

# THE IMPACT OF PRODUCT QUALITY AND PSYCHOLOGICAL FACTORS ON CONSUMER PURCHASE DECISIONS PT. BHINEKA MENTARI JAKARTA

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**Abstract.** Increasingly fierce competition requires companies to make the right strategy to increase purchasing decisions, especially in e-commerce companies. The purpose of this study was to determine the influence of product quality and psychological factors on purchasing decisions on bhineka.com e-commerce. The type of research used is quantitative research with an associative approach. The sample in this study was 150 respondents who had made purchases at bhineka.com. The sampling technique used was non-probability sampling, while the data collection technique was by distributing questionnaires using Google Forms. The data analysis technique used was multiple linear regression analysis using SPSS Version 27 software. The results showed that both product quality variables and psychological factors influenced purchasing decisions partially and simultaneously. Psychological factors are more influential than product quality, this proves that the stronger a person's motivation is to decide to buy a product rather than choosing the quality of the product to be purchased.

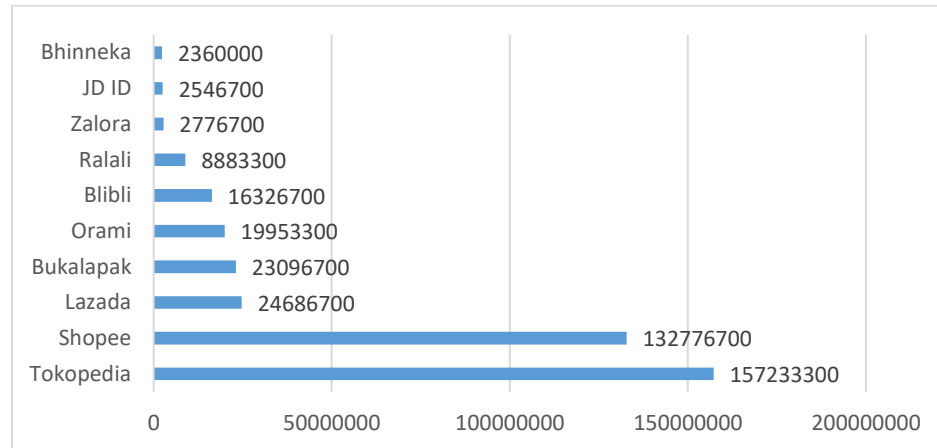
**Keywords:** product quality, psychological factors, purchasing decisions.

## 1. INTRODUCTION

Today the development of digitalization or technology is increasing very rapidly, so companies are required to develop their business according to their capabilities in technology. Electronic Commerce (e-commerce) / online shopping is a new behavior that can be described as a process of transaction of goods or services in the process of buying and selling or exchanging products, services, and information through information networks including the internet or cyberspace (Widyanto & Prasilowati, 2015). E-commerce has changed a lot in the buying and selling process. If usually a transaction the seller and buyer meet, but with e-commerce not need to meet, they interact through the internet or by telephone communication. In this process, trust is the main capital. Because without the trust of both parties, the e-commerce buying and selling process can occur and be carried out. However, with the rapid development, many online stores/e-commerce have sprung up. Whether they are by utilizing blogs, social media, or websites. With this rapidity, it makes it easier to buy and sell.

There needs to be a strategy implemented with various aspects that aim to influence consumer purchasing decisions. Purchasing decisions are all experiences in learning, selecting, using, and even getting rid of products. Purchasing decisions are strongly influenced by consumer behavior. Consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and determine goods, services, ideas, or experiences to meet their needs and desires. (Kotler, P. and Keller, 2016).

Based on the e-commerce map released by [iprice.co.id](http://iprice.co.id), [bhineka.com](http://bhineka.com) is one of the e-commerce engaged in the sale of electronic goods whose development from year to year is always increasing, but [bhineka.com](http://bhineka.com) is not an e-commerce that is a reference as a place to shop for consumers, as evidenced in the following e-commerce development picture:



**Figure 1. The development of e-commerce in Indonesia in 2022**

Based on the picture above, it can be seen that [bhineka.com](http://bhineka.com) is e-commerce whose position is in rank ten, still far behind other e-commerce, this is certainly a problem because consumer purchasing decisions on [bhineka.com](http://bhineka.com) are still very low. This is because [bhineka.com](http://bhineka.com) e-commerce is less well known by consumers, besides that the promotions carried out in this e-commerce are still very limited.

One of the factors that influence purchasing decisions is product quality. Today's increasingly fierce competition requires companies to offer quality products and have added value that is different from their competitors' products. Quality is determined by a set of uses and functions, including durability, interdependence on other products or other components, exclusivity, comfort, and external form, namely color, shape, packaging, and so on (Ujang Sumarwan, 2018). Products that have the best quality will be able to grow rapidly and will be able to capture market share.

