



The Influence of Product Quality and Price on Purchasing Decision for Brown Sugar Boba Fresh Milk

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ABSTRACT

Seeing the trend of Brown Sugar Boba Fresh Milk drinks among college students in Jakarta, especially nowadays, there are more and more sellers trying to fulfill this demand. Of many choices available to college students, there are factors that will come up in choosing which brand to buy. Thus, the author chooses this topic to determine whether quality and price impact on college students' decision when buying Brown Sugar Boba Fresh Milk. The results of this study can also be used by sellers of Brown Sugar Boba Fresh Milk to find whether the quality and price expected by student consumers. This study uses quantitative research methods by collecting data using a questionnaire distributed to 150 college students in Jakarta. The results of this study indicate that 43% of product quality and product prices affect student purchasing decisions of Brown Sugar Boba Fresh Milk. Meanwhile, the most influencing indicator in product quality is the aesthetics of the product itself. And the indicator that most influences the product price is the right price and in accordance with the product obtained will attract consumers to buy.

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1. Introduction

The food and beverage industry is one of the fastest growing industries around the world, including Indonesia because food and drink are basic necessities people will never stop consuming. The food and beverage business continues to grow and become one of the priority industries. Rapid development of the food and beverage industry has finally created very tight competition between businesses in this field.

According to Kasmir (2016:196), the ultimate goal that a company wants to achieve is to earn maximum profit or profit, in addition to other things. Therefore, these businesses continue to strive to create new and unique product innovations to attract consumers. This innovation is not only limited in the type and variety of food and beverages, but also in the quality of the products they sell (Romdonah, Fathoni & Haryono, 2015; Felrue, 2019; Sunjaya, 2020)

In addition to the food that has so many types and flavors, lately, the field of beverages has also undergone significant developments in terms of variety, and is not infrequently a viral trend and interesting to try by many consumers. One of the drinks that has gone viral since 2019 until now is Boba's drink. Boba itself is a chewy black ball made from tapioca flour. In fact, boba has been discovered since 1988 by Lin Hsiu Hui in Taiwan, then spread throughout the world including Indonesia. This drink is becoming a boom among the younger generation, one of which is because of the widespread advertising through social media, where social media is indeed one of the most reaching media for the younger generation when compared to conventional mass media such as newspapers and television (Veronoca & Ilmi, 2020; Pradea, 2020).

Apart from Boba's age which includes "old", some innovations made again managed to make boba become a trend, one of which is by giving Boba a slightly different taste than before. Boba that once went viral is re-cooked using brown sugar (Brown Sugar) that impressed traditionally. Usually Brown Sugar Boba is also served with mixed drinks such as milkshakes (milkshakes), milk tea (milk tea), chocolate drinks (chocolate drink), and most importantly and become a general choice of fresh milk (fresh milk).

Variants of Brown Sugar Boba Fresh Milk was also sold by various brands of beverages, with different composition, taste, quality of ingredients, and prices. Although selling the same variant of beverage, but each brand of the business still has a characteristic that distinguishes from other beverage companies. Judging from the composition of the ingredients in it, the taste of the beverage mixture, the brand of ingredients used, to the texture of the boba itself accompanied by the price given for a glass of Brown Sugar Boba Fresh Milk drink. The number of choices is what triggers the emergence of purchasing decisions by consumers.

According to Kotler & Keller (2016:195), the concept of purchasing decisions is one of the consumer decision-making processes in purchasing a product or service. The buying process consists of several stages before actually making a real purchase. Consumers have to go through product comparisons in various aspects to sort out what brand products are most satisfying to their desires. In this regard, online social media plays a very important role in the comparison through testimonials, reviews and advertisements. After going through all these processes, new consumers will purchase products (Rinandiyana, Kurniawati & Kurniawan, 2017; Dewi, 2018; Enriani, Fitriana & Cetty, 2019, Fitriana, Amrullah & Suryani, 2020)

Brown Sugar Boba Fresh Milk product has a unique taste that is creamy, sweet, with the sensation of chewing boba is very chewy and sweet by brown sugar. Therefore, this drink is very popular with many young people, especially among students, and becomes one of the main target markets for boba businesses.



