makes me have many choices.	3.53	0.88584
B. Product Quality	4.00	
All products manufactured are of good quality.	4.10	0.85068
Product quality is able to compete with competing products.	3.9	0.82449
C. Product Type	3.815	
The seller offers various types of printing products.	3.63	0.90253
The types of printing products that are produced are able to meet all my needs.	4.00	0.87892
D. Product Utilization	4.105	
Printing products that are produced provide benefits for me.	4.06	0.81899
Continuous use of the product can make it my subscription.	4.15	0.83349
E. Product Durability	3.985	
Good durability is my consideration in buying the product.	4.01	0.77617
using good technology so that the products produced have good durability.	3.96	0.76502
Average	3.94	

From table 3 above, it can be seen that the respondents' responses to the Product Form indicator have an average of 3,785. Product form has an average of 3,785, Product Quality has an average of 4.00, Product Type has an average of 3,815, Product Utilization has an average of 4,105, and Product Durability has an average of 3,985.

Buying Decision Variable Analysis

The buying decision variable in this study consists of five indicators, namely need recognition, information seeking, alternative evaluation, purchasing decisions and post-purchase behavior. The questionnaire for the purchasing decision variable consists of 10 statements where each indicator



consists of 2 statements. The following recapitulation of respondents' responses to the buying decision variables can be seen from table 4 below:

Table 4: Recapitulation Buying Decision Variables

Question Items	Average	Std Dev.
A. Recognition of Needs	4.15	
The products produced are in accordance with my wishes.	4.09	0.85227
I decided to make a purchase out of necessity.	4.21	0.84052
B. Information Search	4.055	
Before deciding to buy a product I look for information first.	4.01	0.75819
The information I receive influences my decision to buy the product.	4.1	0.85227
C. Alternative Evaluation	4.13	
I do an assessment of the product that I will buy.	4.1	0.76738
I compare the product that I will buy with other printing products.	4.16	0.77325
D. Purchase Decision	4.14	
After doing an evaluation, I decided to buy the product.	4.09	0.92334
Printing products that are produced are my choice from other production printing products.	4.19	0.82449
E. Post Purchase Behavior	4.055	
I give recommendations to others to buy the products I have purchased.	3.99	0.75819
I will make a repeat purchase because I am satisfied with the product I bought.	4.12	0.86203
Average	4.11	

From table 4 above, it can be seen that the respondents' responses to the Needs Recognition indicator have an average value of 4.15, Information Search has an average value of 4.055, Alternative Evaluation has an average value of 4.13, Purchase Decisions has an average value of 4.14, and Post-Purchase Behavior has an average value of 4.055. The following recapitulation of purchasing decision variables and product variables can be seen from table 5 below:

Table 5: Variable Recapitulation

Indicator	Average
Buying Decision Variables	4.11
Product Variable	3.94

From table 5 above, it can be seen that the respondents' responses to the Purchase Decision Variable (Y) The average respondent's response was 4.11. Respondents' responses to the Product Variable (X) the average respondent's response was 3.94.

Simple Linear Regression

Simple linear regression equation, in this study using the help of SPSS version 26 where the values of a and b can be seen in table 6 below:

Table 6: Values of a and b Multiple Linear Regression

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	6.566	1.337
	Product	.876	.034

a. Dependent Variable: Buying Decision

From the table above, it can be seen that the value of $a = 6.566$ and the value of $b = 0.876$ then the regression equation is as follows: $Y = 6.566 + 0.876X$. Based on the above equation, it can be seen that the constant (a) of 6.566 means that when the product variable does not exist, the buying decision variable is still obtained at 6,566. Meanwhile, the effect of the Product Variable (X) on the purchasing decision variable (Y) is positive, as evidenced by the results of $b = 0.876$, which means that each increase in the product variable by one unit will increase the purchasing decision variable by 0.876 units.

5. CONCLUSION

It can be seen from the product quality variable that the respondent's response indicator to the lowest indicator is in the form of the product having an average of 3,785. Product shape has an average of 3,785, while the highest average on Product Quality has an average. In the purchasing decision variable, the lowest average of Information Search has an average value of 4,055 and Post Purchase Behavior has an average value of 4,055. while the highest average value on the Needs Recognition indicator has an average value of 4.15. It can also be seen that the respondent's response to the Purchase Decision Variable (Y) The average respondent's response is 4.11. Respondents' responses to the Product Variable (X) the average respondent's response was 3.94. It is known that the effect of the product variable on the purchasing decision variable is positive at 0.876, which means that each increase in the product variable by one unit will increase the purchasing decision variable by 0.876 units.

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