



Department of Digital Business

Journal of Artificial Intelligence and Digital Business (RIGGS)

Homepage: <https://journal.ilmudata.co.id/index.php/RIGGS>

Vol. 2 No. 2 (2024) pp: 31-35

P-ISSN: 2963-9298, e-ISSN: 2963-914X

The Influence of Lifestyle, Product Quality and Price on Beef Purchasing Decisions at the Lubuk Basung – Geragahan Union Market

Agung Kurniawan¹, Yulasmi², Ramdani Bayu Putra³

^{1,2,3}Management, Faculty of Economics And Business, Universitas Putra Indonesia YPTK Padang

agungkurniawanbkt12@gmail.com, yulasmi@upiypk.ac.id, ramdhani_bayu@upiypk.ac.id

Abstract

The purpose of this study was to determine the effect of lifestyle, product quality and price on beef purchasing decisions at the Lubuk Basung Geragahan Union Market. The population in this study were all consumers in the Lubuk Basung Geragahan market. The determination of the sample was carried out randomly using the Slovin formula and obtained a sample of 100 respondents. Methods of data collection through surveys and distribution of questionnaires to consumers as respondents for 1 week. The data analysis technique used was Structural Equation Modeling (SEM) Analysis with Partial Least Square (PLS). The results showed that lifestyle, product quality and price on purchasing decisions were in the fairly good category. Then hypothesis testing showed that variable Style There is a positive and significant influence on the beef buyer's decision at the Lubuk Basung-Geragahan Union Market, Product Quality There is a positive and significant influence on the Beef Buyer's Decision at the Lubuk Basung-Geragahan Union Market, Price There is a positive and significant influence on beef buyer decisions at the Lubuk Basung-Geragahan Union Market.

Keywords: lifestyle, product quality, price, purchase decision.

1. Introduction

Traditional markets are generally identified with buying and selling conditions with an unlimited bargaining process, as well as a large number of producers so that consumers have more rights in meeting their needs. With the needs of the community that continue to grow and are not limited in line with the times. Therefore, the conditions of competition are very high, producers need to understand and know what the wants and needs of their consumers are so that purchases increase [1]

The development of Indonesia's population has resulted in an ever-increasing need for food. Because food is an important need that must be met by everyone, the creation of quality human resources is certainly very much influenced by several factors, including food (nutrition), health, education, information, technology and other services. The most important role of these factors is nutrition, and people who are malnourished experience failure of growth and development. Meat is one of the agricultural commodities needed to meet protein needs, because meat contains high-quality protein, which is able to provide complete essential amino acids for meat. Defined as part of the slaughter animal that is used by

humans as a food ingredient, besides having an attractive appearance, is also a source of high quality animal protein. Meat is all parts of the livestock that have been cut from the livestock body except the horns, hooves, bones and fur. Thus the liver, spleen, brain, and stomach contents such as intestines also include beef [2]

Purchasing decision is a person's decision where he chooses one of several alternative choices that exist. Consumer purchasing decision making is a selection process one of several alternative problem solving with follow-up real. After that consumers can evaluate the choice and then determine the next step to be taken. Basically deep buying a product, a consumer not only buys a product, but consumers also buy the benefits or advantages that can be obtained from it product he bought. Therefore, a product must have an advantage from other products, one of which is in terms of the quality of the products offered [3].

In 2017-2021 meat traders at the Lubuk Basung Geragahan union market experienced a decline in sales as evidenced by the following sales data:

From Table 1 above it can be seen that the sale of beef at the Lubuk Basung-Geragahan union market has

increased and decreased every year. In 2017 sales were 66,800 kg, in 2018 sales were 64,503 kg, then in 2019 sales were 61,988 kg, in 2020 sales were 60,811 kg, and in 2021 sales were 62,027 kg. From the decline in beef sales, it is implied that there is a problem in sales. Of course, this is an interesting thing to do research to find out the cause.

Table 1
Beef Sales Data at the Lubuk Basung-Geragahan Union Market in 2017-2021

No	Year	Total Sales of Meat
1	2017	66.800 kg
2	2018	64.503 kg
3	2019	61.988 kg
4	2020	60.811 kg
5	2021	62.027 kg

Source: Beef Vendors, Lubuk Basung-Geragahan Union Market, 2017-2021.

One of the factors that influence the decision to purchase beef at the Lubuk Basung-Geragahan union market is lifestyle factors. According to [4] Factors that influence a person's lifestyle are attitudes, experiences and observations, personality, self-concept, motives, perceptions, reference groups, social class, family and culture.

In addition to lifestyle, other factors that influence purchasing decisions Beef at the Lubuk Basung-Geragahan union market is product quality, One of the main values that customers expect from manufacturers is the highest quality of products and services. Quality is the overall characteristics and characteristics 5 a product or service that bears on its ability to satisfy stated or implied needs [5].

