Price, Product Quality, And After Sales Service: Key Factors In Purchasing Strategy

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Abstract:

Technological development that keeps on developing gives very great impact for producers who run in electronic field in Indonesia. Television as information media that occupies the second and the fouth rank of both conventional television and online television. Based on the result of the pre-survey that is done, the factors of price, product quality, and after-sales service are the factors that are mostly agreed by the respondents in doing purchasing decisions of Sharp television. Based on the phenomenon that has occurred and described, the writer wants to test and analyze whether price, product quality, and after-sales service variables can have a significant influence on purchasing decisions of Sharp brand televisions. This research uses quantitative research and has 190 samples to support the research, so that the sampling in this research uses purposive sampling in which there are requirements in determining the sample. The data collection procedure uses a questionnaire, while the measurement scale that is used is Likert scale. Data analysis technique that is used in this research is multiple linear regression and hypothesis test uses t test. The result of the research shows that price and product quality influence significantly on consumer satisfaction, while after-sales service does not inflluence significantly on sharp television. The suggestion that is proposed by management must pay attention to the importance of price, product quality to increase the purchasing decision of Sharp television.

Keywords: Price, Product Quality and After-sales Service, Purchasing

INTRODUCTION

Technological changes that continue to develop have an impact that is felt directly by producers engaged in electronics in Indonesia. One of the technological developments in the electronic sector is the growth of mobility and the increasing desire of people to obtain information and entertainment from information media (Hartawati, 2019). Information itself is defined as data that is processed into something that has high value for each recipient used in helping to make a decision (Maydianto & Ridho, 2021).

Information is very easy to find in everyday life, information can be obtained through various media such as: people around, print media, social media, internet, television, etc. According to obtained from databoks in the second quarter of 2022, television as an information media ranks second and fourth both conventional television and online television. According to obtained from databoks in the second quarter of 2022, television as an information media ranks second and fourth both conventional television and online television, therefore television is an information media that is still growing and is widely used by the public. Television can be accessed by various ages. The following graph shows the percentage of ages that use television as a source of information media.

According to data obtained from Databoks 2022, children to the elderly still use television as a source of information. Ages above 50 years with a percentage of 23% still dominate the use of television as a medium of information in Indonesia. Then, in the 40-49 age group, the percentage of TV users in the country is 18%, the population aged 30-39 years is 21%, aged 20-29 years is 20%, 10-19 years is 19%.

In terms of *gender*, the majority of TV users in Indonesia are women as much as 51%, while men are 49%. The survey was conducted on 11,500 TV user respondents aged 10 years and over. The survey was conducted in June-August 2022 in 11 major cities in Indonesia. The cities consist of Bandung, Banjarmasin, Denpasar, DKI Jakarta, Surabaya, Yogyakarta, Makassar, Medan, Palembang, Semarang, and Surakarta.

Television manufacturers realized that many people of all ages use television as a source of information and began to produce their products according to market needs. There are several television manufacturers that compete with each other in leading the television sales market in Indonesia.

According to data obtained from databoks in February 2023, several television manufacturers made their own trademarks as a form of branding for the company. There are 3 brands that dominate the television sales market in Indonesia, namely Sharp, Samsung, and Lg. The three brands compete to be number one in selling their products. One of the dominating brands is Sharp.

Sharp is a multinational company originating from Japan that designs and manufactures electronic products. Sharp with the company name Sharp Corporation was founded on October 15, 1912 in Tokyo, Japan. Then Sharp Corporation expanded its wings to foreign countries, one of the destination countries of Sharp Corporation is Indonesia. Types of televisions provided by sharp TV; Tube television, plasma TV, LCD TV (*Liquid Crystal Display*), Led TV (*Light Emitting Diodes*), Oled TV (*Organic Light Emitting Diode)*, UHD TV (*Ultra High Definition),* Smart TV. Contrary to the picture of television brands that are often used, the data below shows that digital television sharp occupies the lowest position in the graph below.

According to the data obtained, it can be seen that Samsung television sales occupy the 1st position with 20.8 million units and are followed by other brands to sharp television at only 2.7 million units in the first quarter of 2021, this makes researchers interested in researching television purchasing decisions made by users, in order to strengthen the researcher's thinking, a pre-survey was conducted.According to data obtained from the results of a pre-survey conducted on 25 respondents in March 2023, which was conducted in Denpasar City Bali.

