

Analyzing the Impact of Price and Product Quality on Consumer Decision-Making in Utilizing Photo and Video Printing Services at Asri Photos in Mamuju Regency

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Abstrak

Penelitian yang dilakukan di Asri Foto di Kabupaten Mamuju ini mengeksplorasi faktor-faktor yang mempengaruhi keputusan konsumen mengenai layanan pencetakan Foto dan video. Penelitian ini berfokus pada dua variabel utama: harga dan kualitas produk. Analisis statistik menunjukkan korelasi yang kuat dan signifikan antara variabel-variabel ini dan keputusan konsumen, dengan nilai R Square sebesar 0,869 yang menunjukkan bahwa harga dan kualitas produk menyumbang 86,9% dari variasi keputusan konsumen. Temuan ini menekankan peran penting dari strategi harga dan kualitas produk dalam membentuk pilihan konsumen di industri jasa pencetakan Foto dan video. Penelitian ini menyoroti perlunya bisnis, seperti Asri Foto, untuk menyelaraskan strategi penetapan harga mereka dengan ekspektasi konsumen dan berinvestasi dalam mempertahankan kualitas produk yang tinggi untuk menarik dan mempertahankan pelanggan yang puas, yang pada akhirnya akan memposisikan diri mereka untuk kesuksesan jangka panjang.

Kata Kunci: *Keputusan konsumen, Harga, Kualitas Produk*

Abstract

The research conducted at Asri Photos in Mamuju Regency explored the factors influencing consumer decisions regarding photo and video printing services. The study focused on two key variables: price and product quality. Statistical analysis revealed a strong and significant correlation between these variables and consumer decisions, with an R Square value of 0.869 indicated that price and product quality accounted for 86.9% of the variation in consumer decisions. These findings emphasize the crucial role of pricing strategies and product quality in shaping consumer choices in the photo and video printing service industry. The research highlights the need for businesses, such as Asri Photos, to align their pricing strategies with consumer expectations and invest in maintaining high product quality to attract and retain satisfied customers, ultimately positioning themselves for long-term success.

Keywords: *Consumer Decisions, Price, Product Quality*

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INTRODUCTION

Photography services are a very important field to run in entrepreneurship in the midst of the daily life of the Idi community in Mamuju Regency, considering that the need for photo and video printing services needed by the community is very high, for this reason the field of photo and video printing services in Mamuju Regency is being intensified by the emergence of photo and video printing services in the photo and video printing application base. Photo and video printing services are one of the artistic activities as a medium of expression and communication, recording a moment in the form of an image. In capturing the image, of course, through the process of entering light captured by the camera sensor. In its development, photography activities are found in many communities, the development and advancement of technology and the presence of social media have played a very influential role in the development and interest of the community. A person's creativity, until now photo printing and video grafi services have become a familiar activity in society. Most people are familiar with photo and video printing services, namely almost every day using a smartphone to take pictures with a specific purpose to meet various individual photo needs. On the other hand, people have begun to apply photography as a means of promoting a product in business and society. Over time from year to year, creative businesses in the field of photography are increasing and growing rapidly. Various photography and video services offered to clients include video shooting, identity photos, wedding photos, prewedding photos, furniture catalog photos, digital photos, and black and white photos. Marketing or promotional activities carried out in each industry are quite extensive, both through online digital media, outdoor print media, and word of mouth. Online digital media includes Instagram, Facebook, and even through business websites. As for outdoor print media, namely, x-banners, banners, stickers, brochures, and so on.

Asri Photos is one of the photo and video grafi printing services, including several competitors, this rapid development is not matched by the quality in terms of photos and designs in these services, with the existence of people who open services about photos and designs, not a few competitors are also doing to develop their business to attract consumers who need their services, ideas, creativity, talent, and skills Asri Photos in creating a work that contains a message to influence the mindset of the community to use photo and video grafi printing services. The problems seen from the Asri Photos company are related to the relatively high price of services, but Asri Photos is able to provide quality photo printing work and video graphics that can provide satisfaction for its customers. so that price problems can be overcome if promotional media already exist and using visual concepts that match the character of the company can add value to the photo printing and video graphics produced by Asri Photos in Mamuju Regency.

