The Effect of Price, Product Quality and Service Quality on Purchasing Decisions at Momoyo in Tanjung Balai

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ABSTRACT

The purpose of this study was to determine and the effect of product quality price and service quality on purchasing decisions at Momoyo Ditanjung Balai, the research method used in this study used quantitative. The population in the study were Momoyo consumers who were taken from 2023 - September 2024 sales data totaling 10,909 consumers. and the determination of the sample in this study using the Solvin formula and getting the results of 99 respondents. The data analysis method uses descriptive methods and multiple linear regression analysis with a significant level of 0.05. and get the results (1) The price variable has a significant effect on purchasing decisions. This can be seen from the significant value (0.000) <0.05 and the t-count (4.456)> compared to the t-table (1.984). (2) The product quality developer variable has a significant effect on purchasing decisions. This can be seen from the significant value (0.025) <0.05 and the t-count (2. 279) > compared to t-table (1.984) (3) Service Quality variable has a significant effect on Purchasing Decisions This can be seen from the significant value (0.016) < 0.05 and t-count (2.465) > compared to t-table (1.984) (4) (Price (x1), Product Quality (x2) and Service Quality (x3) simultaneously are significant to Purchasing Decisions.

Keywords: *Price, Product Quality, Quality, Purchase Decision*

I.   INTRODUCTION

In the current era of globalization, there has been a shift in people's cultural values from being social to being more individualized. Busyness and high mobility in urban areas encourage people to find a place to unwind after their daily routines, such as relaxing while eating, drinking, listening to music, or simply gathering with friends

and relatives. This lifestyle shift creates attractive business opportunities for businesses, especially in the food and beverage industry.

Momoyo is a beverage and food brand that focuses on ice cream and fresh fruit tea. Established in 2022 by PT JUNI Jaya Indonesia in Jakarta, Momoyo has grown rapidly with 30 branches spread across Indonesia, including in Tanjung Balai, North Sumatra. The brand offers several signature menus such as Fresh Fruit Tea (Rp25,000), Regular Ice Cream (Rp18,000), and Premium Ice Cream (Rp28,000).

In the context of purchasing decisions, Fauzi (2021) explains that this is a complex process that consumers experience before deciding to buy a product or service. This process involves various stages, from recognizing needs to evaluating alternatives before making a final decision. (Nurfauzi et al., 2023)added that purchasing decisions are rational actions of consumers in allocating their resources to get the highest satisfaction.

Product quality is another important element that cannot be ignored. Nurliyanti et al., (2022) define product quality as all features and characteristics that are able to satisfy consumer needs, with eight dimensions including performance, features, reliability, fit, durability, serviceability, aesthetics, and perceived quality. Malik Ibrahim dan Sitti Marijam Thawil (2019) emphasize that quality is not just physical characteristics, but also includes consumer perceptions built from experiences and expectations.

Service quality also plays a vital role in purchasing decisions. According to Novia et al. (2024), service quality is an economic activity that produces time, place, form, and psychological needs of consumers. Hasbah (2017) adds that service quality is a forum for companies to meet purchasing service needs and as a medium of interaction between companies and consumers.

Thus, it can be seen that price, product quality and service quality play an important role in retaining the company's consumers. In fact, this can also provide its own benefits for the company, where it is very likely for the company to get new customers, because customers who are satisfied with the products or services they feel tend to tell their experiences again about the products and services they feel, to their colleagues or family.

Table 1.

