

Marketing Strategy Factors And Product Quality: Implications On Purchase Decisions At The Wahidin Bagan Bilah Spare Part Shop

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Abstract

This research aims to analyze the influence of marketing strategy and product quality on consumer purchasing decisions at the Wahidin Bagan Bilah Spare Parts Store. The main problem raised is how marketing strategy and product quality partially or simultaneously influence purchasing decisions. The research method used is quantitative with an associative descriptive approach. The population in this research is consumers of the Wahidin Bagan Bilah Shop, the exact number of which is not known. The sampling technique uses the method non-probability sampling with approach incidental sampling, and the number of respondents determined was 96 people, based on the Cochran formula. Data collection was carried out through questionnaires, interviews and observations. Data analysis uses multiple linear regression which is supported by the classical assumption test, t test, F test, and coefficient of determination. The research results show that both marketing strategy and product quality have a positive and significant partial or simultaneous effect on purchasing decisions. The coefficient of determination value of 73.1% indicates that the marketing strategy and product quality variables together are able to explain purchasing decisions, while the remainder is influenced by other factors outside the research model.

Keywords: Marketing Strategy, Product Quality, Purchasing Decisions, Consumers, Linear Regression.

INTRODUCTION

The decision to buy at the Wahidin Bagan Bilah Spare Parts Store is a process that involves careful consideration by consumers in choosing a product that suits their needs. As a shop that provides a wide selection of spare parts, consumers who come will definitely compare several products based on aspects of price, quality and availability of goods. This process begins with awareness of need, when consumers feel the need to replace or repair vehicle components with certain spare parts. Next, consumers will look for information about the products they need, either by checking directly at the store, consulting with staff, or looking for references via the internet and recommendations from other people. This is in accordance with the opinion of Schiffman & Kanuk (2018) that purchasing decisions are a process where consumers consider various available options and choose products based on certain criteria or considerations.

At the evaluation stage, consumers consider several aspects, such as the quality of spare parts, product reliability, and the prices offered by the Wahidin Bagan Bilah Spare Parts Shop. They will also assess the store's reputation, quality of service, and ease of obtaining the necessary products. If the store can provide clear and convincing information about product quality, consumers will feel more confident and confident in making purchasing decisions. Apart from that, promotions or discounts offered can also be an important factor that encourages consumers to choose products at Wahidin Bagan Bilah, compared to other competitors. Therefore, purchasing decisions in this store are not only influenced by practical factors, but also by emotional elements and experiences felt by consumers.

A marketing strategy is an important, comprehensive plan designed to help companies achieve their marketing goals. Planning must be well coordinated as well as guidance on the various marketing activities that need to be carried out. This strategy covers various aspects of marketing, from market research to promotion, distribution and customer service, and ensures that each element works in harmony towards the same goal. According to Assauri in (Elliyana et al., 2022) Marketing strategy is essentially a comprehensive, coordinated and integrated plan in the marketing sector, which provides guidance regarding the activities that must be carried out to achieve the company's marketing goals. Each part of the marketing strategy must be mutually supportive and connected, so that various marketing activities complement each other and there are no misaligned or repetitive efforts. The main goal of a marketing strategy is to achieve company targets, such as increasing sales, expanding market share, or increasing brand awareness. This strategy is designed so that every step taken leads to achieving that goal. By having a strong and organized marketing strategy, companies can more easily overcome market challenges and take advantage of existing opportunities.

Product quality refers to the extent to which a product can meet the expectations and needs of its users. Quality products have the ability to carry out their functions efficiently and effectively. Product durability or durability includes the extent to which the product can withstand daily use without experiencing damage or decreasing performance. Product reliability refers to the extent to which the product can function consistently over its lifetime, without experiencing interruptions or failures. Product accuracy is related to the product's ability to provide results in accordance with the goals or needs of its users. Ease of use shows how easily the product can be operated by its users without difficulty. Apart from that, quality products also consider ease of maintenance or repair, which will increase user satisfaction. Product quality also includes other elements such as design, materials, and additional features that enrich the user experience. As Kotler and Armstrong argue in (Elliyana et al., 2022) that product quality refers to the ability of a product to carry out its function well. This includes various aspects such as durability, reliability, accuracy, ease of use, ease of repair, and various other product attribute.

RESEARCH METHODS

This research was conducted at the Wahidin Bagan Bilah Spare Parts Shop, using quantitative methods. Sugiyono (2015) believes that population is a generalized area consisting of objects that have certain characteristics and quantities which are determined by the researcher for research and then a conclusion is drawn. The population in this research is buyers or consumers who have shopped at the Wahidin Bagan Bilah Spare Parts Store, the number of which is unknown and can be categorized as infinite.