Based on the figures and tables above, factors such as price (56%), product quality (76%), and after-sales service (88%) are still considered by the public in making purchasing decisions to choose a television. Based on the results of the pre-survey conducted, the price factor, product quality, and after-sales service are the factors most widely agreed by respondents in making Sharp television purchasing decisions. This study targets consumers who use sharp televisions as respondents and also based on the data obtained, the price of sharp televisions is more competitive than other brand televisions so it can be concluded that sharp television users are price-oriented.

Sharp for the television category has several sizes, features, and resolutions. Sharp Electronics produces the smallest size starting from 24 inches to 90 inches as the largest size to date. The features provided are also varied and innovative ranging from digital tv, smart tv (smart television), android tv (smart television), and google tv (smart television). The screen resolution offered also varies from *high definition* (HD), *full high definition (*FHD), *Ultra high definition/4K (*UHD), 8K.

Sharp Electronics provides a wide range of sizes, features, and resolutions, to meet the needs of the community in determining which television to use. PT Sharp Elektronik Indonesia always innovates in developing its products. PT Sharp prioritizes innovation and has proven to have given birth to many sophisticated and innovative products, such as initially launching conventional television then developing into *smart tv*. *Creativity and Innovation* aspects are also needed for a businessman or *entrepreneur* in developing his business.

There are several factors that people consider in choosing the television to be used. This factor will influence people in making purchasing decisions. Based on the phenomena that have occurred and explained, the authors want to test and analyze whether the variables of price, product quality, and after-sales service can have an influence on purchasing decisions on Sharp brand televisions.

OVERVIEW
Theoretical Foundation
Price

Price is the value of a good or service measured by a certain amount of money based on this value, a person or company is willing to release the goods or services it has to other parties (Pratiwi *et al*., 2022). Price can also be interpreted as the amount of value needed to get some combination of a product and the services it gets (Pramesti *et al*, 2022). In addition, price is an indicator of value that is useful for consumers to be able to determine purchasing decisions, and the price will be linked to the benefits obtained (Putra & Nurtantiono, 2022). (Putra & Nurtantiono, 2021).

Price is one of the elements that generate revenue for the company (Muljani & Koesworo, 2019). Pricing must be done appropriately, this is done so that the company can be successful in marketing its products or services (Hartwati, 2019). Consumers can judge the price of a product as expensive, cheap or reasonable, depending on their perceptions, usually consumer perceptions usually arise after comparing the price of a product with the price of products offered by competitors, or after comparing the price with the benefits obtained (Muljani & Koesworo, 2019). There are price indicators according to (Buulolo *et al*., 2022), namely as follows:

1. Price affordability: an aspect of pricing by producers/sellers that is in line with consumers' purchasing ability.
2. Price in accordance with the product: aspects of pricing carried out by producers/sellers that are in accordance with the quality of products that consumers can get.

3. Price competitiveness: price offers provided by producers/sellers are different and competitive with those provided by other producers, on the same type of product.
4. Price matches benefits: The aspect of pricing done by the producer/seller that is in line with the benefits that the consumer can derive from the product purchased.

Product Quality

Product quality is a characteristic of a product in its ability to meet predetermined and latent needs (Firmansyah, 2021). Product quality can also be intended as an understanding of a product sold by a seller because it has a high selling value and is not owned by its competitors (Putra & Nurtantiono, 2021). In addition, product quality is defined as how the product has a value that can satisfy consumers both psychologically and physically which shows the properties or attributes obtained in an item or product (Pratiwi et al., 2022).

Product quality is the overall features and characteristics of a product or service that has the ability to satisfy consumer needs and if the product can satisfy consumer needs, then the product is said to be of high quality (Muljani & Koesworo, 2019). The higher the level of quality of a product, the higher the level of consumer confidence in the product. With a high level of trust in product quality, it is likely that consumers will choose and make purchasing decisions for these products (Firmansyah, 2021). Indicators of product quality according to (Bayu et al., 2019) as follows:

1. Product performance: relates to the functional aspects of the product that consumers consider when wanting to buy a product.
2. Features: the second performance aspect that works is related to additional features.
3. Reliability: relates to the function of a product successfully within a certain period of time and conditions.
4. Conformance: relates to the degree to which a product conforms to previously intended specifications.
5. Durability: a measure of the durability of a product's useful life.
6. Ease of repair: factors related to the speed, ease, and accuracy of repair.
7. Aesthetics: the subjective beauty of a product.
8. Quality impression: the feeling that arises when consumers use the product, is subjective.

