

The Influence of Price and Product Quality on Consumer Purchasing Decisions

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Abstract

The purpose of this study was to determine and analyze whether price and product quality have a significant effect on purchasing decisions at Baleta Outlet. The population in this study are all consumers who bought Baleta Outlet products in Palopo City. The sampling technique in this study used purposive sampling, namely the determination of samples based on the objectives and considerations of researchers and consumers who have purchased Outlet Baleta Palopo City. The data analysis technique in this study used descriptive analysis. The results of this study indicate that price and product quality have a significant effect on consumer purchasing decisions at the Palopo City Outlet Shop. The magnitude of the effect of price and product quality is 89% which influences consumer purchasing decisions at the Baleta Outlet Shop in Palopo City.

1. Introduction

The development of the business world is currently experiencing very rapid progress. The development of the business world has also resulted in changes in the patterns and ways of competitors in maintaining their business. Therefore, every business actor must be sensitive to changes in the conditions of business competition that occur in the environment and place an orientation towards the ability to attract purchasing decisions in order to successfully run their business. One way to achieve success in running a business is through marketing activities.

Sellers try to create good products in marketing activities that according to a company in order to compete with other companies. Therefore, the company must seek quality human resources, to be required to create new products according to the trend that is developing at a certain time. Therefore, the company can offer a variety of products with various qualities for various groups. The most varied food product is anchovy food, because of course it is related to their preferences, and they want to be different from others, some of their statements often become trends, as well as unique foods often become inspiration for food makers.

Baleta (King of Souvenirs) is a place to sell food products that have characteristics for all groups. Baleta Store cannot be compared to other stores, because the concept of the food products sold is different. Baleta is broader and more unlimited compared to other stores. With the design of food products, the selection of colors and logos that reflect consumers, making the food products offered by Baleta an alternative choice for people who want to have their own taste. Food like this of course will not last long if it is not accompanied by good management and competitive analysis of existing food products. The right strategy to maintain a form of business like this is very necessary, creativity to make products made on a small and unlimited scale interesting.

The success of marketing a food product is related to the marketing strategy used by the owner to encourage consumer interest in making a purchase, the next possibility is that consumers will feel satisfied with a product and have the intention to make a repeat purchase. A consumer will assess the foods in the product, for example, oily food. Consumer considerations for purchasing decisions for a product are image design, brand, and the quality of the product itself. Consumers tend to be interested in products that have good image

designs, well-known or trending brands at certain times, and good product quality, so that they can provide a complete composition in the product that will cause satisfaction.

This study aims to analyze the influence of price and product quality on consumer purchasing decisions and to determine which factors are more likely to influence consumer purchasing decisions for a product. Based on the description above, the author is interested in conducting a deeper study on the influence of price and product quality on consumer purchasing decisions mentioned above with the title of this research being "The Influence of Price and Product Quality on Consumer Purchasing Decisions at the Baleta Outlet Store, Palopo City".

2. Literature Review

2.1 Consumer Purchasing Decisions

Consumer purchasing decisions are actions taken by consumers to buy a product. Every producer must implement various strategies so that consumers decide to buy their products. According to Kotler (2020), consumer purchasing decisions are actions of consumers to buy or not to buy a product. Of the various factors that influence consumers in purchasing a product or service, consumers usually always consider quality, price and products that are already known to the public.

Before consumers decide to buy, they usually go through several stages first, namely:

- 1) Problem introduction
- 2) Information search
- 3) Alternative evaluation
- 4) Decision to buy or not
- 5) Post-purchase behavior

Another definition of consumer purchasing decisions according to Schiffman and Kanuk (2021) is *"the selection of an option from two or alternative choices"*. It can be interpreted that a purchasing decision is a person's decision where he chooses one of several alternative choices available.

Based on the definition above, it can be concluded that a purchasing decision is an

action taken by consumers to purchase a product. Therefore, consumer decision making is a process of selecting one of several alternative solutions to a problem with real follow-up. After that, consumers can evaluate the choices and then determine the attitude that will be taken next.

2.2 Price

The amount of money that must be paid by consumers to sellers for goods or services they buy. In other words, price is the value of an item determined by the seller. Some also say that the definition of price is an amount of money charged to consumers to get benefits from a product (goods/services) purchased from a seller or producer. The use of the term "price" is generally used in the buying and selling of a product, be it goods or services. The selling price is determined by the seller and takes advantage of the price, while consumers get their needs by paying for the product at the specified price.