According to Sugiyono (2015), the sample is part of the number of characteristics possessed by the population. In determining the sample used in this research, namely incidental sampling. Incidental sampling is a technique for determining samples based on chance, that is, any individual who coincidentally meets the researcher can be categorized as a sample, if it is considered that the individual who meets by chance can be a source of data. In this research, the author used a non-probability sampling technique because the population size is not known, and used purposive sampling as the sample determination technique. Because the concrete population size is not known, the sample size uses the Cochran formula (Sugiyono, 2015):

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{(1,96)^2 (0,5)(0,5)}{(0,10)^2}$$

$$n = 96,04 = 96$$

Information:

n= sample

z= Innovation in the normal curve for a deviation of 5%, with a value of 1.96

p= true chance 50% = 0,5

q= 50% chance of being wrong = 0.5

e= margin error 10%

From the calculation above, the number of samples taken in this study was 96.04, then this number was added to 96, so that the number of respondents was 96 people. Collecting data in this research was carried out through interviews, observations, and the questionnaire was directly given to consumers at the Wahidin Bagan Bilah Shop, then tested through various analysis techniques, including:

- Classical assumption test, in the classical assumption test the normality test, heteroscedasticity test and multicollinearity test are carried out;
- Multiple linear regression test, using the linear equation: $Y = a + b_1X_1 + b_2X_2 +$ and
- Hypothesis testing, consisting of the t test (partial) which is used to analyze the partial influence between the independent variable and the dependent variable, and the F test (simultaneous) which is used to analyze the simultaneous influence of the independent variable on the dependent variable.
- The coefficient of determination is used to measure the model's ability to explain variations in the dependent variable. To facilitate the research process, *Software IBM SPSS* used as an analytical tool in processing data in research.

RESULTS AND DISCUSSION

Normality Test

The normality test is used to determine whether the data obtained in a study comes from a normally distributed population. The ideal regression model is where the data is normally distributed or close to a normal distribution. If the data is not around the diagonal line, does not follow the diagonal line, or does not show a normal distribution pattern, then the resulting estimate can be biased.

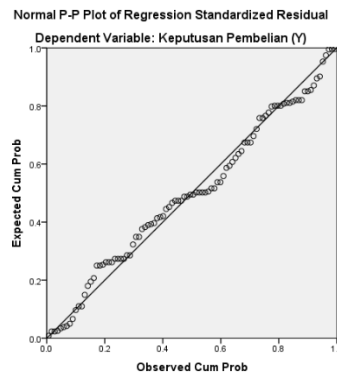


Figure 2. Probability Plot Normality Test

Figure 2 shows that the results of the data normality test are normally distributed, because the data distribution tends to follow a diagonal line pattern.

Multicollinearity Test

Table 1. Multicollinearity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10.336	1.923		5.376	.000		
	Strategi Pemasaran (X1)	.477	.075	.550	6.395	.000	.980	1.086
	Kualitas Produk (X2)	.615	.054	.098	3.144	.026	.914	1.340

a. Dependent Variable: Keputusan Pembelian (Y)

Table 1 above shows the results of the Multicollinearity Test for all independent variables in this research, namely Marketing Strategy and Product Quality. Based on this table, the tolerance value for all variables X is greater than alpha 5%, which indicates that there is no multicollinearity between the independent variables. Apart from that, a VIF result of less than 10 also indicates that the independent variables in this study do not experience multicollinearity problems.

Heteroskedasticity Test

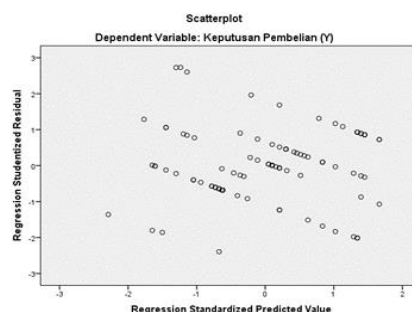


Figure 3. Heteroskedasticity test

The figure above shows the results of the Heteroskedasticity Test using a scatter plot. In the picture, you can see that the dots are scattered randomly and no particular pattern is formed, which shows that there is no heteroscedasticity problem.

Hypothesis Testing

Multiple Linear Regression Test

Multiple Linear Regression Analysis using the SPSS version 23 program. In the table below you can see the results of the data processing.

Table 2. Multiple Linear Regression Test

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1 (Constant)	10.336	1.923		5.376	.000			
Strategi Pemasaran (X1)	.477	.075	.550	6.395	.000	.980	1.086	
Kualitas Produk (X2)	.615	.054	.098	3.144	.026	.914	1.340	

a. Dependent Variable: Keputusan Pembelian (Y)

The results of multiple linear regression testing obtained the regression equation:

$$Y = 10.336 + 0.477 + 0.615$$

The interpretation of this equation is as follows:

1. The constant (a) = 10.336 indicates that if the variable X (Marketing Strategy and Product Quality) is constant or $X = 0$, then the Purchase Decision will have a value of 10.336.
2. Coefficient (b1) = 0.477. This indicates that every change in one Marketing Strategy variable (X1) will increase Purchase Decisions by 0.477.
3. Coefficient (b2) = 0.615. This indicates that every change in one Product Quality variable (X2) will increase Purchase Decisions by 0.615.

Uji T

This t test (Partial Test) aims to determine the comparison of t value stable with t count. The function of the partial significance test (t-test) is to test whether the proposed hypothesis is rejected or accepted, as well as to measure how much influence the independent variable has on the dependent variable.

