

PRODUCT QUALITY AND PRICE FAIRNESS ON PURCHASE DECISIONS THROUGH DISTRIBUTION CHANNELS

**M. Tony Andy Astanto, Thamrin Abdullah, Luki Karunia, Jubery Marwan,
Zahera Mega Utama**

Prof. Dr. Moestopo University, Jakarta
e-mail korespondensi: astanto.tony@gmail.com

Abstract

The research was conducted with the aim of knowing the description of product quality, price fairness and distribution channels on purchasing decisions at PT Dynatech International. As well as knowing the role of distribution channels in mediating product quality and price fairness on purchasing decisions at PT Dynatech International. The study was studied using the post-positivism paradigm, with quantitative research methods. The population of the study was consumers of PT. Dynatech International totaling 250 people. The data used were primary data in the form of questionnaires measured using the Likert scale. The study used the Structural Equation Model-Partial Least Square approach with a measurement model using the Smart PLS version 3 program. The results of the study directly show that Product Quality and Price Fairness have an influence on Distribution Channels. Product Quality, Price Fairness, and Distribution Channels directly have an influence on Purchasing Decisions. While indirectly Distribution Channels mediate the influence of Product Quality and Price Fairness on Purchasing Decisions. From the research results, it can be concluded that Distribution Channels have the strongest influence on Purchasing Decisions. While Price Fairness has the weakest influence on Purchasing Decisions.

Keywords: Product Quality, Price Fairness, Distribution Channels, Purchasing Decisions

Abstrak

Penelitian dilakukan dengan tujuan untuk mengetahui gambaran kualitas produk, kewajaran harga, dan saluran distribusi terhadap keputusan pembelian pada PT Dynatech International. Serta mengetahui peran saluran distribusi dalam memediasi kualitas produk dan kewajaran harga terhadap keputusan pembelian pada PT Dynatech International. Penelitian dikaji menggunakan paradigma post-positivisme, dengan metode penelitian kuantitatif. Populasi penelitian adalah konsumen PT. Dynatech International yang berjumlah 250 orang. Data yang digunakan adalah data primer berupa kuesioner yang diukur menggunakan skala Likert. Penelitian menggunakan pendekatan Structural Equation Model-Partial Least Square dengan model pengukuran (measurement model) menggunakan program Smart PLS versi 3. Hasil temuan penelitian secara langsung Kualitas Produk dan Kewajaran Harga memiliki pengaruh terhadap Saluran Distribusi. Kualitas Produk, Kewajaran Harga, dan Saluran Distribusi secara langsung memiliki pengaruh terhadap Keputusan Pembelian. Sedangkan secara tidak langsung Saluran Distribusi memediasi pengaruh Kualitas Produk dan Kewajaran Harga terhadap Keputusan Pembelian. Dari hasil penelitian dapat disimpulkan bahwa Saluran Distribusi memiliki pengaruh paling kuat terhadap Keputusan Pembelian. Sedangkan Kewajaran Harga memiliki pengaruh paling lemah terhadap Keputusan Pembelian.

Kata Kunci: Kualitas Produk, Kewajaran Harga, Saluran Distribusi, Keputusan Pembelian

INTRODUCTION

The level of competition in the business world is increasing in the current era of globalization as every company strives to attract new customers and increase its market share. Companies must be able to determine the right marketing strategy to survive and win the emerging competition. The development of the global free market forces entrepreneurs to continuously update every product they produce, from quality and distribution to product marketing strategies. One way to achieve company goals is by understanding the needs and wants of consumers or target markets and providing the expected satisfaction more effectively and efficiently than competitors (Kotler & Amstrong, 2018).

Buyer decision-making is influenced by the company's ability to attract buyers and external factors.

Implementing promotional strategies and service quality is an important key to a company's success in creating customer satisfaction (Fajarisman, 2021). Consumers' decisions to purchase a product are greatly influenced by their perceptions. Generally, a purchase decision is a selection from two or more choices.