According to Kotler, "Price is the amount of money that consumers exchange for the benefits of having or using products and services. Price plays a major role in determining buyer choice. Price is the only element of the marketing mix that generates revenue; other elements incur costs." According to Kotler and Armstrong, the definition of price is the amount of money charged for a product (goods or services), or the amount of value that consumers must pay to obtain benefits from the product.

According to Philip Kotler, the definition of price is the amount of money charged to a product or service. This means that price is the amount of value that consumers must pay in order to own or benefit from a product or service. Price is one of the determining factors of success in a company because the price determines the consumer of how much profit the company will get from selling products, both goods and services. Setting the price too high will cause sales to decline, but if the price is too low it will reduce the profit that a company will get.

Many companies want to have an approach to pricing based on the goals they want to achieve. The goals can increase sales, maintain market share, price stability and achieve maximum profit. Price also has a big influence to show the brand quality of a product. Consumers have a response that expensive prices usually have good quality. Generally, price has a positive influence on quality, the higher the price, the higher the quality. Consumers have a response that there is a positive relationship between price and online sales promotions and the quality of the products owned by the company, with this positive relationship they will compare one product with another and only then will consumers continue to choose to make a decision to buy a product.

2.3 Product Quality

Product quality is the physical condition, function and nature of a product, either goods or services, based on the expected quality level such as durability, reliability, accuracy, ease of operation, product repair and other product attributes with the aim of meeting and satisfying the needs of consumers or customers. Product quality is one of the keys to competition between business actors offered to consumers. Consumers always want to get quality products according to the price paid, although some argue that expensive products are quality products.

According to Kotler and Armstrong, quality is a characteristic of a product in its ability to meet specified and definite needs. According to Garvin and A. Dale Timpe, quality is the superiority of the product. Quality in the eyes of consumers is something that has quality in the eyes of producers when issuing a product that is commonly known as actual quality.

According to Kotler, quality is defined as the overall characteristics and properties of goods and services that affect the ability to meet stated or implied needs. According to Tjiptono, quality is a combination of properties and characteristics that determine the extent to which output can meet customer needs or

assess the extent to which the characteristics meet their needs.

3. Research Method

3.1 Population

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that have been determined by researchers to be studied and then drawn conclusions. The population in this study is all consumers who are new to buying products or who have bought products at the balleta outlet store in Palopo City.

3.2 Sample

The sampling technique that will be used is based on the purposive sampling technique, which is a sampling technique in which researchers determine sampling by determining specific characteristics that are in accordance with the research objectives and research problems. (Sugiyono, 2020: 65) the sample in this study was consumers who mostly visited the ballet outlet store. Meanwhile, the population criteria were set as follows:

1. Consumers aged 17 to 50 years, who have the competence to shop at the ballet outlet store.
2. Consumers who purchase food products.
3. The consumer must have shopped at least 3 times.

Taking into account the limitations of time, energy, costs, and the number of consumers at the ballet outlet store which cannot be ascertained, the number of samples taken was 50 people.

4. Research Result

4.1 Research result

1. Respondent Identity

Identity is one of the respondents' assessments in viewing and purchasing a product. With this identity, researchers can survey what kind of identity is used in purchasing a product and classify the respondents' identities. In this study, the identities assessed are age. Gender and

occupation. To see the respondents' identities based on age, gender and occupation, it can be seen as follows:

a. Respondent Gender

Gender is one of the consumer assessments in choosing a product, in this study the respondents taken were consumers of the ballet outlet totaling 50 respondents. The respondents based on gender can be seen in the following table:

Table 4.1

Respondent Identity Based on Gender

N o	Gender	Amount	
	Respondent s	Percentag e	
1.	Man	29	58%
2.	Woman	21	42%
	Amount	50	100%

Source: Primary Processed Data, 2024

Based on table 4.1 above, it is known that the identity of respondents based on gender totaling 50 respondents. Respondents who are male number 29 people (58%), and respondents who are female number 21 people (42%).

b. Respondent Age

Age is one of the assessments of consumers in assessing and determining a product so that they can decide to buy whether the product they buy is appropriate for their age. To see the identity of respondents based on age can be seen in the following table:

Table 4.2

Respondent Identity Based on Age

N o	Respondent Age	Amount	
	Respond ents	Percenta ge	
1.	17-20 years	6	12%
2.	20-30 years	28	56%
3.	30-40 years	7	14%
4.	40-50 years	9	18%