According to research Nasution et al.(2020) stated that product quality affects purchasing decisions, if the product quality is getting better, it can increase consumer decisions. Likewise, the results of research Saragih, MM. (2018) stated that product quality has a significant effect on purchasing decisions for Honda Motorbikes for Management Department students. The better the quality of the product produced, it will provide opportunities for consumers to make purchasing decisions.

Consumer psychological factors are important things that can influence purchasing decisions. Psychological factors are conditions in which a person has a desire that comes from his self to determine his decision according to his wishes, where these psychological factors consist of motivation, perception, learning, beliefs, and attitudes. (Shelviana et al., 2020). In the research Natanael, (2020) stated that psychological factors have a positive and significant effect on purchasing decisions for Xiaomi generation Y smartphones in Surabaya. The study said that psychological factors are due to learning from experience such as always using Xiaomi smartphones and belief in Xiaomi products that are suitable for daily needs. ResearchMindari (2020) states that there is a significant influence between psychological factors and purchasing decisions.

## **2. LITERATURE REVIEW**

### **2.1. Consumer Behavior**

According to Kotler (2016), Consumer behavior is all activities, actions, and psychological processes that drive these actions at the time before buying, when buying, using, and consuming products and services after doing the above or evaluating activities.

Consumer behavior is the study of the processes involved when individuals or groups select, purchase, use, or manage products, services, ideas, or experiences to satisfy consumer needs and wants. (Miguna Astuti, 2020).

Meanwhile, according to Buchari Alma. (2016) Consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences satisfy their needs and wants.

### **2.2. Purchase Decision**

Purchasing decisions are part of consumer behavior, which is the study of how individuals, groups, and organizations choose, buy, use, and how goods and services, ideas, or experiences satisfy their needs and wants (Kotler, P. and Keller, 2016).

Kotler (2016) states that the factors that influence purchasing decisions consist of (1) Cultural Factors, cultural factors have the broadest and deepest influence on purchasing decisions. Marketers must understand the role played by culture, subculture, and social class of buyers. (2) Social Factors, purchasing decisions will also be influenced by social factors such as a group of references, family, roles, and social status of consumers. (3) Personal Factors, purchasing decisions are also influenced by the age and stage of the buyer's life cycle, occupation, economic environment, personality, self-concept, and lifestyle and values. (4). Psychological Factors. A person's purchasing choices are also influenced by the main psychological factors, namely motivation, perception, learning process, and beliefs and attitudes.

Indicators of purchasing decisions according to Philip Kotler (2017) explain that consumer decisions have the following dimensions: (1) Product Choice Consumers can decide to buy a product if they have compared products A and B. In this case, the company must focus its attention on people who are interested in buying an alternative product that they are considering. (2) Brand Choice Consumers generally make decisions about the brand name to be purchased, each brand has its differences and advantages. In this case, the company must know how consumers choose a brand. (3). Selection of Purchase Channels (Dealer Choice) Consumers must make decisions about which distributor to visit. Every consumer is different in terms of determining a dealer, it can be due to factors of close location, low prices, complete inventory of goods, convenience in shopping, flexibility of place, and others. (4). Purchase Timing Consumer decisions in choosing a purchase time can vary depending on the consumer's situation, whether waiting for payday, stressful circumstances, geographical conditions, and other crucial circumstances. (5). Purchase Amount. Consumers can make decisions about how much product to spend at a time. Purchases made may be more than one. Because if the consumer is a reseller, it means that the purchase of goods for sale is likely to be more than one. In this case, the company must prepare some products according to different desires.

### **2.3. Product quality**

The ability of the product to perform its functions which include durability, reliability or progress, strength, ease of packaging and product repair, and other characteristics. (Buchari Alma., 2016).

Philip Kotler (2017) states that achieving good quality for a company requires several measures to formulate policies regarding product quality, namely: (1) The function of goods The function of goods can affect consumer satisfaction, so it must produce goods whose quality is by their functions and uses, durability, equipment, and trust. (2) External form External forms such

as shape, color, and arrangement. If the outer form of the product is not attractive even though the quality of the goods is good, it does not necessarily attract consumer interest. (3) Cost of product goods In general, the cost and price of an item will be able to determine the quality of an item.