The consumer decision-making process, as described by Kotler and Armstrong (2004) and Philip and Kevin (2009), consists of five main stages. First, consumers realize a problem or need that drives them to search for a product. Second, they begin to search for information about relevant products. The third stage involves evaluating the various alternatives available based on the information they have gathered. After that, consumers make a purchase decision, that is, choose the product that best suits their needs and preferences. Finally, after the purchase, consumers still engage in post-purchase behavior, which includes the use of the product and the potential to make

repeat purchase decisions. This process is important in understanding consumer behavior and influencing a company's marketing strategy. According to Frans Abadi Cysara (2015), there are five main indicators in consumer decisions. First, the attention stage, where the product must attract the attention of consumers through various promotions such as print advertisements, television, or personal networks. Second, the interest stage, which follows attention with efforts to arouse consumer interest and provide reasons why the product is interesting. Third, the desire stage, where consumers are given very tempting offers so that they have a strong desire to buy the product. Fourth, the buying action stage, where consumers take concrete action to buy the product. Finally, the satisfaction stage, where consumers feel satisfied with the product after buying it. All of these are important steps in understanding how consumers make purchasing decisions.

According to Kotler and Armstrong in Krisdayanto (2018: 3) Price is the amount of money paid for services, or the amount of value that consumers exchange in order to benefit from owning or using goods or services. According to Kotler and Armstrong in Krisdayanto (2018: 3) Price is the amount of money paid for services, or the amount of value that consumers exchange in order to benefit from owning or using goods or services. According to Tjiptono and Candra in Priansa (2017: 209) say that price is an inherent part of the product that reflects how much quality the product is. From the above definition, I can conclude that price is an amount of money given by consumers as an exchange price to get the benefits of goods or services provided by the goods and services provider. Stanton (2010) cited by Ofela (2016) suggests several important indicators used to measure the price of a product. First, companies must ensure that the prices they set can be affordable by consumers, so that these products can be purchased easily. Second, the price must be in accordance with the quality of the product offered, so that consumers feel they are getting value for money. Furthermore, companies must also pay attention to price competitiveness, namely the extent to which their prices compete with similar products from other producers. Finally, it is important to consider the suitability of the price to the benefits provided by the product. In this case, companies must ensure that the price reflects the benefits provided to consumers, as well as meeting their expectations. All of these are key in setting the right price for the product and maintaining the quality of the product according to the predetermined standards.

Product quality is a complementary factor to the needs that cannot be separated from the products or services made by the company. product quality is the perception that the products offered by business actors have high selling points that are not owned by other competitors. According to Kotler in (Roisah and Riana, 2016) states that, "Product quality is the ability of a product to demonstrate its function, this includes overall durability, reliability, accuracy, ease, operation and product repair as well as other product attributes". According to Tjiptono in (Kuspriyono, 2016) "Product quality is quality includes meeting or exceeding customer expectations; quality includes products, services, people, processes, and the environment; quality is an ever-changing condition (for example what is considered quality today may be considered less quality in the future)". According to Kotler in (Melyani, 2016) "Product quality is the overall characteristic of the nature of goods and services that affect their ability to meet the needs and desires of consumers, so they will try to make quality products that are displayed both from the external characteristics (design) of the product and the core (core) of the product itself". From the above definition, I can conclude that the

quality of a product is the percentage or level of good or bad of a factor that is closely related and inherent in goods or services, so that the product has the ability to be used as a case that can be offered to the market for attention, use, ownership, or consumption so that it can satisfy consumer wants or needs.

METHODOLOGY

This research was conducted at Asri Photos in Mamuju Regency using two types of data, namely quantitative data and qualitative data. Quantitative data consists of numbers and includes population size, samples, questionnaire calculations, and research results. Qualitative data is in the form of words, sentences, schemes, and images, including an overview of the research site and data on respondent characteristics. Data sources consist of primary data obtained directly from respondents through observation, interviews, and questionnaire distribution. Secondary data came from relevant written report documents. The research population includes all users of photo printing and video grafting services at Asri Photos in Mamuju Regency. Because the population size was not known with certainty, the sample was taken using the lemeshow formula with the result that 96 respondents were randomly selected. Data collection techniques included observation, interviews, documentation, literature study, and the use of questionnaires. Data analysis involved testing research instruments, including validity and reliability, as well as hypothesis testing with multiple linear regression, t (partial) test, and coefficient of determination (R²) test. The operational definitions of variables include price (the value of money determined by service users), product quality (the results of photo and video grafting images and the product's ability to fulfill consumer desires), and consumer decisions (consumer actions in obtaining the desired photo and video grafting products).

RESULTS AND DISCUSSION

In this research, the approach of multiple regression analysis was utilized to forecast the dependent variable's value by taking into account various independent variables. The specifics of this analytical process are outlined in Table 1.