2. Literature Review

According to Kotler and Armstrong in Martono and Iriani (2014) product quality is the ability of a product in demonstrating its function, it includes overall durability, reliability, accuracy, ease of operation and product repair as well as other product attributes. Price, quality and promotion are some of the things that affect consumers' desire to buy a certain product (Satria, 2017; Fahmi, Lindawati & Purbo, 2020). Garvin and David in Fandy Tjiptono (2016:134) stated that the quality of the product has eight dimensions as follows:

- a. Performance, is a characteristic of the main operation of the core product purchased.
- b. Features, i.e. secondary or complementary characteristics.
- c. Reliability, which is less likely to be damaged or failed to use.
- d. Conformance to Specifications, i.e. the extent to which design and operation characteristics meet predetermined standards.
- e. Durability, which is related to how long the product can be used.
- f. Serviceability (Can be improved), including speed, competence, comfort, ease of repair; and satisfactory handling of complaints.
- g. Esthetics (Aesthetics), which is the attractiveness of the product to the five senses.
- h. Perceived Quality, namely the image and reputation of the product and the company's responsibility to it.

From several dimensions above, pulled several factors relevant to this study, including: Performance, Features, Reliability, Conformance to Specification, Durability, Esthetics (Aesthetics) and Perceived Quality.

Price is a value agreement that becomes a requirement for exchange in a purchase transaction so that the price can also be interpreted by something that must be issued by the buyer to receive the product (Harjanto 2009:26). According to Kotler and Armstrong in artica et.al (2016:4), price indicators of a product, among others:

- a. Affordability of prices
 - b. Price conformity with product quality
 - c. Price competitiveness
 - d. Price conformity with product benefits
 - e. Price affects consumer purchasing power
- There are three indicators in determining purchasing decisions according to Kotler (2012):
- a. Stability in a Product
At the time of making a purchase, the consumer chooses one of several alternatives. The options are based on quality, quality and other factors that provide stability for consumers to buy the products they need. Good product quality will build the spirit of consumers so as to support customer satisfaction.
 - b. Habits in Buying Products
Habit is the constant repetition of something in making purchases of the same product. When consumers have made a purchase decision and they feel the product has been attached to it even the benefits of the product have been felt. Consumers will feel uncomfortable buying other products.
 - c. Speed in Buying A Product
Consumers often make a decision using simple heuristics. Heuristics is a process that a person makes in making a decision quickly, using a general guideline in some information only. Ada tiga indikator dalam menentukan keputusan pembelian menurut Kotler (2012), antara lain:

3. Research Method

The research uses a case study research technique, a qualitative research approach conducted by investigating a case or several cases from time to time through a detailed collection of data involving many sources of information and reports on case descriptions of these and case-based themes (Creswell & Poth, 2017). The technique of data collection used is questionnaire, interviews, observations, and documentation studies. Based on theory given by Roscoe, the sample in this research must be 10 x 15 (all indicators) which is 150 students. Thus, the sample is 150 students buying Brown Sugar Boba Fresh Milk in Jakarta. Data analysis consists of three phases in this research: data reduction, data presentation, and withdrawal of conclusions or verification. Data reduction involves sorting field data by focusing on essential things and searching for themes and patterns (Sugiyono, 2011). The presentation of data is a collection of organized information that can withdraw and take action. Meanwhile, verification is the process of looking for patterns, regularity, explanation, and cause of the consequences that were previously loose into the cone (Syahrudin & Salim, 2014).

4. Result and Discussion

4.1 Respondents

Respondents in this study were 150 random samples of students in Jakarta who had purchased Brown Sugar Boba Fresh Milk. The number of male respondents exceeded the number of female respondents at a percentage of 51.3%. The difference in the number between male and female respondents in this questionnaire is not very large, which is only a difference of 4 people. Therefore, it can be concluded that students in Jakarta who consume Brown Sugar Boba Fresh Milk are quite balanced between men and women. This shows that both men and women alike love Brown Sugar Boba Fresh Milk. In terms of monthly income, the most respondents were at a distance of Rp 1,000,000 – Rp 1,500,000 with a percentage of 36%.

4.2 Validity Test

Based on the results of the SPSS data process, it can be known that there are 4 statements that prove invalid, namely each on the indicators performance (performance), durability (durability), perceived quality (perceived quality), and price competitiveness, because the four statements have r count below 0.3. Therefore all four statements were discarded and not



continued in subsequent testing. Although there are 4 invalid statements, the corresponding indicators are not discarded because they are still supported by other statements that prove to be valid on the indicator.