According to Tjiptono (2016), product quality indicators include: (1) Performance (Performance) Namely the main operating characteristics of the core product (Core Product) purchased, for example speed, fuel consumption, the number of passengers that can be transported, ease and comfort in driving and so on. (2) Additional features (Features) Namely secondary or complementary characteristics, for example interior and exterior fittings such as Dash Board, air conditioning, Sound System, Door Lock System, Power Steering, and so on. (3) Reliability, which is a small possibility of damage or failure to use, for example, cars do not often crash/jam/crawl / break down. (4) Conformance to Specifications Namely the extent to which design and operating characteristics meet predetermined standards. For example, safety and emission standards are met, such as the size of the axle for a truck must of course be larger than a sedan car. (5) Durability Relates to how long the product can continue to be used. This dimension includes the technical life and economic life of car use. (6) Aesthetics (Aesthetic) Namely the attractiveness of the product to the five senses. For example, the attractive physical shape of the car, artistic model or design, color, and so on.

#### **2.4. Psychological Factors**

Husni Ritonga (2019) provides the following limitations on psychology: *"Psychology can be defined as the science of the activities of the individual"*. Meanwhile, according to Schiffman, L.G., & Kanuk,(2015) states: "Psychological characteristics refer to the personal or essential traits of individual consumers."

Indicators of psychological processes according to Philip Kotler (2017) namely motivation, perception, learning, and memory fundamentally affect consumer responses. (1) Motivation. Needs become motives when they increase to a sufficient level of intensity to encourage action. Motivation has two directions: choosing one goal over another and intensity, the energy used to pursue the goal. (2) Perception. In marketing, perception is more important than reality, because consumer perceptions influence actual consumer behavior. Perception is the process of selecting, organizing, and translating input information to create a meaningful picture of the world. The main point is that perception depends not only on physical stimuli but also on the relationship of stimuli to the field that surrounds them and the condition of each person. (3) Learning. Learning drives changes in a person's behavior that arise from experience. Most consumer behavior is learned, although most of that learning is unintentional. Learning theorists believe that learning is generated through the interaction of nudges, stimuli, cues, responses, and reinforcement. (4)Memory. Memory is a highly constructive process, as one does not remember information and events completely and accurately. Often a person remembers a few bits and pieces and fills in the rest based on what else is known. Consumers may remember experiences with a brand differently from the facts due to other events.

### **3. RESEARCH METHODS**

The method used in this research is a quantitative method with an associative approach, namely research conducted to determine the relationship between two or more variables, the relationship between product quality, psychological factors, and purchasing decisions. The population in this study are consumers who have made purchases at bhineka.com. The sample used a quota sample of 150 respondents. The research was conducted for 3 months in 2023, namely from March to April. The sample collection technique uses non-probability sampling with a purposive sampling method, where the sampling criteria are consumers who are at least 20 years old, have a minimum high school education, and have made transactions at bhineka.com

in a year at least 3 times. The data collection technique uses primary data in the form of a questionnaire via Google Forms. The measurement scale used is a Likert scale with five answer criteria, namely 1 (one) to 5 (five), where the answer with the highest value has the criteria strongly agree, while the lowest one strongly disagrees. The data analysis technique uses multiple regression with the help of SPSS software.

#### **4. RESULTS AND DISCUSSION**

Based on the results of descriptive statistical analysis, the data is obtained as follows:

- a. Respondents who shopped the most at bhineka.com were aged 25-30 years as many as 35 respondents (35%), while the lowest were those aged over 50 years as many as 7 respondents with a percentage of 7%.
- b. Based on the level of education, many shopping at bhineka.com with a Bachelor's degree, namely 39 respondents, or 39% of the total 100 respondents. While the least shopping is with a high school education level, only 10 respondents or 10%.
- c. Most shopping at bhineka.com is male, namely 58 respondents or 58% of 100 respondents. Meanwhile, women who shop at bhineka.com are 42%, lower than men.
- d. The highest level of respondent income is 4 to 6 million rupiah as many as 46 respondents or 46%, while the least spend is at an income level of less than 2 million rupiah, as many as 8 respondents or 8%.
- e. The frequency of respondents shopping at bhineka.com during the year was the highest at 3 - 5 times at 39%, while the lowest was more than 7 times, at 8%. This possibility is due to bhineka.com offering many electronic products, and of course, the price is relatively more expensive than retail goods.

Based on the tabulated results, the respondents' answers are as follows: (1) the quality of the products offered by bhineka.com is quite good, this can be seen from the results of 12 statement items about product quality that have been answered by 100 respondents on average answering agree. This is proven by an average value of 4.00417 which means agree. (2) psychological factors that influence respondents are good, this can be seen from the results of 10 statement items about psychological factors that have been answered by 100 respondents on average answering agree. This is proven by an average value of 4.041 which means agree. (3) Purchasing decisions that influence respondents are good, this can be seen from the results of 12 statement items about purchasing decisions that have been answered by 100 respondents on average answering agree. This is proven by an average value of 4.25667 which means agree.