Table 1. Hypothesis Testing Result

Variable	Beta	T Value	Significant
Constant	13,470	5,307	0,000
Price	0,392	4,229	0,002
Product Quality	0,452	6,470	0,000
R Square		0,869	

The analysis of the variable Price (X1) in your study has yielded a significant result with a p-value of 0.002, using a significance level of 0.05 as the threshold. The fact that the p-value (0.002) is less than the chosen significance level (0.05) indicates statistical significance. Additionally, the t-statistic (t hitung) of 4.229 is greater than the critical t-value (t tabel) of 1.66159, which further supports the significance of the relationship between price and consumer decision-making regarding photo and video printing services at Asri Photos in Mamuju Regency. Therefore, the null hypothesis (H₀) that price does not significantly influence consumer decisions can be rejected, and the alternative hypothesis (H_a) that price has a significant impact on consumer

decisions is accepted. This finding implies that pricing strategies have a substantial impact on how consumers decide whether or not to use Asri Photos's services. A lower or more competitive price may attract more customers, while a higher price might deter some but potentially yield higher revenue per transaction. Businesses, including Asri Photos, should carefully consider their pricing strategies to align with consumer preferences and market dynamics, as evidenced by the significant influence of price on consumer decisions in your study. Moreover, further research and analysis may be necessary to explore how different pricing approaches can be optimized for the best business outcomes in this context.

The analysis of the variable "Product Quality" (X2) in your study has yielded a highly significant result with a p-value of 0.001, using a significance level of 0.05 as the threshold. The fact that the p-value (0.001) is significantly less than the chosen significance level (0.05) strongly indicates statistical significance. Furthermore, the t-statistic (t_{hitung}) of 6.470 significantly exceeds the critical t-value (t_{tabel}) of 1.66159, which reinforces the conclusion that product quality has a significant and positive impact on consumer decision-making regarding photo and video printing services at Asri Photos in Mamuju Regency. Therefore, the null hypothesis (H_0) suggesting no significant influence of product quality on consumer decisions can be confidently rejected, while the alternative hypothesis (H_a) asserting that product quality does indeed have a substantial effect on consumer decisions is accepted. This finding underscores the critical importance of maintaining and enhancing product quality for businesses like Asri Photos. Consumers prioritize high-quality photo and video printing services, and this factor significantly influences their decision to use these services. As a result, businesses should continue to invest in improving and ensuring the quality of their products to not only attract but also retain satisfied customers. Additionally, it is essential to align pricing strategies with the quality offered, as both factors have been shown to be significant drivers of consumer decisions in your study. Further research could explore strategies for optimizing and managing product quality to maximize business success in this context.

The analysis results presented in Table 1 show some important information about the relationship between the variables in this study. First, the magnitude of the correlation coefficient (R) is 0.811, which is included in the strong relationship category. This indicates that there is a close and significant relationship between the independent variables (price and product quality) and the dependent variable (consumer decisions). In the context of this study, this confirms that the price and product quality factors have a significant influence on how consumers make decisions regarding the use of photo printing and video grafting services at Asri Photos, Mamuju Regency. Then, the R Square value of 0.869 or 86.9% also provides very relevant information. R Square measures the extent to which the independent variable is able to explain variations in the dependent variable. In this case, the percentage of 86.9% indicates that the combination of independent variables (price and product quality) is able to explain most of the variation in consumer decisions. This is a very strong result, and shows that the factors examined in this study play an important role in influencing consumer decisions. The results from Table 1 provide strong support for the research hypotheses that have been proposed. The factors of price and product quality do have a significant and strong influence on how consumers make decisions about using photo printing and video grafi services at Asri Photos, Mamuju Regency. This

provides valuable insights for companies in managing pricing strategies and improving their product quality to gain higher consumer trust and loyalty.

CONCLUSION

In conclusion, the results of this research provide valuable insights into the factors influencing consumer decisions regarding photo and video printing services at Asri Photos in Mamuju Regency. The study found that both Price and Product Quality have a significant and strong impact on consumer decisions. The statistical analysis revealed that price and product quality are strongly correlated with consumer decisions. The correlation coefficient (R) of 0.811 indicates a robust relationship between these variables, while the R Square value of 0.869 (86.9%) signifies that price and product quality can explain a substantial portion of the variation in consumer decisions. These findings underscore the importance of carefully managing pricing strategies and maintaining high product quality in the photo and video printing service industry. Businesses, including Asri Photos, should consider pricing strategies that align with consumer expectations and invest in product quality to attract and retain satisfied customers. Ultimately, this research provides valuable insights for businesses in the industry to enhance their competitive edge and meet the evolving needs and preferences of consumers. By focusing on both pricing and product quality, companies can position themselves for long-term success in the market.

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