4.3 Reliability Test

Based on the results of the SPSSs data process, it can be known that all variables are proven to be reliable. Therefore the author used 7 factors on variable X1, 5 factors on variable X2, and 3 factors on variable Y to find what indicators most influenced the Student Purchase Decision in Jakarta to buy Brown Sugar Boba Fresh Milk.

4.4 Descriptive Statistics

Descriptive Statistics presentation aims to provide an overview of the characteristics of the sample and provide a description of the variables used in this study. These variables include Product Quality (X1), Product Price (X2), and Purchase Decision (Y).

a. Variable X1 (Product Quality)

1) Performance

Through the validity test, it was found that the first statement on this indicator should be discarded, therefore, this statement that became the first statement of the Performance indicator ensures whether Brown Sugar Boba Fresh Milk has a good taste. According to the data obtained through the questionnaire above, it can be concluded that 58% of respondents strongly agree and 42% of respondents agree with this statement.

The final statement of this Performance indicator confirms whether drinking Brown Sugar Boba Fresh Milk can be filling. And based on the data above, 68% strongly agree with this statement, while the remaining 32% agree. Thus this statement can be concluded that respondents feel full eating a glass of Brown Sugar Boba Fresh Milk.

2) Features

The first statement on the Features indicator questions whether the presentation of Brown Sugar Boba Fresh Milk is included with straws. 57.3% of respondents strongly agreed with this statement, 42.7% voted only to agree, and no one answered disagreed or strongly disagreed. Thus it can be concluded that the seller Brown Sugar Boba Fresh Milk always provide straws in the presentation.

The next statement on the Features indicator is about whether the presentation of Brown Sugar Boba Fresh Milk uses a container that meets the standards. The top 73.3% of respondents responded strongly, and the remaining 26.7% agreed with this statement. Means that the seller always uses a quality container to serve his drinks.

Based on the statement that asked whether the seller of Brown Sugar Boba Fresh Milk provides bags for takeout options, it can be known that 78.7% of respondents strongly agreed, 21.3% agreed, and no one answered disagreed or strongly disagreed.

3) Reliability

On the Reliability indicator, the first statement given is to find out if Brown Sugar Boba Fresh Milk uses new and fresh ingredients. The most respondents voted overwhelmingly with a percentage of 52%, 44.7% chose to agree, but 3.3% who replied disagreed. It is likely that 5 respondents who answered disagreed never found Brown Sugar Boba Fresh Milk that uses ingredients that are not new. This of course can be felt through the taste that is owned.

In reliability's second statement, questioning whether Brown Sugar Boba Fresh Milk uses durable and strong containers. The respondent's answer to this statement was to only agree at 61.3%. The second most followed by 38.7% by the answer strongly agreed. And there is no answer of disagreeing or strongly disagreeing. That means, there is no container that is easily destroyed or does not last when the respondents bought Brown Sugar Boba Fresh Milk.

4) Conformance to Spesification

Based on the results of the statement that Brown Sugar Boba Fresh Milk has the taste expected by consumers, 72% of respondents responded strongly to the statement, and the remaining 28% responded agreed. This indicates that the taste depicts the characteristics of the material precisely.

The second statement of conformance to spesification indicator questions whether Brown Sugar Boba Fresh Milk has the right ingredient composition. In a sense, tasted in the drink both the main ingredients, namely brown sugar and fresh milk. A total of 56% of respondents replied strongly, 33.3% replied agreed, and 10.7% replied disagreed. For the 16 respondents who answered disagreed, it was likely that they had bought with less brown sugar, or even too much so as to beat the taste of fresh milk itself.

5) Durability

On the Durability indicator, the first statement questions whether Brown Sugar Boba Fresh Milk can survive and can still be consumed for a period of time that should be without damage or a drastic decrease in quality. 50% of respondents agreed, 46.7% strongly agreed, and 3.3% disagreed with the statement.

In the last statement on the Durability indicator, it is given a statement whether the straws provided with Brown Sugar Boba Fresh Milk are strong and resistant. In addition to plastic materials used in general a straw, not a few sellers who replace with straws made of cardboard to support the movement of environmental love. But 68% of respondents voted overwhelmingly to agree with this statement, and also 32% voted to agree.