The results of the validity test on the variables of product quality, psychological factors, and purchasing decisions can be seen that all statements on the questionnaire are declared valid, because  $r > r_{table}$  (0.361), so all statements can be used as data collection tools. As well as the results of the reliability test of the three variables above the value of 0.60 so that the statement items in the three variables are declared reliable so that the analysis can be continued.

Based on the results of multiple regression analysis, the equation  $Y = 59.649 + 0.309 X_1 + 0.464 X_2 + e$ . From the multiple regression equation above, it can be concluded that: (1) The value of 59.649 is a constant, if it is assumed that product quality and psychological factors are constant or equal to 0, then the value of purchasing decisions is 59.649. (2) The value of 0.309 means that if product quality ( $X_1$ ) increases, the value of purchasing decisions ( $Y$ ) will increase by 0.309, assuming other variables are constant. (3) The value of 0.464 means that if psychological factors ( $X_2$ ) increase, the value of purchasing decisions ( $Y$ ) will increase by 0.464, assuming other variables are constant.

The result of analyzing the correlation coefficient ( $R$ ) of product quality ( $X_1$ ) with purchasing decisions ( $Y$ ) is 0.775. Because these results are between 0.60 - 0.799, it can be concluded that the relationship between product quality ( $X_1$ ) and purchasing decisions ( $Y$ ) is strong. While the correlation of psychological factors is 0.811. Because these results are between 0.80 - 1.000, it

can be concluded that the relationship between Psychological Factors (X2) and Purchasing Decisions (Y) is very strong.

The coefficient of determination (R square) was obtained at 0.794. Thus, the magnitude of the influence of the variable product quality (X1) and psychological factors (X2) on purchasing decisions (Y) is 79.4%, the remaining 19.6% is influenced by other variables not examined in this study.

The results of the hypothesis test of Product Quality (X1) on Purchasing Decisions (Y) obtained the t value of 12.131 and t table of 1.984, so it is concluded that  $t_{count} 12.131 > t_{table} 1.984$  and sig value.  $0.000 < 0.05$  means that  $H_{a1}$  is accepted and  $H_{o1}$  is rejected so there is an influence between Product Quality (X1) on Purchasing Decisions (Y).

The results of the hypothesis test for Psychological Factors (X2) on Purchasing Decisions (Y) so that the t table of 1.984 is obtained, thus it can be concluded that the t count is  $13.702 > t_{table} 1.984$  and the sig value.  $0.000 < 0.05$  means that  $H_{a2}$  is accepted and  $H_{o2}$  is rejected so there is an influence between Psychological Factors (X2) on Purchasing Decisions (Y).

## **CONCLUSION**

### **1. Effect of Product Quality (X1) on Purchasing Decisions (Y)**

Based on the hypothesis test conducted, the results show that product quality affects purchasing decisions. In essence, the choice of product quality will be related to a person's behavior in making decisions about what is desired. One way to find out consumer behavior is to analyze product quality. So that consumers know things that are strengths, weaknesses, opportunities, or threats for a product. So that if the quality of the product offered is getting better, it will increase consumer purchasing decisions, and vice versa, if the quality of the product offered is getting worse, it will reduce consumer purchasing decisions.

The results of this study are in line with the research from Nasution et al., (2020), which states that there is an influence of product quality, brand image, trust, convenience, and price on purchasing decisions in e-commerce. The influence of psychological factors on purchasing decisions. In addition, it also supports research (Suari, 2019) which shows a significant effect of product quality and product design on purchasing decisions. Research from Immawati et al. (2019) and Aghitsni & Busyra (2022) also shows a positive and significant influence between product quality on consumer purchasing decisions.

### **2. The Effect of Psychological Factors (X2) on Purchasing Decisions (Y).**

Based on the hypothesis test conducted, the results show that psychological factors affect purchasing decisions. Consumer behavior is influenced by psychological factors (motivation, perception, beliefs, and attitudes). Motivation is an urge to fulfill one's needs, including when you want to buy something. The stronger the motivation to own a product will affect consumer behavior in deciding on its purchase, so the higher the psychological factors of consumers will increase their purchasing decisions, and vice versa, if the psychological factors are weaker, it will reduce consumer purchasing decisions.

The results of this study support research by Mindari (2020) which shows that there is a positive and significant influence of cultural factors, social factors, personal factors, and psychological factors together on purchasing decisions. Wijaya et al. (2018) state that cultural, social, personal, and psychological factors have a significant positive influence on purchasing decisions.

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