The Influence Of Price And Service Quality On The Decision To Purchase Of Reference Books In Students Of Economics Education Program 2020-2021

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ABSTRACT

Students as consumers will be faced with the many choices of reference books needed, so students must be able to decide on purchasing reference books according to their needs. During the process of making a purchase decision, students are influenced by prices and also the quality of bookstore services . This study aims to find out how price and service quality influence the decision to purchase reference books in bookstores for students of the economics education study program class of 2020-2021. In measuring a sample researchers used a purposive method sampling is taking samples with certain considerations. Data collection was carried out by distributing questionnaires to 129 economic education students. The approach used in this research is a quantitative approach. To test the validity of the data researchers used validity and reliability tests. The data analysis technique used in this research is multiple regression test (partial test with T-test and simultaneous test with f-test) and model test with coefficient of determination (R2) assisted with SPSS statistics 16 software. The hypothesis results of this study indicate that price and service quality have a significant and positive effect on the decision to purchase reference books in bookstores for students of the economics education study program class of 2020-2021.

Keyword: Price, Service Quality, Purchasing Decision

INTRODUCTION

Books are one of the tools that can be used by students to obtain various knowledge and information. One of the books needed by students to support learning activities is a reference book. Reference books can be found on the internet, libraries or bookstores. Students as consumers will be faced with the many choices of reference books needed, so students must be able to decide to purchase reference books according to their needs. During the buying decision-making process, students are influenced by price and service quality (Nasution and Lesmana 2018) . In the purchasing decision-making process, price and service quality can make students interested in buying because they are interested in the prices offered by the bookstore and students are impressed with the services provided which can be satisfying. So that students choose the bookstore service again as the place of choice for students to determine the decision to purchase the reference books needed for lecture purposes or the reference books they want to buy (Utari 2016) . Service quality refers to customer assessment on the basis of service (Raharjo and Santosa 2015) , namely the service provider itself or the entire service organization, most people are now starting to demand excellent service, they no longer only

need quality products, but prefer convenience services. Service quality is an effort to meet the needs and desires of consumers and the accuracy of delivery in keeping pace with consumer expectations. Expected level of excellence and control over that level of excellence to meet customer desires. Quality of service as an activity that seeks to combine value from ordering, processing to providing service results through communication to accelerate cooperation with consumers.

Based on initial observations made by researchers through questionnaires that were distributed to 158 students of the Economics Education Study Program Batch 2020-2021, it was found that many students prefer Gramedia Bookstores as a place to look for reference books even though the prices of the books offered are relatively expensive and the quality of service quite good, whereas in other bookstores the price of books is affordable but the quality of service provided is not good enough so that students in making a purchasing decision are to keep buying them at relatively expensive book prices but get good service quality.

METHOD

The type of research used by researchers is associative research. (Sujarweni 2015) said that associative research is research that aims to determine the relationship between two or more variables. In this study, a theory will be built that functions to explain, predict, and control a phenomenon. The approach used in this research is to use a quantitative approach . (Paramita 2021) said that quantitative research is research that is used to find answers using structured concepts, according to the systematics of scientific research.

RESULT AND DISCUSSION

Result

The following data is the result of data analysis using the SPSS 16 application in the form of validity and reliability tests, partial tests with the T-test, simultaneous tests with the F-test, and R-square tests as follows:

Table.4.3
Price Variable Validity Test Results

No	Correlation Value	Probability	Information
1	0.449	0.000<0.05	Valid
2	0.663	0.000<0.05	Valid

Of all the items for product quality variables, it turns out that all status statements are valid. Data is declared valid if rcount> rtable. Value of r table (0.278). and the probability value does

not exceed 0.05. This shows that the 2 statement items used in this study were able to show something that was measured in the questionnaire.

Table 4.4
Results of Testing the Validity of Service Quality Variables

No	Correlation Value	Probability	Information
1	605	0.000<0.05	Valid
2	531	0.000<0.05	Valid
3	488	0.000<0.05	Valid
4	485	0.000<0.05	Valid
5	500	0.000<0.05	Valid
6	379	0.000<0.05	Valid
7	637	0.000<0.05	Valid
8	555	0.000<0.05	Valid
9	756	0.000<0.05	Valid
10	663	0.000<0.05	Valid
11	737	0.000<0.05	Valid
12	701	0.000<0.05	Valid
13	654	0.000<0.05	Valid
14	592	0.000<0.05	Valid
15	702	0.000<0.05	Valid

Of all the statement items for product quality variables, it turns out that all status statements are valid. The data is declared valid if the correlation value is greater than the r table value (0.278) and the probability value does not exceed 0.05. This shows that the 15 statement items used in this study were able to show something that was measured in the questionnaire.

Table 4.5
Variable Validity Testing Results Purchasing decision

No	Correlation Value	Probability	Information
1	470	0.000<0.05	Valid
2	676	0.000<0.05	Valid

3	725	0.000<0.05	Valid
4	575	0.000<0.05	Valid
5	472	0.000<0.05	Valid

Of all the statement items for product quality variables, it turns out that all status statements are valid. The data is declared valid if the correlation value is greater than the r table value (0.278) and the probability value does not exceed 0.05. This shows that the 5 item statements used in this study are able to show something that is measured in the questionnaire.