6) Esthetics (Aesthetics)

The first statement on the Esthetics indicator questioned whether Brown Sugar Boba Fresh Milk was presented with an evocative presentation. 52.7% of respondents replied agreed, and 47.3% of respondents replied strongly. It can be concluded that the presentation of Brown Sugar Boba Fresh Milk is very interesting by laying brown sugar sauce on the glass wall that tempts consumers.

A later statement on the Esthetics indicator looks for answers as to whether Brown Sugar Boba Fresh Milk uses an attractive container in its presentation. A total of 123 respondents answered strongly, and 27 respondents answered only agreed. Then it can be concluded that the container used can blend well and support the appeal of Brown Sugar Boba Fresh Milk.

7) Perceived Quality

Through the previous validity test, the result was obtained that the second statement on the Perceived Quality indicator should be discarded, so this statement became the only statement on this indicator, which questioned



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whether Brown Sugar Boba Fresh Milk has a quality that corresponds to the popularity of the purchased brand. The most respondents' answers were strongly agree on 54%, then agree on 41.3%, and disapproval at 4.7%. It can be concluded that popular brands provide good products as well, but some do not.

b. Variable X2 (Price)

1) Affordability of Prices

In the first statement of the Price Affordability indicator, a statement was raised on whether the price of Brown Sugar Boba Fresh Milk was affordable for students. Judging from the data obtained in table 23 above, 69.3% of respondents answered strongly, 25% answered agreed, and 5.3% replied disagreed. It can be concluded that most people who buy Brown Sugar Boba Fresh Milk feel the price is still acceptable.

A later statement on the Price Affordability indicator questioned whether the price of Brown Sugar Boba Fresh Milk matched a student's purchasing ability. From the data obtained through questionnaires, the most answers were 100 people voted overwhelmingly, 38 people voted to agree, and 12 people voted to disagree with the statement. Thus it can be concluded that most students do not mind buying a glass of Brown Sugar Boba Fresh Milk to enjoy.

2) Price Conformity with Product Quality

Product Quality Indicator first raises the statement whether the price of Brown Sugar Boba Fresh Milk is in accordance with the quality obtained and felt by consumers. From the questionnaires that have been distributed to 150 students, it was found that 62.7% of respondents answered strongly and 37.3% agreed with this statement. Then it can be concluded that the price paid for a glass of Brown Sugar Boba Fresh Milk is worth it.

The next statement on this indicator given is to ask if the price of Brown Sugar Boba Fresh Milk is in accordance with the supporting features provided. The most respondents answered strongly agreed with the number of 117 respondents. While 26 respondents answered agreed, and 7 others answered disagreed. With the majority of respondents giving positive answers, it can be concluded that the features provided correspond to the overall price of the purchased product.

3) Price Competitiveness

Through a validity test, the first statement on the Price Competitiveness indicator must be discarded and leave a second statement to answer this indicator. This second statement asks if the price of Brown Sugar Boba Fresh Milk is better than other types of drinks with the same price. A total of 67.3% of respondents replied strongly, 23.3% replied agreed, and 9.3% replied disagreed. Positive answers dominated this statement and concluded that respondents found it profitable to spend their money to get a glass of Brown Sugar Boba Fresh Milk compared to other types of beverages.

4) Price Conformity with Product Benefits

Price Conformity Indicator with Product Benefits first raises the statement as to whether the price of Brown Sugar Boba Fresh Milk is in accordance with the satisfaction obtained by consumers. Based on the results through questionnaires shared, it can be seen that the largest percentage of 60% equivalent to 90 respondents answered strongly, while 30% answered agreed, and 10% answered disagreed. It can be concluded that 9 out of 10 feel the price of Brown Sugar Boba Fresh Milk is worth the satisfaction of consuming it, but 1 in 10 feel dissatisfied with what is obtained by the selling price.