Momoyo Sales Table September 2023 – September 2024

Bulan	Penjualan (Cup)	Jumlah Konsumen
September 2023	2460	1121
Oktober 2023	2232	989
November 2023	1924	692
Desember 2024	2665	1334
Januari 2024	2384	1074
Februari 2024	1989	699
Maret 2024	1802	518
April 2024	2508	1215
Mei 2024	2103	880
Juni 2024	1858	563
Juli 2024	1746	451
Agustus 2024	2098	796
September 2024	1896	577
Total	27665	10909

Based on Table 1, it can be seen that Momoyo's sales and number of consumers experienced erratic fluctuations during the period September 2023 to September 2024. This indicates that there are problems that need to be considered, such as the possibility of prices being considered unaffordable by consumers. In the December 2024 period, there will be a significant increase in both sales (2,665 cups) and the number of consumers (1,334 people). Despite its positive appearance, this condition can cause concern because it is susceptible to fluctuations. This increase is thought to be due to unreasonable prices, for example excessive promotions or discounts ahead of holidays, which are not sustainable. On the other hand, in March 2024, sales and the number of consumers reached their lowest point, respectively 1,802 cups and 518

people. This condition shows that there are serious problems, which can be caused by prices that are too high to hinder consumers' buying interest.

Apart from price, product quality and Momoyo service quality are also thought to be the cause of sales trends and unstable consumer numbers. In months with low sales and consumers, it can be indicated that consumers are dissatisfied with the quality of the products and services provided.

Several research gaps were identified from previous studies. (Cesariana et al., n.d.) state that purchasing decisions are the result of interactions between internal and external factors, while Pertiwi et al. (2022) emphasized that price is not just a number, but a representation of the sacrifices and benefits felt by consumers. (Ernawati, 2019) added the importance of product consistency in meeting expectations and providing customer satisfaction.

Based on this phenomenon and research gap, this study raises the title "The Effect of Price, Product Quality and Service Quality on Purchasing Decisions at Momoyo in Tanjung Balai".

II.   LITERATURE REVIEW

Definition of Purchase Decision

A decision in a general sense is a person's decision where he chooses one of several alternative choices available. According to Kotler (2018) "Consumer purchasing decisions are the final decisions of individuals and households who purchase goods and services for their personal consumers". Meanwhile, according to(Sekolah Tinggi Ilmu Ekonomi Mahaputra Riau, n.d.)), purchasing decisions are problem-solving activities carried out by individuals to choose the appropriate alternative from two or more alternatives and are considered the most appropriate action in buying1 by first going through the stages of the decision-making process. The decision-making process is a behavior that is carried out to achieve goals. Based on the expert opinion above, it can be conveyed that a purchasing decision is a person's decision where he chooses one of several alternative choices and an integration process that combines knowledge attitudes to evaluate two or more alternative behaviors and choose one of them.

Definition of Price

Price is one of the most important elements in determining the market share and profit of a company. According to Kotler and Armstrong (2016), price the amount of money charged for a product or service, or the sum of the value that customers exchange for the benefits or having or using the product or service. Price is the amount of money spent on a product or service, or the amount of value exchanged by consumers to obtain benefits or ownership or use of a product or service.

According to Dedi Subagja & Firdaus, (2023), price is the value of money that must be paid by customers to sellers and buyers of the goods they buy. In other words, price is the value of an item determined by the seller. Based on the above definition, it can be concluded that price is the amount of money exchanged for a product or service. Furthermore, price is the amount of value that consumers exchange for a number of benefits.

Definition of Product Quality

Product quality is the physical condition, function and nature of a product, either goods or services based on the expected level of quality such as durability, reliability, accuracy, ease of operation, product repair and other product attributes with the aim of meeting and satisfying consumer or customer needs. Product quality is one of the keys to competition among business actors offered to consumers. Consumers always want to get quality products according to the price paid, although there are those who argue that expensive products are quality products. According to Cesariana, (2022) product quality is an important factor that influences the decision of every consumer when purchasing a product. Meanwhile, according to Hasbullah & Muchtar, (2022) product quality is the factors contained in an item or result that matches the purpose of the item being produced. The better the quality of the product, the more there will be an increase in customer interest in purchasing the product. Product quality is also the ability to run the product according to its function, in this discussion including overall, accuracy, durability, accuracy, product repair, ease of

operation and also attributes in other products. Product quality is the main determinant that has an influence on customer satisfaction.