Table 4.6
Reliability Test Results

Variable	Cronbach's Alpha	rtable	Information
Price (X1)	0.619	0.278	Reliable
Service Quality (X2)	0.911	0.278	Reliable
Purchase Decision (Y)	0.747	0.278	Reliable

If ralpha > rtable , then the question is reliable. The price variable, 0.619 > 0.278, means that the statement is very reliable.
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If ralpha > rtable, then the statement is reliable. Purchasing decision variable, 0.747 > 0.278, then the statement is very reliable.

Table 4.7
T test results (perial)
Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	2,837	1,325		2,141	.034
	Price	.610	.161	.264	3,777	.000
	Service quality	.212	.026	.568	8.142	.000

a. Dependent Variable: Y

The formula for finding ttable values is:
$$\text{t table} = \alpha/2 ; n - k - 1$$
Information:
$\alpha = 0.05$ (5%)
n = Number of respondents
k = Number of independent variables
So, ttable = 0.05 (5%)
= 0.025; 47
Then look for the distribution of ttable values to find a ttable value of = 2.01174

1. **Effect of Price on Purchase Decision (H1)**

The price variable has no significant effect on the decision to purchase a reference book, this can be seen from the significant price 000> 0.05 and ttable = 0.05/2; 50-2-1 = (0.025;47) = 2.01174. means that the calculated t value is greater than t table (3.777> 2.01174), so the hypothesis is that there is an influence between X1 and Y partially.

2. **Effect of Service Quality on Purchasing Decisions (H2)**

The service quality variable has a significant effect on the decision to purchase reference books, this can be seen from the significance of 0.002 <0.05 and the value of t table = 0.05/2; 50-2-1 = (0.025:47) = 2.01174. means that the calculated t value is greater than t table (8.142> 2.01174), there is an influence between X2 and Y partially.

Table 4.8
F Test Results (simultaneous)
ANOVA [b]

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	445,343	2	222,671	75,492	.000 [a]
	residual	371,649	126	2,950		
	Total	816,992	128			

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

To find the value of F table, you need the formula:

K; n – k – 1

Information:

k = Number of independent variables (free)

n = Number of respondents

So, F table = 2;50-2-1= 2;47=3.20 with an error rate of 5%

Based on the test results in the table above, it can be seen that the Fcount value is 75,492 with the Ftable value is 3.20, and a significant level of 0.000 <0.05, then H0 is rejected and H1 is accepted, so it can be concluded that the variable price and service quality have a significant effect on the decision to purchase reference books for students economic education study program batch 2020-2021.

Table 4.9
Determination Test Results with R-Square
Summary models

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.738 [a]	.545	.538	1.71744

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Purchase Decision

The results of the table above state that the R-Square coefficient with a value of 0.545 means that the variation in the independent variables (price and quality of service) is able to explain the variation in the dependent variable (purchasing decision) of 54.5% .

Discussion

This study then explains the research hypothesis and adjusted it to the data analysis that has been done, for more details it can be explained and described in its interpretation as follows:
1. The Effect of Price on Reference Book Purchasing Decisions.

Based on the results of research conducted using the price t (partial) test of 3.777 > 2.01174 with a significant 0.002 <0.05 indicating that price has an effect on purchasing decisions. The price of a product is a determining factor in market demand. Price is a very important thing that is considered by consumers in buying a product.

In the results of this study, price affects purchasing decisions, but the quality of goods is more important. Price is not a benchmark when consumers decide to buy a reference book, but rather looks at the quality provided.
2. The Effect of Service Quality on Reference Book Purchasing Decisions.

Based on the results of research conducted using the t (partial) test of Service Quality of 8.142 > 2.01174 with a significant 0.022 <0.05 indicating that service quality influences purchasing decisions. This shows that the majority of respondents assess the quality of services provided properly, such as the cleanliness of the facilities and the number of products offered, employees have a neat appearance, employees are precise in providing information, employees are fast in offering products, employees are willing to serve consumer needs, employees are willing to serve any complaints consumers, employees are friendly and polite, employees are honest in service, can feel safe and comfortable when in the store, and employees understand every consumer need.
3. The Effect of Price and Service Quality on Reference Book Purchasing Decisions.

As for the results of the study using the f (simultaneous) test that price and service quality with a significant level of 0.000 <0.05 indicate that both simultaneously influence purchasing decisions. The results show that the price and quality of services offered are able to provide satisfaction for consumers. Where consumers are more likely to be given quality service both in terms of the products offered, friendliness of employees in serving consumers, and prioritizing consumer needs, thus influencing consumers to make purchasing decisions.

CONCLUSION

Based on the description of the theory and the results of the research that the author has done to process the data using the SPSS 16 application program, the following conclusions can be drawn:

1) Prices have a significant effect on purchasing decisions for students of the economics education study program class of 2020-2021. This can be shown by the t-count value of 3.777 <2.001174 which is significant for purchasing decisions, while the results of the f (simultaneous) test show that price has a significant effect on purchasing decisions for students of the economics education study program class of 2020-2021.

2) Service Quality has a significant effect on purchasing decisions for students of the economics education study program class of 2020-2021. This can be shown by the t count value of 8,142 > t table with a significance of 0.022 <0.05 indicating that the service quality variable influences the buying decision of students of the economics education study program class of 2020-2021.

3) The results of the hypothesis test stated that price and service quality both had a significant effect with the calculated f value of 75.492 > 3.2 simultaneously on purchasing decisions.

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