Table 3. Partial Test (T-Test)

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1 (Constant)	10.336	1.923		5.376	.000			
Strategi Pemasaran (X1)	.477	.075	.550	6.395	.000	.980	1.086	
Kualitas Produk (X2)	.615	.054	.098	3.144	.026	.914	1.340	

a. Dependent Variable: Keputusan Pembelian (Y)

Please note that t table on the 0.05 distribution; 93 is 1,661. The results from table 3 can be observed that:

1. t valuecount for marketing strategy is 6.395, ttable 1.661 thus tcount greater than ttable, the significant value of 0.000 is smaller than 0.05. So H₀ is rejected and H_a is accepted, meaning that marketing strategy has a positive and significant effect on purchasing decisions.
2. t valuecount for product quality is 3.114, ttable 1.661 thus tcount greater than ttable, the significant value of 0.026 is smaller than 0.05. So H₀ is rejected and H_a is accepted, meaning product quality has a positive and significant effect on purchasing decisions.

Uji F

The F test or simultaneous test functions to test whether the independent variables simultaneously have a significant effect on the dependent variable or not.

Table 3. Partial Test (T-Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	125.934	2	62.967	21.174	.000 ^b
	Residual	276.566	93	2.974		
	Total	402.500	95			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Kualitas Produk (X₂), Strategi Pemasaran (X₁)

From the data in table 4 above, it can be seen that Fcount 21,174 and ftable 3.09. Due to Fcount greater than ftable and the significance value of 0.000 is smaller than the alpha value of 0.05, then the decision taken is to reject H₀ and accept H_a. By accepting this alternative hypothesis, it can be concluded that variables X₁ and X₂ are able to explain variations in the dependent variable (Y). so in this case the variables Marketing Strategy and Product Quality simultaneously or together have a significant effect on Purchasing Decisions.

Coefficient of Determination

The coefficient of determination functions as a measuring tool to assess the extent to which the model can explain variations in customer satisfaction variables.

Table 4. Determination

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.894 ^a	.731	.298	1.724	2.640

a. Predictors: (Constant), Kualitas Produk (X₂), Strategi Pemasaran (X₁)

b. Dependent Variable: Keputusan Pembelian (Y)

From the results, the R Square value was obtained at 0.731 or 73.1%, indicating that Marketing Strategy and Product Quality contributed to Purchasing Decisions by 73.1%. The remaining 26.9 is explained by other variables not proposed in this study.

Discussion

1. Marketing Strategy Against Purchase Decisions

Marketing strategy is the explanation of company goals through various activities or program plans that include the actions that need to be taken as well as the impacts that will be faced regarding product demand in a particular market. Marketing strategy has a significant influence on consumer purchasing decisions. Through the right approach, companies can influence consumer perceptions of products. By creating a good marketing strategy, you can

encourage consumers to make purchasing decisions. From the research results, the t value count for marketing strategy is 6.395, t table 1.661 thus t count greater than t table, the significant value of 0.000 is smaller than 0.05. So H_0 is rejected and H_a is accepted, meaning that marketing strategy has a positive and significant effect on purchasing decisions. The results of this research are in line with research conducted by Febri Indra Prabowo et al (2021) entitled The Influence of Marketing Strategy and Service Quality on Consumer Purchasing Decisions at PT. Logistics Bookie Facilities namely partially, by calculating the T test, there is a strong and positive significant influence on the Marketing Strategy variable (X_1) on the Consumer Purchasing Decision variable (Y).

2. Product Quality on Purchasing Decisions

Product quality is the ability of a product to carry out its functions, which include durability, reliability and accuracy, achieved by the product as a whole. Good quality products tend to increase consumer trust and satisfaction, which in turn encourages them to buy. Consumers prefer to choose ones that are proven to be durable, functional and meet their needs. In addition, consistent product quality can strengthen customer loyalty and create word of mouth recommendations, which also encourage and influence other people's purchasing decisions. From the research results, the t value was obtained count for product quality is 3.114, t table 1.661 thus t count greater than t table, the significant value of 0.026 is smaller than 0.05. So H_0 is rejected and H_a is accepted, meaning product quality has a positive and significant effect on purchasing decisions.

3. Marketing Strategy and Product Quality on Purchasing Decisions

That F count 21,174 and f table 3.09. Due to F count greater than f table and the significance value of 0.000 is smaller than the alpha value of 0.05, it can be concluded Marketing Strategy and Product Quality simultaneously or together have a significant influence on Purchasing Decisions.

CONCLUSION

From the results of this research, several conclusions can be drawn, namely:

1. Marketing strategy has a positive and significant effect on purchasing decisions Spare Parts at the Wahidin Bagan Blade Shop.
2. Product quality has a positive and significant effect on purchasing decisions Spare Parts at the Wahidin Bagan Blade Shop.
3. Marketing strategy and product quality have a positive and significant effect on purchasing decisions Spare Parts at the Wahidin Bagan Blade Shop.

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