Kotler and Armstrong (2018: 158), consumers make many purchasing decisions every day, and purchasing decisions are the focus of marketers' efforts. Most of the large companies research consumer buying decisions in Indonesia in great detail to answer questions about what consumers buy, where they buy, how and how much they buy, when they buy, and why they buy.

Purchasing decision is a person's decision in which he chooses one of several alternative choices that exist. Therefore, consumer purchasing decision making is a process of selecting one of several alternative problem solving with real follow-up. After that consumers can evaluate the choice and then can determine the attitude to be taken next. Basically in buying a product, a consumer does not only buy the product, but consumers also buy the benefits or advantages that can

be obtained from the product they buy. Therefore, a product must have advantages over other products, one of which is in terms of the quality of the products offered [6]

Based on the explanation described above, the authors are interested in submitting research with the title "The Influence of Lifestyle, Product Quality and Price on Beef Purchase Decisions at the Lubuk Basung-Geragahan Union Market".

2. Research Methods

Sampling technique using the slovin formula. The amount consumers in the lubuk basung-geragahan union market with a population of 2,443 consumers. The Slovin formula is:

$$n = N / 1 + N e^2$$

Where :

n = Number of Samples

N = Total of the entire population

e = Error tolerance which can still be tolerated in this study is 10%, Sugiyono (2016: 120)

$$n = 2.443 / 1 + 2.443 (10\%)^2$$

$$n = 2.443 / 1 + 2.443 (0.01)$$

$$n = 2.443 / 25.43$$

n = 96.06 is required, and 100 are used as a sample.

Using the formula above with a population of 2,443 consumers with an error rate of 10%, it can be seen that the sample to be studied is 100 consumers at the Lubuk Basung-Geragahan Union market.

Purchasing decision (Y) according to [7] is a reason about how consumers make choices about buying a product that suits their needs, desires and expectations, so that it can lead to satisfaction or dissatisfaction with the product. The indicators of purchasing decisions are:

- Purchasing decisions out of necessity
- Purchase decision due to information from friends/colleagues
- Purchase decision due to brand
- Purchase decision because of quality
- Purchase decision due to packaging

2.1. Lifestyle (X1)

According to [8] is a person's lifestyle which is expressed in his activities, interests and opinions, in spending his money and how to allocate time. lifestyle indicators include Activities (activities), Interest (interest) and Opinion (opinion).

According to [9] lifestyle is broadly defined as a way of life that is identified by how other people spend

their time (activities) seen from work, hobbies, shopping, sports, and Social activities and interests consist of food, fashion, family, recreation and also opinions (opinions) consisting of about themselves, social issues, business, and products. Lifestyle includes something more than just a person's social class or personality.

2.2. Product quality (X2)

According to [10] is very important for the food industry, so business managers should pay close attention to this, because this will result in consumer satisfaction, one person. Quality or product quality according to [7] is the ability of a product to carry out its functions such as durability, taste, materials used in the manufacture of products as well as techniques and processes for making products, and so on. The indicators of quality are:

- Good taste
- Durability
- Safe to consume
- Traditional product manufacturing process
- Attractive product display

Meanwhile, according to [11] quality is the dominant issue in many companies, along with fast time, flexibility in meeting consumer demand (products that are made are always in accordance with with what consumers demand) and low selling prices, quality is key and strategic choice, Quality is important meaning and is one factors of competitive advantage. The position of quality has become very important since world market competition has become increasingly fierce. This intense competition has been triggered, among other things, by globalization, which is progressing more rapidly. Genre capital, resources and products are increasingly free to cross borders between countries

2.3. Price (X3)

According to Kotler (2019: 131), is the amount of money charged for a particular product. The industry sets prices in a variety of ways. In large companies, pricing is generally handled by division managers as well as product line managers. There are four indicators that characterize prices, namely price affordability, price compatibility with product quality, price compatibility with benefits and price according to ability or price competitiveness. According to [12] Price is very important to pay attention to considering that price plays a very important role in determining competitive positioning and determining whether or not a product will behave in the market, so before setting a pricing strategy, first consider other influencing factors (such as image, brand, location). /place, service, value and product quality), as well as costs incurred and competition from similar products.

Meanwhile, according to [13] price is something that is given in exchange for goods or services. In the process In determining purchasing decisions, consumers tend to look more at information about prices, where this is something that is very necessary. because consumer perceptions of the price of a product can be used as a standardization of product quality based on the price value of the product.

In this study using the Structural Equation Modeling (SEM) analysis tool using the Partial Least Square (PLS) program. Partial Least Square (PLS) is a component-based approach for testing structural equation models or commonly called SEM [14]

To test the significance of the research hypothesis, it is carried out through assessing the value of the path coefficient or inner model as indicated by the T-statistic or T-count value compared to the T-table value of 1.96 in the error of rejecting data of alpha 5% [14] as follows:

- 1) If the value of the T statistic is > 1.96 then the hypothesis is accepted
- 2) If the value of the T statistic is < 1.96 then the hypothesis is rejected.