Amount 50 100%

Source: Primary Processed Data, 2024

Based on table 4.2 above, it can be seen that the number of respondents with the highest age, namely 20-30 years old, is 28 people with a percentage of 56%, while those aged 17-20 years old with the lowest age are 6 people with a percentage of 12%.

c. Respondent's Occupation

The work is an assessment of consumers in determining marketing strategies by convincing consumers to decide to buy. This is one of the supporting factors for the company to determine the sales concept that will be sold to all levels of society. To see the identity of respondents based on occupation, see the following table:

Table 4.3

Respondent Identity Based on Occupation

N o	Responde nt's Occupatio n	Amount	
	Responde nts	Percenta ge	
1.	Students	20	40%
2.	civil servant	8	16%
3.	State- owned Enterprises	9	18%
4.	Self- employed	13	26%
	Amount	50	100%

Source: Primary Processed Data, 2024

Based on table 4.3 above, it can be interpreted that the identity of respondents based on occupation is that the majority are students or college students totaling 20 people (40%). This is because the products sold are products used for teenagers and young people, so there are not many people who work as civil servants, BUMN and others to buy products at the Baleta Outlet Store in Palopo City.

2. Description of Research Variables

The description of this research variable aims to determine the tendency of the respondent's answer results for each question item contained in the research variables, namely X1, X2 and Y.

a. Price (X1)

The following is the respondent's assessment of the question items contained in the price.

Table 4.4
Respondents' Assessment of Price (X1)

N	Question	SS	CS	N	TS	STS	Amount
o		5	4	3	2	1	
1.	Prices of products sold at the Baleta Outlet Store in Palopo City	12	25	10	3	0	50
	Weight of Value	60	100	30	6	0	196
2.	Prices at the Baleta Outlet Store in Palopo City are in accordance with the economic conditions of consumers	27	16	4	3	0	50
	Weight of Value	135	64	12	6	0	217
3.	Useful products at the Baleta Outlet Store in Palopo City according to the prices given	24	18	8	0	0	50
	Weight of Value	120	72	24	0	0	216
4.	Prices at the Baleta Outlet Store in Palopo City are in accordance with product quality.	11	26	8	5	0	50
	Weight of Value	55	104	24	10	0	193
	Total						822
	Highest Score						217
	Lowest score						193
	Assessment criteria						Good

Source: Primary Processed Data, 2024

Based on the results of the respondents' assessment of the prices in the table above, it can be seen that the respondents answered the questions well and the most answers were Strongly Agree (SS) in question no. 2, which stated that the prices at the Baleta Outlet Store in Palopo City are in accordance with the economic conditions of consumers, so that

customers want to continue buying food products at the Baleta Outlet Store in Palopo City.

b. Product Quality (X2)

The following is the respondent's assessment of the question items on product quality.

Table 4.5
Respondents' Assessment of Product Quality (X2)

No	Question	SS	CS	N	TS	STS	Amount
		5	4	3	2	1	
1.	The design at the Baleta Outlet Store in Palopo City is realistic but attracts consumers.	34	10	6	0	0	50
	Weight of Value	170	40	18	0	0	228

2.	Outlet Baleta products are able to convey information through images	13	10	25	2	0	50
	Weight of Value	65	40	75	4	0	184
3.	The product brands available at the Baleta Outlet Store have attractive brands.	15	27	6	2	0	50
	Weight of Value	75	108	18	4	0	205
4.	Each product at the Baleta Outlet Store in Palopo City has different food differences.	22	26	2	0	0	50
	Weight of Value	110	104	6	0	0	220
Total Score							837
Highest Score							228
Lowest Score							205
Assessment criteria							Good

Source: Primary Processed Data, 2024

Based on the results of the respondents' assessment of the product quality contained in the table above, it can be seen that the respondents answered the statements well and the answer Strongly Agree (SS) was obtained the most in statement no. 1 with a total of 34 respondents stating that the design at the

Baleta Outlet Store in Palopo City is realistic but attracts consumers.

c. Purchase Decision (Y)

The following is the respondent's assessment of the question items contained in the purchasing decision variable.