PT Dynatech International is a distribution company specializing in industrial equipment and instruments, as well as testing, analytical, and general laboratory equipment. The company provides a complete range of equipment to meet Indonesia's quality testing, simulation, and research development needs. As is well known, a company's success can be seen from the sales levels it has achieved. Below is the sales data of PT Dynatech International from the first and second years.

Table 1. Sales of PT. Dynatech Internasional

Years	Sales (in Rupiahs)
1	49.618.360.866
2	40.043.167.653

Sumber: PT. Dynatech International

Table 1 above shows the sales figures of PT Dynatech International from the first year to the second year. In the first year, the company's total sales amounted to Rp. 49,618,360,866. However, in the second year, the company's total sales decreased to Rp. 40,043,167,653. This decline in total sales in the second year should concern the company. If the decline in total sales continues, it could disrupt the company's overall operations and threaten the business's sustainability. To increase sales volume, efforts can be made to improve customer satisfaction.

Satisfied customers have gone through the purchasing process, which involves decision-making. Companies that implement marketing concepts must pay attention to consumer behavior and the factors influencing purchasing decisions.

Several consumers have complained about PT Dynatech International's products, indicating that the quality still needs improvement. Essentially, consumers buy products that can satisfy their desires not only in physical form but also in the quality benefits of the product. Product quality

determines consumer satisfaction after purchasing and using a product. Consumers want the best product quality when making purchasing decisions. Product quality is the most critical factor in choosing any brand or model, especially in a market environment where competition is very

tight, and prices are competitive. Quality reflects all dimensions of a product offering that provide benefits to consumers. Table 2 below shows the aspects of PT Dynatech International's products that consumers have complained about.

Table 2. Consumer Complaints List

No	Tools	Complaints	Resolution
1	Cutting Machine Model: FTC255AS, etc.	1. L.E.D. frequently fails 2. Sensor switch often breaks 3. Control display short circuits 4. No electrical drawing in the manual book	1. Replace the light 2. Replace the sensor 3. Provide a cover 4. Provide an electrical drawing in the manual book
2	Mounting Machine Model: FTM32AX, etc.	1. No electrical drawing in the manual book	1. Provide an electrical drawing in the manual book
3	Mounting Machine Model: FTM-SL	1. Temperature error 2. Motor burns out 3. No electrical drawing in the manual book	1. Replace the part board 2. Repair the motor 3. Provide an electrical drawing in the manual book
4	Polishing Machine Model: FTP-1AX, etc.	1. No electrical drawing in the manual book	1. Provide an electrical drawing in the manual book
5	Polishing Machine Model: FTP-1AH	1. Display frequently fails 2. No electrical drawing in the manual book	1. Replace the display 2. Provide an electrical drawing in the manual book
6	Micro Vickers Hardness Tester Model: FM-810	1. No electrical drawing in the manual book	1. Provide an electrical drawing in the manual book
7	Micro Vickers Hardness Tester Model: FM-ARS	1. PCI RS232 only works with Windows 10 2. No electrical drawing in the manual book 3. No MS Office	1. Downgrade to Windows 10 2. Provide an electrical drawing in the manual book 3. Install MS Office
8	Rockwell Hardness	1. Power board failure	1. Replace the power board

	Tester Model: FR-X1,FR-X2, FR-X3	2. No electrical drawing in the manual book	2. Provide an electrical drawing in the manual book
9	Rockwell Hardness Tester R.B. Model: LC-200	1. The touchscreen display fades quickly 2. No electrical drawing in the manual book	1. Replace the display 2. Provide an electrical drawing in the manual book
10	Digital Microscope Meiji Techno Model: MT7100, etc.	1. Camera mounting is not suitable 2. No standard cleaning lens 3. No MS Office	1. Replace the mounting 2. Provide a standard cleaning lens 3. Install MS Office
11	Digital Microscope Hirox Model: HRX-0, RX-100	1. No standard cleaning lens	1. Provide a standard cleaning lens