3. Results and Discussions

Following are the results of data testing with SmartPLS:

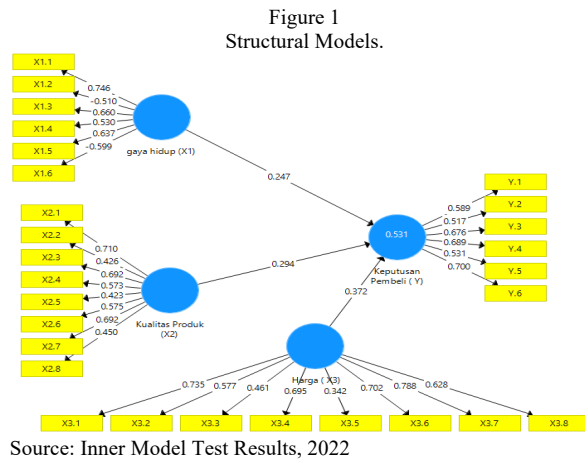


Table 2
Result For Path Coefficient

Description	T Statistic	P Values	Information
Lifestyle-> Purchase Decision	2.274	0.023	Hypothesis Accepted
Product Quality->Purchasing Decision	3.017	0.003	Hypothesis Accepted
Price->Purchase Decision	3.635	0.000	Hypothesis Accepted

Source: SmartPLS 3.0 Path Coefficient Test Results for 2022.

Based on the results of the SmartPLS test in the table, it can be seen that the results of testing the research hypothesis start from the first hypothesis to the third hypothesis which is a direct influence of the Lifestyle construct, Product Quality, on Purchasing Decisions.

3.1. The Effect of Lifestyle on Purchase Decisions

There is a positive and significant influence of lifestyle on the decision to purchase beef at the Lubuk Basung Union Market - Geragahan. It can be seen that the t-statistic is 2.274 and the t-table is 1.96 where the t-statistic is smaller than the t-table (2.274 > 1.96) with a p-value (0.023 < 0.05) so that H1 is accepted and H0 is rejected.

The results of data processing show that the most dominant indicator or statement item in the Lifestyle variable is at X1.1, namely "I buy beef for consumption by family members." with an outer loadings value of 0.746 which is an indicator of activity. Based on the results of this study, a recommendation can be given to the Lubuk Basung-

Geragahan United Market, if you want to make a buyer's decision, it is necessary to pay attention to matters that affect lifestyle by paying attention to activities, interests, opinions. Among these indicators, more attention is paid to the activities of disclosing what consumers do, what products are purchased or used, what activities are carried out to fill free time.

3.2. Effect of Product Quality on Purchasing Decisions

There is a positive and significant effect of product quality on beef purchasing decisions at the Lubuk Basung-Geragahan Union Market. It can be seen that the t-statistic is 3.017 and the t-table is 1.96 where the t-statistic is smaller than the t-table (3.017 > 1.96) with a p-value (0.003 < 0.05) so that H2 is accepted and H0 is rejected .

The results of data processing show that the most dominant indicator or item statement in the Product Quality variable is X2.1, namely "Beef sellers in the Lubuk Basung-Geragan Union market can quickly prepare their consumer requests." with an outer loadings value of 0.710 which is part of the activity. Based on the results of this study, recommendations can be given to the Lubuk Basung-Geragahan United Market, if you want to make a buyer's decision, it is necessary to pay attention to matters that affect product quality by paying attention to performance, additional features, reliability, durability. Among these indicators, more attention is paid to the performance of the functional aspects of an item and the main characteristics that are considered by customers in purchasing an item that can influence the decision making of buying beef at the Lubuk Basung-Geragahan Union Market.

3.3. Effect of Price on Purchasing Decisions

There is a positive and significant price effect on the decision to purchase beef at the Lubuk Basung-Geragahan Union Market. It can be seen that the t-statistic is 3.635 and the t-table is 1.96 where the t-statistic is smaller than the t-table (3.017 > 1.96) with a p-value (0.000 < 0.05) so that H3 is accepted and H0 is rejected .

The results of data processing show that the most dominant indicator or statement item in the price variable is at X3.7, namely "The price of beef offered by the Lubuk Basung-Geragan Union market is much cheaper than in supermarkets" with an outer loadings value of 0.788 which these indicators are part of the price according to the ability of price competitiveness. Based on the results of this study, a recommendation can be given to the Lubuk Basung-Geragahan Union Market if you want to make a purchasing decision, it is necessary to pay attention to matters that affect prices by paying attention to price affordability, price suitability with product quality, price suitability and benefits and prices according to competitiveness. Price

Among these indicators, more attention is paid to price according to price competitiveness. Consumers often compare the price of a product with other products. In this case, the high and low price of a product is highly considered by consumers when they are going to buy this product. This can influence the decision making of buying beef at the Lubuk Basung-Geragahan Union Market.