The next statement is to ask if the price of Brown Sugar Boba Fresh Milk is appropriate compared to other products that can fill. 84 respondents strongly agreed with this statement, 59 respondents agreed, and the remaining 7 disagreed. e. Price Affects Consumer Purchasing Power

On the Price Indicator Affects Purchasing Power Consumers question whether after knowing the price of Brown Sugar Boba Fresh Milk, consumers still choose to buy it. Based on the data obtained through questionnaires can be seen that as many as 80 respondents answered strongly agreed, 63 respondents answered agreed, and 7 respondents answered disagreed. Then it can be concluded that the majority of respondents feel worthy to exchange their money for a glass of Brown Sugar Boba Fresh Milk and not for 7 other respondents.

In the indicator's final statement, questioning whether the price of Brown Sugar Boba Fresh Milk frees up the number of consumer purchases. 82% replied strongly and another 18% agreed with the statement. It can be concluded that consumers who are students do not reduce their purchases because of the price given.

c. Variable Y (Purchase Decision)

1) Stability of a Product

In the first statement the stability indicator on a product is questioned whether Brown Sugar Boba Fresh Milk has the most delicious taste compared to other boba variant menu. 48% of respondents replied strongly, 42.7% of respondents replied agreed, and 9.3% of respondents replied disagreed. In a very large percentage, respondents felt more enjoyed brown sugar boba fresh milk menu than other menus, however, 14 other respondents did not have a similar opinion.

The next statement given concerning this indicator is about whether Brown Sugar Boba Fresh Milk has the most delicious taste compared to other types of drinks. According to the results through questionnaires distributed, it was found that 130 respondents strongly agreed, and another 20 agreed with this statement. Then it can be concluded that Brown Sugar Boba Fresh Milk becomes the main choice when compared to other types of drinks.

2) Habits in Buying Products

The first statement on the Indicators of Habits in Buying Products is whether Brown Sugar Boba Fresh Milk has always succeeded in fulfilling the wishes of boba drinks. Questionnaire results showed 54% of respondents strongly agreed, and another 46% agreed. Then it can be concluded that the menu Brown Sugar Boba Fresh Milk always managed to meet the consumer's desire for boba drinks.

The next statement given is whether Brown Sugar Boba Fresh Milk is more satisfying than other types of drinks. Evidently 108 respondents answered strongly agreed and another 42 answered agreed. Therefore, it can be concluded that drinking Brown Sugar Boba Fresh Milk is more satisfying than other types of sugary drinks.



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3) Speed in Buying a Product

The Speed Indicator in Buying A Product first asks the statement whether Brown Sugar Boba Fresh Milk meets expectations of desire. In a sense, when consumers are deciding to buy something, only products that can meet expectations will be thought of and even disconnected for consumption. From the questionnaire data above, 53.3% of respondents answered only agreed, while another 46.7% answered strongly. So that means Brown Sugar Boba Fresh Milk is quite promising in meeting consumer expectations.

The second statement on this indicator raises concerns about the consumer purchasing decision process. In deciding a purchase, the consumer will choose the best option in his mind, then it will be known in this statement whether Brown Sugar Boba Fresh Milk is the best choice compared to others. A total of 118 respondents strongly agreed, and another 32 agreed with this statement. It can be known that Brown Sugar Boba Fresh Milk is the best choice for respondents.

From the calculation results, it can be seen first of all the minimum and maximum values in a row are 2.00 and 4.00. The average variable value of Product Quality (X1) by 150 respondents was 3.59. The highest average value of 3.82 on the Aesthetic indicator through the statement "Brown Sugar Boba Fresh Milk uses an attractive container". So it can be concluded that according to the respondents, the use of interesting containers to support aesthetics is the most important thing in determining the quality of Brown Sugar Boba Fresh Milk. While the lowest average value of 3.39 on the Reliability indicator through the statement "Brown Sugar Boba Fresh Milk uses a strong container". It can be seen that in the opinion of the respondents, the use of a strong container is not the most important thing to determine the quality of Brown Sugar Boba Fresh Milk.

The data shows the minimum and maximum values in a row are 2.00 and 4.00. The average value of variable Product Prices (X2) by 150 respondents was 3.61. The highest average value of 3.82 on the Price Indicator Affects Consumer Purchasing Power through the statement "Brown Sugar Boba Fresh Milk price frees up the number of consumer purchases". This indicates that according to respondents, the right price for Brown Sugar Boba Fresh Milk is when the price given does not make consumers limited when buying a certain amount. While the lowest average value of 3.49 on the same indicator is Price Affects Consumer Purchasing Power through the statement "Knowing the price of Brown Sugar Boba Fresh Milk, consumers continue to buy the drink". It can be concluded that according to respondents, knowing the price and knowing whether they can buy it or not becomes less important in assessing the price of a product.