After-sales Service

The more sophisticated the technology of a generic product, for example a car, television, laptop, its sales will depend on the quality and provision of after-sales customer service (Pramesti et al., 2022). In carrying out after-sales service activities, there are three benefits, namely: 1). The ability to understand customer needs and wants; 2). Development of a database that is more accurate than competitors; 3). utilization of information obtained from market research within a strategic framework (Kalsum et al., 2022). There are 4 indicators in after-sales service according to (Bayu et al., 2019), namely:

1. Warranty: a guarantee to reduce consumer perceptions of the risks of purchase, repair services, and provision of spare parts.
2. Assistant application: Service assistance in the use of the application.
3. Consumer services: provision of consumer services such as facilities s

Purchase decision

Purchasing decisions are defined as a purchasing decision-making process which includes determining what to buy or not buy and these decisions are obtained from previous activities (Pratiwi et al., 2022). Purchasing decisions are consumer attitudes towards certain products so that consumers decide to make a purchase or not (Sujeni et al., 2022). In entering the purchasing decision stage, consumers were previously faced with several alternative choices so that at this stage consumers will take action to decide to buy a product based on predetermined choices

(Sutiyono & Hadibrata, 2020). There are 4 stages of indicators in making purchasing decisions according to (Upadana & Pramudana, 2020) in (Angelyn & Kodrat, 2021), namely as follows:

1. *Decides to choose*: decides to choose the product over competitors.
2. *Priority:* prioritizes buying the product over other products.
3. *Willingnes to sacrifice*: willingness to sacrifice (time, cost, and effort).
4. *Like the product*: a sense of pleasure or liking after buying the product.

RESEARCH METHODS

This study uses quantitative methods, which focus on measuring variables and testing theories through statistical data analysis. The population of this study were consumers who bought and used Sharp brand televisions in Denpasar City. Sampling was carried out using *purposive sampling* method, which is a nonprobability sampling technique that takes samples based on certain criteria. The number of samples in this study were 19 x 10 = 190 samples. In this sampling, there are several criteria that have been determined as follows:

1. Direct user consumers of Sharp televisions
2. Consumers who live in Denpasar
3. Consumers aged 19 - 60 year

This study uses two types of data, namely primary data obtained through distributing online questionnaires to respondents, and secondary data obtained from reference books, journal articles, and company data. The measurement scale used is the *Likert* scale, which is used to measure respondents' attitudes, opinions, and perceptions about social phenomena. By using quantitative methods and *purposive sampling* techniques, this study aims to examine the influence of price, product quality, and after-sales service factors on purchasing decisions for Sharp brand televisions in Denpasar.

This research is quantitative research. Multiple linear regression analysis can be used to analyze the relationship between the dependent variable and the independent variable (Wisudaningsi et al., 2019). Multiple linear regression analysis aims to identify the extent to which the independent variable has a significant effect on the dependent variable. This helps in making accurate predictions. This concept can be explained based on the research model as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$
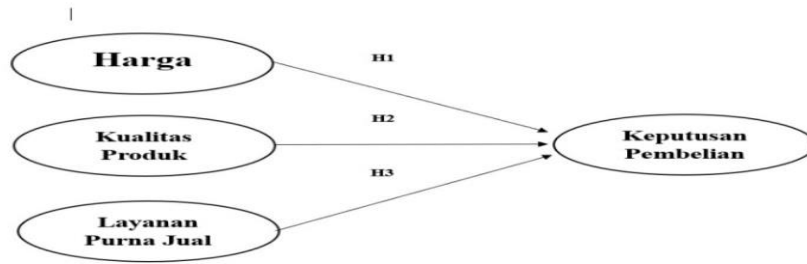
Description:
Y: Purchase Decision
α: Constant
β: Regression coefficient of independent variable
X1: Price
X2: Product Quality
X3: After-Sales Service
e: *error term*

RESULTS AND DISCUSSION

Price Validity Test

The resulting significance value on items X1.1-X1.4 each has a value smaller than 0.05 (α = 5%). These results indicate that X1.1-X1.4 have a high correlation with the total score of the price variable. In other words, it can be said that X1.1-X1.4 are valid or can measure the price variable.