Sumber: PT Dynatech International

The current market prices are highly competitive, with some products from PT Dynatech International being sold at higher prices than those of competitors. For buyers, price information is an anchor point in selecting the appropriate price for products/services, enabling accurate pricing decisions. By providing price information, sellers aim to influence customer pricing and purchasing decisions. Perceived price fairness reflects customers' assessment of the seller's prices' fairness, adequacy, and tolerability. Therefore, perceived price fairness here refers to the extent to which customers consider the suggested price reasonable compared to the market price. Customers tend to have preconceived notions about the appropriateness of product prices and are generally reluctant to part with more than that amount (Kamen & Toman, 1970). From a cognitive perspective, customers compare prices with their reference prices, previous price encounters, and norms to evaluate the fairness of the offered price. Additionally, customers associate

overall prices by comparing the offered price with other customers, sellers, and different products.

The current distribution channels of PT Dynatech International still need to support the sales divisions or agents in Indonesia fully. The manufacturer uses a product distribution channel to deliver the product from the manufacturer to the consumer or industrial user. Marketing management plays a role in evaluating distributors. Location and sales channel decisions involve considering how to deliver products to customers and where products should be placed. Then, a value has no value unless it is seen as one. No matter how tangible a value is, it is only considered a value once it is perceived. Perceived value is the consumer's mental image comparing the benefits and value obtained from the product against the costs or sacrifices to be made (Zulfa & Kusuma, 2023). Consumer value perception will determine whether the value provided by a product has positive benefits, leading consumers to re-evaluate the

product and become loyal to it (Tilaar et al., 2017).

Several previous studies have examined factors influencing purchasing decisions. For instance, (Simbolon et al., 2020) found that product quality, brand image, and customer value significantly affect purchasing decisions, while price fairness does not. On the other hand, (Rai & Narwal, 2022) found that reference prices positively impact customer purchase intentions through the price image dimension. These findings indicate a research gap or inconsistency. (Simbolon et al., 2020) found that price fairness does not influence purchasing decisions, while (Rai & Narwal, 2022) found a positive impact of reference prices on customer purchase intentions.

THEORETICAL FRAMEWORK

Product Quality

According to (Philip Kotler & Armstrong, 2021) product quality is the ability to meet consumer expectations and needs. A quality product is a product that meets consumer expectations in terms of performance, features, reliability, suitability, durability, benefits, attractiveness and perceived quality. In addition, product quality also includes the ability of the product to maintain its performance throughout its useful life and avoid damage or failure. Product quality can be measured by several metrics, such as defect rate, customer satisfaction rate, and return rate. To achieve good product quality, companies must have good quality control at every stage of production and ensure that the products produced meet the established quality standards. By prioritizing product quality, companies

can increase customer satisfaction, build brand loyalty, and gain a competitive advantage in the market.

Price Fairness

According to (Shaw, 2020), the perception of price fairness is an important factor in making purchasing decisions. Price is a crucial factor that must be considered by companies. It must be determined carefully. In general, consumers are very sensitive to price so that it is easy to influence their attitudes and behavior. Companies must set prices fairly so that consumers do not feel disadvantaged. Therefore, it is important to understand consumer perceptions of price fairness. As a result, companies do not lose consumers if prices are considered reasonable. The concept of perceived price fairness is based on the dual entitlement theory which states that perceptions of fairness are governed by the principles that companies should provide accurate information to consumers, offer prices based on market power, provide value to consumers, offer the same price to everyone, and give buyers plenty of choice.