The data shows the minimum and maximum values in a row are 2.00 and 4.00. The average variable value of Purchase Decisions (Y) by 150 respondents was 3.63. The highest average value of 3.87 on the Stability indicator on a Product through the statement "Brown Sugar Boba Fresh Milk has the most delicious taste compared to other types of beverages". From this statement can be seen the opinion of respondents that in making a decision on a purchase, the belief of a taste better than the choice of other types becomes very important. While the lowest average value of 3.39 on the same indicator is Stability in a Product through the statement "Brown Sugar Boba Fresh Milk has the most delicious taste compared to other boba variants". This shows that in the decision process of a purchase, respondents do not care much whether other menus on the same type of boba drink, better than brown sugar boba fresh milk menu.

Interval scale :

Minimum Index = Minimum Value Likert = 2

Maximum Index = Maximum Likert Value = 4

Interval = Max value - min Index = 4 - 2 = 2

Interval Distance = Interval : Max value = 2 : 4 = 0.5

Category Scale

2.00 - 2.50 Very Bad

2.51 - 3.00 Not Good

3.01 - 3.50 Good

3.51 - 4.00 Very Good

No. Variable Average Value Category

1 Excellent Product Quality 3.59

2 Excellent Product Price 3.61

3 Excellent Purchasing Decisions 3.63

Average interval scale table became the measuring value in this study. As seen from the table above, the average variable values of Product Quality (X1), Product Price (X2), and Purchase Decision (Y) respectively are 3.59, 3.61, and 3.63. Thus, based on table 42 Interval Scale, the three variables in this study that fall into the category of 3.51 - 4.00 are "Excellent".

4.5 Pearson Correlation Analysis

This analysis aims to find the influence between dependent variables namely Product Quality (X1) and Product Price (X2) with independent variables namely Purchasing Decisions (Y) through pearson correlation. Data obtained through processing results using SPSS (Statistical Product and Service Solutions) program.

From the processing of data known r value (pearson correlation) is 0.568. According to table 2 correlation interpretation in the previous chapter, it can be known that between the Variable Product Quality and Purchase Decision there is a "moderate" relationship. From the table above, it can also be known based on the value of r square, 32.3% of Product Quality variables affect the Purchase Decision variable, while the remaining 67.7% is influenced by other factors. As for finding the generalization meaning of the relationship of the two variables, the hypothesis test is conducted as follows.

Hypothesis 1

H0 : There is no influence between Product Quality and Student Purchasing Decision in Jakarta

H1 : There is an influence between Product Quality and Student Purchasing Decisions in Jakarta

The basis of decision making:

Significant Value = 0.000



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Alpha Value = 0.05
Significant Alpha Value
 $0.000 < 0.05$

From the results of processing correlation values in table 44 above, it is known significant value of 0.000. When compared to $\alpha = 0.05$ Significant value is smaller than α , meaning H_0 is rejected and H_1 is accepted. So it can be concluded that there is an influence between Product Quality and Student Purchasing Decisions in Jakarta.

From the calculation found that the value of r (pearson correlation) is 0.456. based on the Interpretation of Correlation it can be known that between the variable Price of the Product and the Purchase Decision there is a "moderate" relationship. Also known based on the value of r square, 20.8% variable Product Price affects the variable Purchase Decision, while the remaining 79.2% is influenced by other factors. As for finding the generalization meaning of the relationship of the two variables, the hypothesis test is conducted as follows.

Hypothesis 2

H_0 : There is no influence between Product Price and Student Purchase Decision in Jakarta

H_2 : There is an influence between Product Price and Student Purchase Decision in Jakarta

The basis of decision making:

Significant Value = 0.000

Alpha Value = 0.05

Significant Alpha Value

$0.000 < 0.05$

From the results of processing correlation values in table 45 above, it is known significant value of 0.000. When compared to $\alpha = 0.05$ significant value is smaller than α , meaning H_0 is rejected and H_2 is accepted. So it can be concluded that there is an influence between product prices and student purchasing decisions in Jakarta.