Table 1. Price Validity Test

		X1.1	X1.2	X1.3	X1.4	X1
X1.1	Pearson Correlation	1	,143*	,118	,383**	,685**
	Sig. (2-tailed)		,049	,104	,000	,000
	N	190	190	190	190	190
X1.2	Pearson Correlation	,143*	1	-,041	,089	,572**
	Sig. (2-tailed)	,049		,572	,221	,000
	N	190	190	190	190	190
X1.3	Pearson Correlation	,118	-,041	1	-,064	,422**
	Sig. (2-tailed)	,104	,572		,381	,000
	N	190	190	190	190	190
X1.4	Pearson Correlation	,383**	,089	-,064	1	,608**
	Sig. (2-tailed)	,000	,221	,381		,000
	N	190	190	190	190	190
X1	Pearson Correlation	,685**	,572**	,422**	,608**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	190	190	190	190	190

After Sales Service Validity Test

The resulting significance value on items X3.1-X3.3 each has a value smaller than 0.05 (α = 5%). These results indicate that X3.1-X3.3 have a high correlation with the total score of the after-sales service variable. In other words, it can be said that Y1.1-Y1.4 are valid or can measure the after-sales service variable.

Table 2. Validity Test of After Sales Service

		X3.1	X3.2	X3.3	X3
X3.1	Pearson Correlation	1	,107	,044	,645**
	Sig. (2-tailed)		,143	,549	,000
	N	190	190	190	190
X3.2	Pearson Correlation	,107	1	-,072	,606**
	Sig. (2-tailed)	,143		,324	,000
	N	190	190	190	190
X3.3	Pearson Correlation	,044	-,072	1	,525**
	Sig. (2-tailed)	,549	,324		,000
	N	190	190	190	190
X3	Pearson Correlation	,645**	,606**	,525**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	190	190	190	190

Purchasing Decision Validity Test

The resulting significance value on items Y1.1-Y1.4 each has a value smaller than 0.05 ($\alpha = 5\%$). These results indicate that Y1.1-Y1.4 has a high correlation with the total score of the purchase decision variable. In other words, it can be said that Y1.1-Y1.4 is valid or can measure the purchase decision variable.

Table 3. Purchase validity test results

		Y1.1	Y1.2	Y1.3	Y1.4	Y
Y1.1	Pearson Correlation	1	,114	,047	,262**	,588**
	Sig. (2-tailed)		,117	,523	,000	,000
	N	190	190	190	190	190
Y1.2	Pearson Correlation	,114	1	,018	,173*	,597**
	Sig. (2-tailed)	,117		,807	,017	,000
	N	190	190	190	190	190
Y1.3	Pearson Correlation	,047	,018	1	,008	,489**
	Sig. (2-tailed)	,523	,807		,913	,000
	N	190	190	190	190	190
Y1.4	Pearson Correlation	,262**	,173*	,008	1	,612**
	Sig. (2-tailed)	,000	,017	,913		,000
	N	190	190	190	190	190
Y	Pearson Correlation	,588**	,597**	,489**	,612**	1

Table 5. Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,608	,210		2,901	,004
	X1	-,049	,044	-,103	1,119	,264
	X2	,003	,061	,005	,052	,958
	X3	-,039	,038	-,085	1,002	,317
Sig. (2-tailed)		,000	,000	,000	,000	
N		190	190	190	190	190

Heteroscedasticity Test

Based on Table 1, it can be seen that the resulting correlation significance value is 0.264 for the price variable 0.958 for the product quality variable for the after-sales service variable with a 2 tailed sig value of 0.317. All three significance values are greater than 0.05, so it is concluded that in the regression model there is no heteroscedasticity or in other words the assumption of non-heteroscedasticity has been met.

Multiple Regression Analysis Test

Based on the results of the regression model, it is known that there is a constant value of 0.681. The regression coefficient value of the price variable (X1) is 0.245. The positive sign on the regression coefficient symbolizes a unidirectional relationship between price (X1) and purchasing decisions (Y1), meaning that the price is perceived to be better by respondents, the purchase decision for sharp television consumers will increase by 0.245 units, assuming the product quality and after-sales service variables remain.

Table 6. Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	,681	,362		1,880	,062
	X1	,245	,076	,241	3,241	,001
	X2	,492	,106	,360	4,631	,000
	X3	,107	,066	,110	1,605	,110

The Effect of Price on Sharp Television Purchasing Decisions

The test results conducted by researchers show that the t test of the price variable obtained a significance value of 0.001 where this significance <0.05 so that the first hypothesis proposed by the researcher can be accepted. The price variable has an effect on purchasing decisions. Based on the results of multiple linear

regression analysis, the price variable is 0.245, so there is a positive and significant influence on purchasing decisions.

According to Putra & Nurtantiono (2021) with a study entitled "Analysis of the Effect of Product Quality, Price and After-Sales Service on Purchasing Decisions for iPhone Cellphones" which uses data analysis methods in the form of multiple linear regression analysis and several other analytical tests. The results of this study concluded that the price variable has a positive and significant effect on purchasing decisions. According to (Pratiwi et al., 2022) with similar research references, entitled "*The Influence of Brand Image, Product Quality, and Price on Purchase Decisions (Study on Iphone Smartphone Users in Malang City)*" in the form of multiple linear regression analysis methods concluded that price has a positive and significant effect on purchasing decisions (Pratiwi et al., 2022).