Table 4.6
Respondents' Assessment of Purchasing Decisions (Y)

No	Question	SS	CS	N	TS	STS	Amount
		5	4	3	2	1	
1.	Buy food products at the Baleta Outlet Store in Palopo City according to personal needs	21	29	0	0	0	50
	Weight of Value	105	116	0	0	0	221
2.	Buying food products at the Baleta Outlet Store in Palopo City because I visited there directly	23	15	12	0	0	50
	Weight of Value	115	60	36	0	0	211
3.	Buy food products at the Baleta Outlet Store in Palopo City according to the expectations and benefits of the product.	27	16	7	0	0	50
	Weight of Value	135	64	21	0	0	220
Total Score							652
Highest Score							221
Lowest Score							211
Assessment criteria							Good

Source: Primary Processed Data, 2024

Based on the results of the respondents' assessment of the purchasing decisions contained in the table above, it can be seen that

the respondents answered the statements well and the most Agree (CS) answers were obtained for statement no. 1, which means that

customers of the Baleta Outlet Store in Palopo City, buy food products at the Baleta Outlet Store in Palopo City according to personal needs.

3. Data Quality Test

a. Validity Test

Validity testing is used to measure whether a questionnaire is valid or not. "A questionnaire

is said to be valid if the questions in the questionnaire are able to reveal something that will be measured by the questionnaire" Ghozali (2020). The validity test aims to see whether the questionnaire has been distributed. To see whether this questionnaire data is valid or not, it can be seen in the following table:

Table 4.7
Validity Test Results

Variable	Indicator/item	R_{hitung}	R_{tabel}	Information
Price (X1)	X1.1	0.973	0.278	Valid
	X1.2	0.970	0.278	Valid
	X1.3	0.980	0.278	Valid
	X1.4	0.981	0.278	Valid
Product Quality (X2)	X2.1	0.969	0.278	Valid
	X2.2	0.964	0.278	Valid
	X2.3	0.964	0.278	Valid
	X2.4	0.980	0.278	Valid
Purchase Decision (Y)	Y1	0.961	0.278	Valid
	Y2	0.942	0.278	Valid
	Y3	0.924	0.278	Valid

Source: SPSS Processed Data, 2024

Based on the data in the table above, it can be seen that all values R_{hitung} are greater than the value R_{tabel} , meaning that all question items in the research questionnaire are declared valid and can be used as data collection tools in the research being conducted.

b. Reliability Test

Reliability testing is a test to ensure whether the research questionnaire that has been collected is reliable or not. It is said to be reliable If questionnaire done measurement

repeat, so will get the same results, meaning reliable is a consistency of the test results. Reliability Test will be used to determine the consistency of the measuring instrument, whether the measuring instrument used is reliable and remains consistent if the measurement is repeated. According to Ghozali, (2020) "The instrument is said to be reliable if there is data similarity in time different. For looking at the results of the reliability test in this study, it can be seen as follows:

Table 4.8
Reliability Test

Variables	Test Reliability	Item	Cronbach's Alpha	Information
Price (X1)	0.984	7	0.60	Reliable
Quality Product (X2)	0.994	15	0.60	Reliable

Buying decision (Y)	0.990	15	0.60	Reliable
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Source: SPSS Processed Data, 2024

Based on table 5.7 above, it is known about the reliability test and what is seen is that the price reliability test value is greater than the Cronbach's value limit. Alpha (0.983>0.60), so also with test reliability variable product quality is greater than the Cronbach's alpha value limit (0.993>0.60), And so also with test reliability variable decision purchases are greater than the Cronbach's alpha value limit (0.984>0.60). This means that all items in the price and product quality variables and purchasing decisions are said to be reliable and

suitable for use.

4. Statistical Test

a. Multiple Linear Regression Analysis

This multiple regression analysis was conducted to test the hypothesis of the research. Which Already formulated previously, that is For know Is there any influence of price and product quality on consumer purchasing decisions? Label Store New York. So can known the result on table following This:

Table 4.9
Multiple Linear Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8,927	.711		12,560	.000
1 PRICE	.850	.214	.458	3.976	.000
PRODUCT	.474	.101	.539	4,681	.000

Dependent Variable Purchase

From the data results above, the form of the regression equation in this study is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

$$Y = 8,927 + 0.850 X_1 + 0.474 + e$$

In conclusion :

- X_1 : Price
- X_2 : Quality Product
- Y : Decision Purchase a : constant
- b_1 : Coefficient regression between price to decision purchase
- b_2 : Coefficient regression between quality product to decision purchase

From explanation the, so can implemented as following:

- The constant value (Y) of 8.927 means that if the value of the price and product quality

variables is (0), then the purchasing decision will remain at 8.927. This means that if the Pekanbaru Label Store does not set a suitable price and very attractive product quality, the purchasing decision will remain at 8.927 or 89.27%.