Correlation of variables X_1 and X_2 with Y above, known value r (pearson correlation) is 0.656. It is known that between the variable Product Quality and Product Price with the Purchase Decision there is a "strong" relationship. Also known based on the value of r square, 43% variable Product Quality and Product Price affects the variable Purchase Decision, while the remaining 57% is influenced by other factors. As for finding the generalization meaning of the relationship of the two variables, the hypothesis test is conducted as follows:

Hypothesis 3

H_0 : There is no influence between Product Quality and Product Price on Purchasing Decision Students in Jakarta

H_3 : There is an influence between Product Quality and Product Price on Purchasing Decisions Students in Jakarta

The basis of decision making:

Significant Value = 0.000

Alpha Value = 0.05

Significant Alpha Value

$0.000 < 0.05$

From the results of processing the correlation value is known significant value of 0.000. When compared to $\alpha = 0.05$ significant value is smaller than α , meaning H_0 is rejected and H_3 is accepted. So it can be concluded that there is an influence between Product Quality and Product Price on Student Purchasing Decisions in Jakarta.

5. Conclusion

The average quality of Brown Sugar Boba Fresh Milk in Jakarta is 3.59 and falls into the category "Excellent". The highest average value of 3.82 on the Aesthetic indicator through the statement "Brown Sugar Boba Fresh Milk uses an attractive container". So it can be concluded that according to the students in Jakarta, the use of interesting containers to support aesthetics is the most important thing in determining the quality of Brown Sugar Boba Fresh Milk. While the lowest average value of 3.39 on the Reliability indicator through the statement "Brown Sugar Boba Fresh Milk uses a strong container". It can be seen that in the opinion of students in Jakarta, the use of a strong container is not the most important thing to determine the quality of Brown Sugar Boba Fresh Milk.

The average value of Brown Sugar Boba Fresh Milk price is 3.61 which falls into the category of "Excellent". The highest average value of 3.82 on the Price Indicator Affects Consumer Purchasing Power through the statement "Brown Sugar Boba Fresh Milk price frees up the number of consumer purchases". This shows that according to the students in Jakarta, the right price for Brown Sugar Boba Fresh Milk is when the price given does not make them limited when buying a certain amount. While the lowest average value of 3.49 on the same indicator is Price Affects Consumer Purchasing Power through the statement "Knowing the price of Brown Sugar Boba Fresh Milk, consumers continue to buy the drink". It can be concluded that according to the students in Jakarta, knowing the price and knowing if they can buy it or not becomes less important in assessing the price of a glass of Brown Sugar Boba Fresh Milk.

The average value of Purchase Decision on Brown Sugar Boba Fresh Milk is 3.63 in the category of "Excellent". The highest average value of 3.87 on the Stability indicator on a Product through the statement "Brown Sugar Boba Fresh Milk has the most delicious taste compared to other types of beverages". From this statement can be seen the opinion of students in Jakarta that in making a decision on a purchase, the belief of a taste that is more palatable than the choice in other types becomes very important. While the lowest average value of 3.39 on the same indicator is Stability in a Product through the statement "Brown Sugar Boba Fresh Milk has the most delicious taste compared to other boba variants". This shows that in the decision process of a purchase, students in Jakarta do not care too much whether other menus on the same type of boba drink, better than brown sugar boba fresh milk menu.

The Features indicator has the highest average value of 3.70. This shows that for students in Jakarta, the features on the presentation of Brown Sugar Boba Fresh Milk such as straws, containers that meet the standards, and bags for the choice of takeaway orders are the most important indicators in consideration of making a purchase. While the lowest average value



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of 3.44 is owned by the Reliability indicator. Therefore, it is known that the reliability of Brown Sugar Boba Fresh Milk using new and fresh ingredients, as well as the use of a strong container became the weakest indicator in the consideration of students in Jakarta to decide a purchase of Brown Sugar Boba Fresh Milk.

Based on the conclusion of the research on the influence of quality and price on the decision to purchase students in Jakarta above, the advice given to help improve for sellers brown sugar boba fresh milk in Jakarta, namely as follows.

- Maintaining and improving the most important indicators that have the greatest influence on student purchasing decisions in Jakarta, namely in feature indicators.
- Increase sales by placing ads to get more consumers.
- Focus on keeping winning the largest sales target market Brown Sugar Boba Fresh Milk, one of which is students.

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