Distribution Channels

Distribution channels are a structure that describes different marketing situations by various business institutions (such as producers, wholesalers and retailers), so distribution channel activities must be considered and carried out efficiently and effectively. (Melati et al., 2020), said that distribution channels are a path through which goods flow from producers to intermediaries which finally reach users. Musfar (2020:95), explained that distribution channels are

the main external resources. This system is as important as other main internal resources such as production, research, engineering and sales. The distribution system also reflects a commitment to a set of policies and practices that are the building blocks for building a broad, long-term relationship. In order to facilitate the flow of goods from producers to consumers, one important factor that must be considered is choosing the right distribution channel to be used. Distribution channels that are too long cause more links to participate in marketing activities.

Buying Decision

Conceptually, consumer behavior is reflected by purchasing decisions. It is a person's behavior or action to buy a preferred brand (P Kotler & Armstrong, 2018). This is a thought process that leads consumers to identify needs, generate choices, and choose certain products and brands. Therefore, it is not only limited to decisions at the time of purchase, but includes the selection of brands, models, time of purchase, how much it costs, and payment methods (Salem, 2018). Relevant to this view, purchasing decisions involve a sequence of choices formed by consumers before making a purchase. This begins after consumers have a desire to fulfill their needs. If consumers intend to buy a particular product, they will at least go through several stages. When consumers intend to fulfill their needs and desires, they seek information from internal sources (experience) about the product and external sources (friends and family).

RESEARCH METHOD

This research will be conducted at PT Dynatech International from April 2024 to July 2024. The study will be examined using the post-positivism paradigm. This paradigm is appropriate because the research aims to analyze phenomena that specifically occur within an organization, involve the people within it, and affirm concepts in real case studies. This research uses quantitative research methods with a causal research design. This study uses the causal design to determine the influence of product quality and price fairness on purchasing decisions through distribution channels. This study has two independent variables: product quality and price fairness; one dependent variable, purchasing decisions; and one mediating variable, distribution channels.

The population in this study consists of 250 consumers of PT Dynatech International. The sampling technique used in this study is non-probability sampling, specifically purposive sampling, based on the criteria of respondents who have been or are still customers of PT Dynatech International. The Slovin formula was used to determine the sample size in this study, resulting in a sample size of 155 respondents. Furthermore, the research instrument is a questionnaire based on the indicators of the research variables. This is supplemented with literature studies, books, journals, internet articles, and other supporting data related to this research to support the primary data. This study uses the Structural Equation Model-Partial Least Square (SEM-PLS) approach with the measurement model using Smart P.L.S. version 3 to measure the intensity of each research variable and the

structural model to analyze the data and research hypotheses.

RESULTS AND DISCUSSION

a. Validity and Reliability Testing

For discriminant validity testing, each construct's AVE (Average Variance

Extracted) value is examined, with an AVE value above 0.50 (I. Ghazali, 2018). The values are shown in Table 3 below:

Table 3. AVE (Average Variance Extracted) Results	
Variable	<i>Average Variance Extracted (AVE)</i>
Product Quality	0.668
Price Fairness	0.661
Distribution Channels	0.691
Purchasing Decisions	0.676

Source: Data Processing Results SmartPLS 3.2.9 (2024)

All variables have an AVE value above 0.5 based on the test results. This indicates that the constructs have met the validity requirements based on the Average Variance Extracted (AVE).

reliability is determined by the composite reliability and Cronbach's alpha values for each block of indicators measuring the construct. A construct is considered reliable if the composite reliability and Cronbach's alpha values exceed 0.60 (I. Ghazali, 2018).

b. Reliability Testing

According to the SmartPLS method, this study's indicators'

Table 4. Reliability Test Result		
Variable	<i>Composite Reliability</i>	<i>Cronbach's Alpha</i>
Product Quality	0.942	0.929
Price Fairness	0.886	0.831
Distribution Channels	0.957	0.950
Purchasing Decisions	0.958	0.952

Source: Data Processing Results SmartPLS 3.2.9 (2024)

Table 4 shows that each variable has a composite reliability value above 0.6. From these results, it can be concluded that the research model is reliable as it meets the composite reliability values. Additionally, the table shows that each variable has a Cronbach's alpha value above 0.7. From these results, it can be concluded that the research model is reliable as it meets the Cronbach's alpha values.

c. Structural Model Testing

Inner model testing involves developing a concept—and theory-based model to analyze the relationships between exogenous and endogenous variables. This testing consists of several stages analyzed using SmartPLS. The first evaluation of the inner model involves looking at the coefficient of determination.