- Regression coefficient on price variable from multiple linear regression calculation coefficient (b_1)= 0.850. Hal This means every There is increase price and If no discount is given, the purchasing decision level will decrease by 0.850 or 85.0%.
- The coefficient of product quality regression from multiple linear calculations obtained a coefficient value (b_2) = 0.474. This means that every time there is an increase in product quality properly and effectively, the level of purchasing decisions at Label Store Pekanbaru increases by 0.474 or 47.4%.

b. Partial T Test

To test the influence of independent variables on dependent variables partially, the t-statistic test (T-Test) is used. This statistical test is carried out by looking at the level of significance (p value), if the level of significance has a calculated value below (greater than) 0.05 then the hypothesis is rejected.

The (-) or (+) sign of Beta and t indicates the direction of the variable's influence. If (-) then the variable has a negative influence, meaning it will reduce purchasing decisions and if (+) then it has a positive influence, meaning with improvement price and quality the product will increase purchasing decisions. The results of the t-test hypothesis testing can be seen in the following table:

Table 4.10
Partial T Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8,927	.711		12,560	.000
Price	.850	.214	.458	3.976	.000
Product	.474	.101	.539	4,681	.000

Source: Primary Processed Data, 2024

Based on table on can explained as follows:

a) The Influence of Price on Purchasing Decisions

Based on the t-count value for the price variable (X_1) = 3.976 (t count) > 1.677 (t table) with a significance value of less than 0.05, namely 0.000. So it can be concluded that H_0 is accepted and H_a is rejected, meaning that the value influential in a way significant to decision purchase on Outlet Store Baleta City Palopo. It can be concluded that price is a factor that affects Outlet Baleta City Palopo.

The lowest percentage indicator for the price variable is in the statement price at the Baleta Outlet Store in Palopo City according to with condition consumer economy, this is because many consumers assess that the food purchased at the Baleta Outlet is in accordance with their pockets or wallets so that even though their economic situation is small, consumers are able to buy products at the Baleta Outlet Store in Palopo City.

And the lowest indicator on the price variable is the price at the Baleta Outlet Store in Palopo City, according to the quality of the product, this is because many consumer assessments of the quality given are still not in

accordance with the price, there are Baleta Outlet products with expensive price offers but do not match the quality given by the Baleta Outlet in Palopo City.

The results of this study are supported by research conducted by Beni Endriawan, (2019) Which titled Influence image brand, quality Product and price on purchasing decisions for food products at the Baleta Outlet store in Palopo City, the results of the study concluded that all independent variables (brand image, product quality and price) had a positive effect on the dependent variable (purchase decision) and partial hypothesis testing analysis (t-test) of the three independent variables (brand image, product quality and price) were significant in influencing purchasing decisions with a proportion of the level of influence of $t_{\text{count}} > t_{\text{table}}$.

b) The Influence of Product Quality on Purchasing Decisions

Based on the t-value for the product quality variable (X_2) = 4.681 (t count) > 1.677 (t table) with a significance value of less than 0.05, which is 0.000. So it can be concluded that

H_0 is accepted and H_a is rejected, meaning that product quality has a significant effect on purchasing decisions at the Baleta Outlet Store, Palopo City. It can be concluded that product quality is the most dominant factor influencing H_1 Baleta Outlet Store, Palopo City.

The highest indicator in this product quality variable is in the statement design Which It is in Palopo City Baleta Outlet Shop realistic shape but attracts consumers, this is because the designs made by Outlet Baleta are indeed rather extreme and there are also some that are simple but make consumers interested in the designs provided by Outlet Baleta products.

And the lowest indicator for this product quality variable is the statement that the form or model of the Baleta Outlet is easy for consumers to understand. Which different background behind, matter This because of that many consumer assessments are less than favorable to the models that consumers want and need, so that consumers feel that the products from the designs available at the Baleta Outlet do not fully meet consumer expectations for making purchases.

5. Discussion

This study discusses how the influence of price and product quality on consumer purchasing decisions at the Baleta Outlet Store in Palopo City. The number of respondents in this study was 96 respondents using a data collection technique in the form of a questionnaire, namely through a google form by sharing a link to consumers who consume food. The data obtained were analyzed using SPSS version 20 to make it easier for researchers to process research data.

a. The Influence of Price on Purchasing Decisions at the Baleta Outlet Store in Palopo City

Based on the results of this study, it shows that price has a significant effect on purchasing decisions at the Baleta Outlet Store in Palopo City. Results This is indicated by the results of the t-test that the calculated t value is

greater than the t table ($3.976 > 1.677$) with a significance value less than 0.05, namely 0.00.