In addition, Muljani & Koesworo (2019) entitled "*The impact of brand image, product quality, and price on purchase intention of smartphones*" in the form of multiple linear regression analysis methods concluded that price has a positive and significant effect on purchasing decisions. Based on the research that has been done with the results of multiple regression analysis and the resulting significance, it can be concluded that price has an effect on Sharp television purchasing decisions, so the first hypothesis is accepted and supported by previous research which results in the opinion that price affects purchasing decisions.

The Effect of Product Quality on Sharp Television Purchasing Decisions

The test results conducted by researchers show that the t test of the price variable obtained a significance value of 0.001 where this significance <0.05 so that the second hypothesis proposed by the researcher can be accepted. Product quality variables affect purchasing decisions. Based on the results of multiple regression analysis, it can be seen that the value of the product quality variable is 0.492 so it can be concluded that product quality research on purchasing decisions has a significant effect, this is supported by research by Gulliando & Shihab (2019) with a study entitled "*The Effect of Product Quality, Price and Promotion on the Purchase Decision of Telkomsel Service Products*" in the form of multiple linear regression analysis methods concluded that product quality affects purchasing decisions and product quality variables have a very strong effect on purchasing decisions.

Quoting Rosanti et al. (2021) with a study entitled "*The Effect of Brand Image and Product Quality on Purchase Decisions*" in the form of multiple linear regression analysis methods concluded that product quality has a significant effect on purchasing decisions. Another study, entitled "*The Influence of Price and Product Quality on Purchase Decisions at Meimei Plaza Marelan*" which is a quantitative research type concluded that product quality has a positive and significant impact on purchasing decisions (Fadli et al., 2022). Based on the research results in this study, and supported by previous research that has been done, it can be concluded that the second hypothesis is accepted, namely product quality has an effect on Sharp television purchasing decisions.

The Effect of After-Sales Service on Sharp Television Purchasing Decisions

The test results conducted by researchers show that the t test of the price variable obtained a significance value of 0.110 where this significance> 0.05 so that

the third hypothesis proposed by the researcher was rejected. The after-sales service variable has no significant effect on purchasing decisions.

This is also supported by Fikri's research (2018) with a study entitled "Analysis of Brand Image and After Sales Service as Consumer Purchasing Decisions for Vivosmartphone Products in an Islamic Economic Perspective" which is a quantitative research type that concludes that there is no significant partial and simultaneous influence of after-sales service on purchasing decisions. Furthermore, according to Asy'ari (2017), with a study entitled "The Effect of Distribution, After Sales Service, Brand Image and Brand Fanaticism on Purchasing Decisions for Toyota Brand Cars in Banjarmasin" concluded that after-sales service has no significant impact on purchasing decisions.

Based on the research results which show the significance value of the after-sales service variable on purchasing decisions which has a value> 0.05 and also t count which is smaller than t table, so it can be concluded that after-sales service does not have a significant effect on consumer purchasing decisions for sharp televisions in Denpasar, this is also supported by previous research conducted by previous researchers.

CONCLUSIONS AND SUGGESTIONS

Based on data analysis and discussion, it can be concluded that price has a positive and significant effect on consumer purchasing decisions for Sharp televisions in Denpasar Bali. Furthermore, product quality has a significant positive effect on consumer purchasing decisions for Sharp televisions in Denpasar Bali. Related, after-sales service has a positive but insignificant effect on consumer purchasing decisions for Sharp televisions in Denpasar Bali.

Referring to the research conclusions, the suggestions that can be conveyed are *first,* for management is to pay attention to the importance of the price factor in improving consumer purchasing decisions. In addition, the Sharp company also needs to maintain the market position it already has. This is because consumers often share information about product reviews, especially as an effort to prevent consumer anxiety regarding the products they will buy.

In addition to maintaining competitive prices, management must also pay attention to the aspect of sharing consumer information in order to maintain consumer confidence in the product. Related to product quality is that improving the technology used on Sharp televisions. This needs to be done so that consumers are increasingly interested in making purchasing decisions on Sharp television products.

Second, suggestions for researchers and academics, further research is recommended to further explore other variables that influence purchasing decisions on Sharp television consumer objects in Denpasar Bali such as *marketing mix* or *promotion mix* that can spur consumer purchasing decisions.

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