3. Conclusion

From the results of research on the influence of lifestyle, product quality and price on beef purchasing decisions at the Lubuk Basung-Geragahan United Market, it can be concluded that, Lifestyle has a positive and significant effect on decisions Beef Buyers at the Lubuk Basung-Geragahan Union Market. Product quality has a positive and significant effect on beef buyer decisions at the Lubuk Basung-Geragahan Union Market. Price has a positive and significant effect on the decision of beef buyers at the Lubuk Basung-Geragahan Union Market.

Future researchers are expected to develop the results of this study and involve relevant and related variables with purchase decisions. With the hope of more research results accurate and has far greater benefits, so agencies can increase the purchase decision.

Reference

- [1] Wahyuni, D., Andiny, I. S., Wahdini, M., Rahmadina, S., & Putra, R. B. (2022). Kepuasan Konsumen Terhadap Kualitas Produk Dan Pelayanan Di Masa Pandemi Covid-19 Pada Resto Dan Cafe Bebek Sawah Padang. *Kontan: Jurnal Ekonomi, Manajemen dan Bisnis*, 1(1).
- [2] Yulasm², Y. (2017). Pengaruh Atribut Produk Terhadap Keputusan Pembelian. *Jurnal Ekobistek*, 3(2).
- [3] Nugroho, E. J., & Simamora, L. (2021). Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Daging Sapi Di Pasar Raya I Salatiga. *Ziraa'ah Majalah Ilmiah Pertanian*, 46(2), 134-14
- [4] Manalu, D., & Roshinta, J. (2021). Pengaruh Gaya Hidup Dan Pendapatan Terhadap Keputusan Pembelian Starbucks Coffee Di Center Point Medan. *Jurnal Ilmu Sosial Dan Politik*, 1(2), 173-189.
- [5] Putri, E. E., Yuliandri, F., Rahayu, I. Y., Duha, J., Salmia, P., & Bayu, R. (2021). Strategi Pemasaran Sebagai Upaya Untuk Meningkatkan Omzet Penjualan (Pada Cafe Rajo Corner Di Padang). *Jurnal Pengabdian Masyarakat: Pemberdayaan, Inovasi dan Perubahan*, 1(2).
- [6] Subhan, A. (2019). *Pengaruh Lokasi, Harga, Kualitas Produk, dan Varian Produk terhadap Keputusan Pembelian pada Pasar Tradisional Ujung Loe Kabupaten Bulukumba* (Doctoral dissertation, Universitas Islam Negeri Alauddin Makassar).
- [7] Kotler, P dan Amstrong. 2018. *Prinsip-prinsip Marketing Edisi Ke Tujuh*. Penerbit Salemba Empat. Jakarta.
- [8] Nador, N., Hidayati, N., & Rizal, M. (2020). Pengaruh Kualitas Produk, Harga Produk dan Keamanan Produk Terhadap Keputusan Pembelian (Studi Pada Pasar Tradisional Madyopuro Kota Malang). *Jurnal Ilmiah Riset Manajemen*, 9(20).
- [9] Ummah, E. S. R. (2019). *Pengaruh Gaya Hidup Kepercayaan Dan Harga Terhadap Keputusan Pembelian Di Onlineshop Pada Santri Pondok Pesantren Raudlatul Falah Gembong Pati* (Doctoral dissertation, IAIN Kudus).
- [10] Nukman Nador, Nur Hidayati, M. R. (2020). PENGARUH KUALITAS PRODUK, HARGA PRODUK DAN KEAMANAN PRODUK TERHADAP KEPUTUSAN PEMBELIAN (Studi Pada Pasar Tradisional Madyopuro Kota Malang) Oleh. 89–101.
- [11] Luthfianto, D., & Suprihhadi, H. (2017). Pengaruh Kualitas Layanan Dan Gaya Hidup Terhadap. 6.
- [12] Afnina, Y. H. (2018). Pengaruh Kualitas Produk Terhadap Kepuasan Pelanggan. *JURNAL SAUDRA EKONOMI DAN BISNIS* .<https://doi.org/10.35137/jmbk.v7i2.286>
- [13] SAFITRI, R. (2021). Pengaruh Harga, Promosi dan Kemudahan Berbelanja Pada Keputusan Pembelian Produk Secara Online Di Bandar Lampung.
- [14] Saputro, B. H. (2017). Pengaruh Kualitas Produk terhadap Keputusan Pembelian Mobil Toyota Avanza di Bekasi/Benny Hario Saputro/23100544/Pembimbing: Dergibson Siagian.