Definition of Service Quality

Service in this case is closely related to providing satisfaction to customers, service with good quality can provide good satisfaction for its customers, so that customers can feel more concerned about their existence by the company. An easier definition is an activity carried out by a person or group of people to meet the needs of others.

According to Ariani in Riza, (2018) states that service is a global attribute of the company and is a customer consideration of the company's overall success or superiority. According to Fandy Tjiptono (2016) defines service quality as identical to the process of improving the ability, skills and professionalism of a company to satisfy consumers. If the service received and felt is in accordance with customer expectations, the quality of service is considered good quality, and vice versa, if the quality of service received is not in accordance with what the customer expects, the service quality is perceived as poor. Good and bad service quality is seen from the customer's point of view not the service provider.

III.   METHODS

This research uses a quantitative type of approach, where you will find the magnitude of the influence of the independent variable (independent) on the related variable (dependent variable). Quantitative research is research that involves the process of collecting and analyzing numerical data objectively to describe, predict, or control variables of interest. This research is expressed in numbers and graphs and is used to test or confirm theories and assumptions (Sugiyono., 2019).

This research uses the Likert Scale. The likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. This scale is also often called the summated rating scale, because it is used to give respondents the opportunity to express answers to statements or questions given (Alfifto, 2024). The interval scale used in this research is favorable where.

IV.   RESULTS
Classical Assumptions

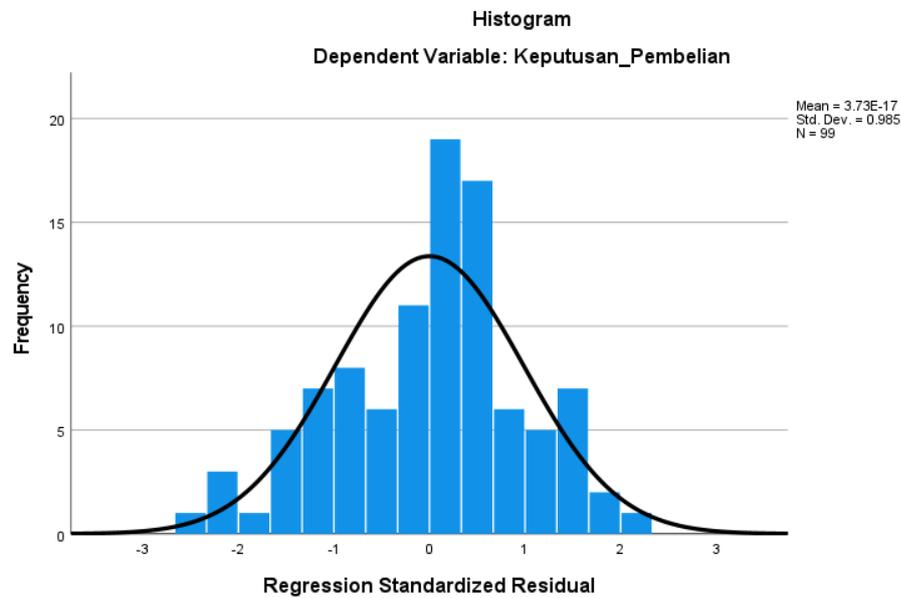### 1.Normality Test

a. Histogram Approach

Figure 1

Based on Figure 1, it can be seen that the variables are normally distributed, this is indicated by the bell-shaped distribution of data and does not deviate to the left or to the right.

b. Normal P-P Plot Graph Approach

Figure 2

Figure 2 shows that the image shows points that follow the data along the diagonal line. This indicates that the researcher's residuals are normal. However, to further ensure that along the diagonal line is normally distributed, the Kolmogorov-Smirnov test is carried out.

