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THE EFFECT OF PRODUCT QUALITY ON PURCHASE DECISION OF ABC SOYA SAUCE (CASE STUDY VISITORS OF SUZUYA PEMATANGSIANTAR)

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ABSTRACT

In a rapidly changing business environment, ABC product was an old brand must improve their quality not just to face their competitor but also to gain sustained competitive advantage. The aim of the research was to know and analyze the effects of product quality towards decision buying on ABC soysauce. This research was descriptive. The data used in the research were primary and secondary data. The primary data were obtained by distributing questionnaire was measured by likert scale, where independent variables of this research is product quality. Product quality should be keep as the consideration because it could stimulates consumer desire to perform the buying. The components of product quality comprises of performance, features, reliability, and perceived quality. The population of this research is visitors of Suzuya Pematangsiantar. This population is widely distributed and is not known for certain. Sample that used in this research are sixty eight visitors who bought the product. Technique sampling method that used in this research is accidental sampling technique, then analyzed method that used in this research includes validity test, reliability test, and multiple regressions. Hypothesis test that used includes F test, t-test, and Determination Coefficients Analysis (R^2). The results showed the performance, features, reliability and perceived quality of product were have a significant influence to the consumer purchasing decision of ABC SoySauce. This shows that the better product quality will stimulate consumer desire to perform the buying increasingly. Furthermore, the features of product was concluded as the dominant variable influenced the consumer purchasing decision.

Keywords: *Product quality, purchase decision*