The highest score indicator on this price variable is located on the Baleta Outlet product indicator according to the consumer's economic situation. This shows that the results of the respondents' responses agree that consumers buy products and decide to purchase at the Baleta Outlet Store in Palopo City, because the price is in accordance with their respective economic conditions and situations. Thus it can be interpreted that consumers do not feel burdened in buying the product.

The lowest score indicator on this price variable is located at the price at the Baleta Outlet according to the quality of the product. From the response of the respondents, it shows and assesses that the price set does not match the quality of the product because there is a price for good quality given by the Baleta Outlet Store in Palopo City to consumers.

b. The Influence of Product Quality on Purchasing Decisions at the Baleta Outlet Store in Palopo City

Based on the results of this study, it shows that product quality has a significant effect on purchasing decisions at the Baleta Outlet Store in Palopo City. This result is indicated by the t-test results that the calculated t value is greater than the t table ($4.681 > 1.677$) with a significance value smaller than 0.05, namely 0.00.

The highest score on this variable lies in the design indicators is in the Baleta Outlet Store in Palopo City, it is realistic but attracts consumers. The results response Respondent the explain that attraction The design made by Outlet Baleta, both images and writings, has its own appeal and is very real according to the consumer's point of view. This is what makes consumers decide to buy the product.

The lowest score on this variable is on the indicator of the Form or model of the Baleta Outlet which is easy to understand by consumers with different backgrounds. From the results of the respondents' responses, it

shows that The forms and models depicted by Outlet Baleta are not yet able to understand the desires and impressions expected of all consumers because in essence Outlet Baleta creates products that are in accordance with fashion and are trendy for teenagers and young people.

Results study This simultaneously with study Which done by Fuad Asshiddieqi in 2020 entitled analysis of the influence of price, product design and brand image on purchasing decisions (case study on Crooz products at Distro Ultra Store Semarang). These results indicate that product quality has the most dominant influence between price and brand image on purchasing decisions for Crooz products at Distro Ultra Store Semarang.

If the quality of the products offered by the Baleta Outlet Store in Palopo City is good or of good quality in the eyes of consumers, it will increase consumer purchasing decisions in purchasing products from the Baleta Outlet Store in Palopo City, but if the Baleta Outlet does not improve the quality or has poor product quality, not enough Good in the eyes consumer so will lower level consumer purchases in buying products at the Baleta Outlet Store in Palopo City.

c. The Influence of Price and Product Quality on Purchasing Decisions at the Baleta Outlet Store in Palopo City

Price is an amount of money spent by the product marketer. The price set by a businessman if it is in accordance with the consumer, then the consumer will decide to buy the product or services. With this, if the price is appropriate and the discount is given, it will influence consumer purchasing decisions.

Likewise with product quality, product quality is a consumer assessment of the superiority and specialty of the goods that consumers have purchased. With the appropriate price and product quality that can attract consumers, purchasing decisions will increase.

Based on the results of this study, it shows that price and product quality together

have a significant effect on purchasing decisions at the Baleta Outlet Store in Palopo City. These results are seen from the simultaneous F test value, namely the calculated f value is greater than the f table ($2289.776 > 3.18$) with a significance value smaller than 0.05, namely 0.000.

Results study This simultaneously with study which is conducted by Putri Novika and Ardila in 2021 entitled the influence of product quality and price perception on purchasing decisions at Distro 3 Second Bandar Lampung. The results of the study showed that product quality and price perception together had a significant effect on purchasing decisions.

6. Conclusion

6.1 Conclusion

Based on the research results and discussion of the research results, the following conclusions can be drawn:

1. Price has a significant influence on purchasing decisions at the Baleta Outlet Store in Palopo City
2. Product quality has a significant influence on purchasing decisions at the Baleta Outlet Store in Palopo City
3. Price and product quality together have a significant influence on purchasing decisions at the Baleta Outlet Store in Palopo City.

6.2 Suggestion

Based on the conclusions and results of the research that has been conducted, the researcher's suggestions are as follows:

1. For stores, especially the Baleta Outlet in Palopo City, it is hoped that they will always improve in terms of adjusting the consumer economy so that consumers always improve realistic designs and make it easier for consumers to buy products with the aim of increasing the number of consumer purchases.
2. Researchers are expected to implement the results of this research into real life by applying aspects and strategies of sales, both price and product quality.

3. For further research, it is expected to search for, explore and perfect this research with different variables so that it will become a perfect research.

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