C. Kolmogorov-Smirnov Approach

Table 2

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			99
Normal Parameters[a,b]		Mean	.0000000
		Std. Deviation	3.50213724
Most Extreme Differences		Absolute	.079
		Positive	.042
		Negative	-.079
Test Statistic			.079
Asymp. Sig. (2-tailed)[c]			.131

Table 2 shows that the Asymp. Sig. (2-tailed) is 0.131 and. greater than the significance level, which is 0.05 (0.131>0.05), this means that the normality assumption is met. Thus, based on the test criteria, it can be concluded that the data is normally distributed.

2. Multicollinearity Test

Table 3

Coefficients[a]							
	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	2.038	1.916		1.064	.290		
Harga	.422	.095	.416	4.456	.000	.436	2.291
Kualitas_Produk	.203	.089	.237	2.279	.025	.351	2.846
Kualitas_Pelayanan	.185	.075	.234	2.465	.016	.423	2.363
a. Dependent Variable: Keputusan_Pembelian							

In Table 3, it is known that the tolerance value of all independent variables is greater than the value of 0.1 and the VIF value of all independent variables is less than the value of 10. Therefore, the data in this study is said not to experience multicollinearity problems.
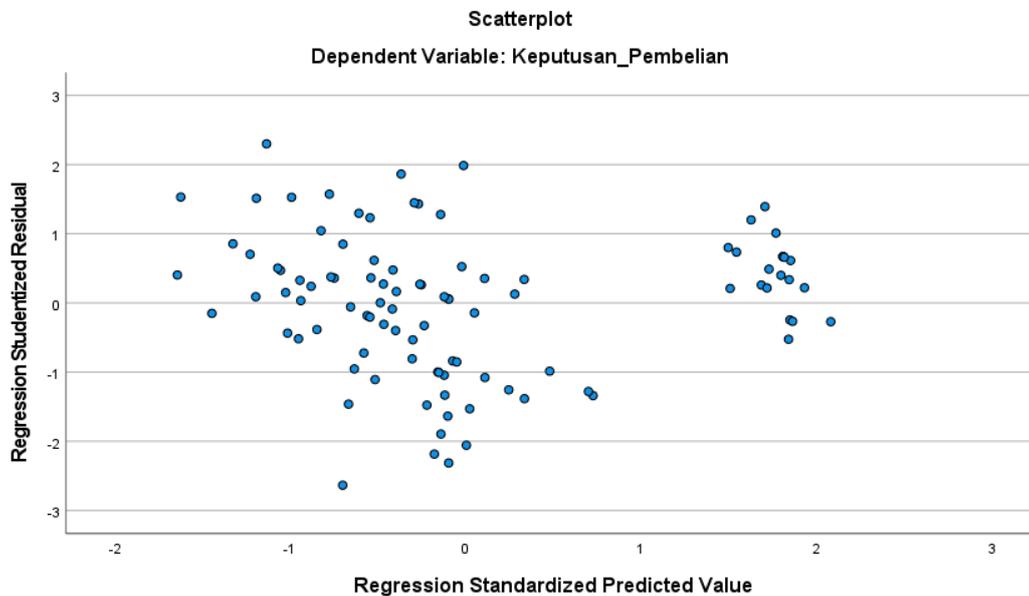
3. Heteroscedasticity Test

Figure 2

Based on Figure 3, it is known that there is no clear pattern and the dots spread above and below the number 0 on the Y axis, so based on the graphical method there is no heteroscedasticity in the regression model worth using.

Hypothesis Test Results

Test t (Partial Test)

The t-test is conducted to partially test whether Price (x1), Product Quality (x2) and Service Quality (x3) partially or each have an effect on Purchasing Decisions To test this hypothesis, it is done by comparing tcount with ttable with the following conditions:

H0 is accepted, if tcount ≤ ttable or sig t ≥ α (0.05)

H1 is accepted, if tcount> ttable or sig t < α (0.05)

It is known, to find the t table as follows: Probability = 5% or (0.05)

df = n-k-1

df = 99-2-1

df = 96

ttable = probability X df

ttabel = 0.05 X 97

So, we get ttabel = 1.984

Table 4

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.038	1.916		1.064	.290		
Harga	.422	.095	.416	4.456	.000	.436	2.291
Kualitas_Produk	.203	.089	.237	2.279	.025	.351	2.846
Kualitas_Pelayanan	.185	.075	.234	2.465	.016	.423	2.363
a. Dependent Variable: Keputusan_Pembelian							

1. The price variable has a positive and significant effect on purchasing decisions. This can be seen from the significant value (0.000) <0.05 and the t-count (4.456)> compared to the t-table (1.984).

2. The Product Quality variable has a positive and significant effect on Purchasing Decisions. This can be seen from the significant value (0.025) <0.05 and the t-count (2.279)> compared to the t-table (1.984).

3. The service quality developer variable has a positive and significant effect on purchasing decisions. This can be seen from the significant value (0.016) <0.05 and the t-count (2.465)> compared to the t-table (1.984).

F test (simultaneous)

This test is conducted to see together or simultaneously the effect of the independent variables Price Product Quality and Service Quality on the dependent variable Purchasing Decisions.

It is known, to find the F table as follows

Probability = 5% or (0.05)

df 1 = k

df 2 = n-k-1

F table = probability X (df 1) X (df 2)

F table = 0.05 X 2 X 96

So, we get F table = 3.091

Table 5

Model		Sum of Squares	df	Mean Square	F	Sig.
		ANOVAª				
1	**Regression**	2120.720	3	706.907	55.872	.000ᵇ
	Residual	1201.967	95	12.652		
	Total	3322.687	98			
a. Dependent Variable: Keputusan_Pembelian						
b. Predictors: (Constant), Kualitas_Pelayanan, Harga, Kualitas_Produk						

Table 5 reveals that the F-count value is 55,872 with a significance level of 0.000. Meanwhile, the F-table at the 95% confidence level ($\alpha = 0.05$) is 3.091 Therefore, in both calculations, namely F-count> F-table and the significance level (0.000) <0.05, it shows that the effect of independent variables (Price ($x1$), Product Quality ($x2$) and Service Quality ($x3$) simultaneously is significant on Purchasing Decisions.

Test Coefficient of Determination (R2)

Table 6
Test Results of the Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
		Model Summaryᵇ		
1	.799ª	.638	.627	3.55700
a. Predictors: (Constant), Kualitas_Pelayanan, Harga, Kualitas_Produk				
b. Dependent Variable: Keputusan_Pembelian				

Based on Table 6, it can be seen that the Adjusted R Square value is 0. .627, which means that 62.7% of purchasing decisions can be explained by product quality

price and service quality, while the remaining 33.3% can be explained by other factors not examined in this study.

A.   The Effect of Price on Purchasing Decisions

Based on the t test, the price variable has a positive and significant effect on purchasing decisions. This can be seen from the significant value (0.000) <0.05 and the t-count (4.456)> compared to the t-table (1.984). This means that Ho is rejected and H1 is accepted. This means that if the price variable is increased by one unit, the purchase decision will increase by 0. 422.

Based on research on the Price Perception variable that has been distributed to 99 respondents, the question that has the largest percentage of agreement is question number 2, namely respondents feel that the price of Momoyo products is in accordance with their budget with a percentage of 60.60%. Researchers found that the average respondent answered agree from the statement given, with 57.57% of respondents agreeing that the product price was very affordable.

However, there are some differences in respondents' answers. In the statement about the suitability of quality to price, 34.34% of respondents disagreed that the product quality was comparable to the price offered. In addition, in the statement about whether the price is competitive, 31.31% of respondents disagreed that the product price is competitive with other similar products. This indicates that some respondents still have doubts about the price value of Momoyo products.Overall, the researcher found that respondents gave a fairly positive response to all the questions given. The highest approval value was found in the statement of price compatibility with the budget (60.60%), followed by the benefits commensurate with the price (54.54%), and the reason for choosing the product because of the competitive price (54.54%). This shows that price perception plays an important role in consumer assessment of Momoyo products.

The majority of respondents consider the price of Momoyo products as a key consideration, with 57.57% of respondents strongly agreeing that the price of the product is affordable. Price is considered a concrete factor in evaluating product value. Although some respondents still doubt the suitability of price to quality, overall the

Price Perception variable is a significant factor in consumer assessment of Momoyo products.

This research is in line with Pangestu and Sunsati (2024) with the title The Effect of Price, Promotion and Service Quality on Purchasing Decisions at Mixue Ice Cream and Tea Nusukan Surakarta funds get results that state Price has a positive and significant effect on Purchasing Decisions this is reinforced by research Putri et al (2024) with the title influence of price, location and service quality on mixue customer loyalty in klaten district get the results that Price has a positive and significant effect on Purchasing Decisions.

B.   The Effect of Product Quality on Purchasing Decisions

Based on the t test, the Product Quality variable has a positive and significant effect on Purchasing Decisions, this can be seen from the significant value (0.025) <0.05 and the t-count (2.279)> compared to the t-table (1.984), meaning that Ho is rejected and H1 is accepted, meaning that if the Product Quality variable is increased by one unit, the Purchasing Decision will increase by 0.203.

Based on research on the Product Quality variable distributed to 99 respondents, researchers found interesting dynamics in consumer perceptions of Momoyo products. The question with the largest percentage of agreement was on the statement that the product is reliable to meet needs, with 60.60% of respondents agreeing and strongly agreeing.

The majority of respondents gave a positive assessment, but there are some critical notes that need to be noted. A total of 41.41% of respondents disagreed with the durability of the product, indicating a significant weakness in perceived quality. In addition, 36.36% of respondents felt that the product did not have a distinctive feature that differentiated it from similar products and did not match the information listed on the packaging.Interestingly, some aspects of the product received quite good ratings. The highest percentage of approval includes the product's ability to be relied upon (60.60%), easily recognizable (58.58%), not easily damaged (58.58%), and providing satisfactory results (57.57%). This shows that Momoyo's Product Quality has a significant role in shaping.

The majority of respondents consider Momoyo products to be reliable and satisfactory, with 57.57% strongly agreeing that the products always deliver satisfactory results. Product quality is considered an important factor in consumer assessment, although there is still ample room for improvement, especially in terms of product durability and uniqueness.

Overall, the Product Quality variable shows Momoyo's positive potential in meeting consumer needs and expectations, but with a note that there is a need for continuous development to increase product competitiveness.This is in line with research conducted by Amanda Dan indra (2024) with the title The Effect of Product Quality and Service Quality on Customer Satisfaction at MIXUE Ice Cream & Restaurant.

This is in line with research conducted by Amanda and indra (2024) with the title The Effect of Product Quality and Service Quality on Customer Satisfaction at MIXUE Ice Cream & Tea getting results stating that Product Quality has a positive and significant effect on Purchasing Decisions this is also supported by research conducted by Hartinah et al (2023) The Effect of Product Quality, Price, and Generation Z Lifestyle on Purchasing Decisions Mixue Ice Cream & Tea indicates that Product Quality has a positive and significant effect on Purchasing Decisions.

C.   The Effect of Service Quality on Purchasing Decisions

Based on the t test, the Service Quality variable has a positive and significant effect on Purchasing Decisions, this can be seen from the significant value (0.016) <0.05 and the t-count (2.465)> compared to the t-table (1.984), which means that Ho is rejected and H1 is accepted, meaning that if the variable of Service Quality is increased by one unit, the Purchasing Decision will increase by 0.185.

Based on the results of a survey conducted among 99 respondents regarding Momoyo's Service Quality, there are variations in consumer responses that reflect various aspects of service. Some statements received positive ratings, while others indicate areas that require improvement. The statement "Services provided by Momoyo are always on time" recorded the highest mean value of 3.43, with 53.53% of respondents expressing their agreement (agree and strongly agree). This was followed by the statements "Momoyo employees always deliver services as

promised" and "I feel safe when transacting with Momoyo" which both had a mean of 3.35. This indicates that Momoyo is quite good in terms of timeliness of service and consistency in fulfilling promises to customers.On the other hand, some aspects of service show the need for special attention. The statement "Momoyo employees give personal attention to customers" obtained the lowest mean of 3.08, followed by "Momoyo employees' appearance is always neat and professional" with a mean of 3.06. This data shows that the aspects of service personalization and employee appearance standards still need improvement.

To improve Momoyo's service quality, several recommendations can be implemented,Organize service excellence training to improve employees' ability to provide personalized attention,Establish and implement stricter grooming standards,Improve employee product knowledge through periodic training programs,Develop a more effective customer complaint management system,Conduct periodic evaluations of service performance, Implement a reward system for employees with the best service performance, Develop a more comprehensive SOP for each aspect of service.

This is in line with research conducted by Zhara Et al (2024) with the title Effect of Brand Image, Taste, Price Perception, Service Quality and Product Quality on Purchasing Decisions for Mixue Products which states that Service Quality has a positive and significant effect on Purchasing Decisions This is also supported by research conducted by Nugrahaningsih and Oktavianto (2017) with the title The Effect of Word Of Mouth and Service Quality on Purchasing Decisions with Product Quality as a Moderating Variable at Nevatara Ice Cream Shop in Tanjung Primenujukan Service Quality has a positive and significant effect on Purchasing Decisions.

D. The Effect of Price Product Quality and Service Quality on Purchasing Decisions

That the F-count value is 55,872 with a significance level of 0.000. Therefore, in both calculations, namely F-count> F-table and the significance level (0.000) <0.05, it shows that the effect of independent variables (Price (x1), Product Quality (x2) and Service Quality (x3) simultaneously is significant on Purchasing Decisions This is in line with research conducted by Pangestu and Sunsati (2024) and Nayumi & Sitinjak,

(2020) which state that Product Quality Price and Service Quality are positive and significant to Consumer Satisfaction Purchasing Decisions.

Based on the results of the pre-survey conducted by researchers regarding the price variable, respondents tend to feel that the price of Momoyo products is in accordance with the quality offered, with a mean value of 3.67. However, not all respondents consider the price of Momoyo products to be affordable, with a mean value of 3.24. This indicates that companies need to pay attention to pricing so that it is in line with consumer purchasing power.

Furthermore, on the product quality variable, respondents tend to be confident in the quality of Momoyo products, with a mean value of 3.23 on the statement "I am confident in buying Momoyo products because the quality is guaranteed". However, not all respondents were satisfied with their purchasing choices, with a mean value of 3.24. This indicates that companies need to continue to innovate and improve quality in order to meet consumer expectations.

On the aspect of service quality, respondents tend to be used to buying Momoyo products for their daily needs, with a mean value of 3.41. However, not all respondents plan to continue buying Momoyo products in the future, with a mean value of 3.09. This suggests that the company needs to improve service quality in order to maintain consumer loyalty

Overall, the presurvey results show that price, product quality, and service quality have a positive influence on consumer purchasing decisions. However, there are several aspects that need to be improved, such as price affordability, product quality consistency, and service quality. By paying attention to these factors, companies can increase consumer satisfaction and loyalty, so as to encourage better purchasing decisions.

V.   CONCLUSION

The results of this study aim to determine and analyze the extent of the effect of price, product quality and service quality on purchasing decisions at Momoyo Ditanjung Balai (1) Based on the t test, price has a positive and significant effect on purchasing decisions at Momoyo in Tanjung Balai. (2) Based on the t test, product

quality has a positive and significant effect on purchasing decisions at Momoyo in Tanjung Balai. (3). Based on the t test, service quality has a positive and significant effect on purchase satisfaction at Momoyo in Tanjung Balai. (4) Based on the F test, price, product quality and service quality have a positive and significant effect on purchase satisfaction at Momoyo in Tanjung Balai.

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