Table 5. R Square (R²) Values

	<i>R Square</i>	<i>R Square Adjusted</i>
Purchasing Decisions	0,859	0,857
Distribution Channels	0,786	0,784

Source: Data Processing Results SmartPLS 3.2.9 (2024)

The relationships between constructs based on the R Square values can be explained as follows: the R Square value for the Purchasing Decisions variable is 0.859. This indicates that 0.859, or 85.9% of the

The Product Quality and Price Fairness variables can influence purchasing decision variables. For the Distribution Channels variable, the R Square value is 0.786. This indicates that the Product Quality and Price Fairness variables can influence 0.786 or 78.6% of the Distribution Channels variable.

Next, hypothesis testing between constructs is conducted using the bootstrap resampling method. The hypothesis test calculations using

SmartPLS version 3.2.9 can be seen from the Path Coefficient values, which are the t-statistic values of the relationships between variables in the study. The output of the structural model testing (T-Values) can be seen in Figure 1 below.

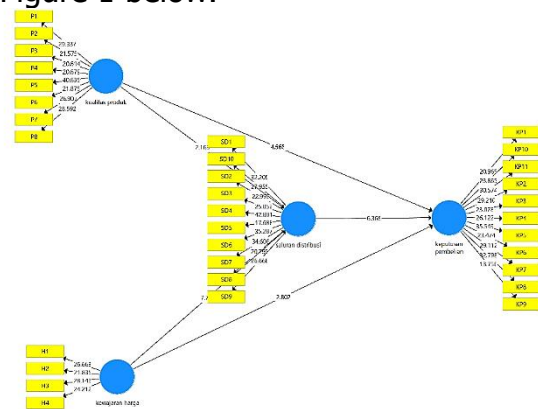


Figure 1. Structural Model Test (T-Values)

The hypothesis results based on Figure 1 above can be seen more clearly in the following table.

Table 6. Hypothesis Test Results

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Price Fairness → Purchasing Decisions	0.215	2.802	0.005
Price Fairness → Distribution Channels	0.701	7.768	0.000
Product Quality → Purchasing Decisions	0.288	4.568	0.000
Product Quality → Distribution Channels	0.222	2.163	0.031
distribution Channels → Purchasing Decisions	0.484	6.368	0.000
Price Fairness → Distribution Channels → Purchasing Decisions	0.339	4.787	0.000
Product Quality → Distribution Channels → Purchasing Decisions	0.107	2.109	0.035

Source: Data Processing Results with SmartPLS 3.2.9 (2024)

To validate the combined performance of the measurement model (outer model) and the structural model (inner model) obtained through the Goodness of Fit Index (GoF) test, the calculation is as follows:

$$\text{GoF} = \sqrt{\text{AVE} \times R^2}$$

$$\text{GoF} = \sqrt{0.674 \times 0.859}$$

$$\text{GoF} = \sqrt{0.705}$$

$$\text{GoF} = 0,839$$

Explanation:

$$\text{AVE} = (0.668 + 0.661 + 0.691 + 0.676) / 4 = 2.696 / 4 = 0.674$$

$$\text{R Square} = 0.859$$

The Goodness of Fit Index (GoF) calculation shows a value of 0.839. Based on these results, it can be concluded that the combined performance of the measurement model (outer model) and the structural model (inner model) is overall sound, as the Goodness of Fit Index (GoF) value is more significant than 0.36 (Good scale).

Hypothesis testing in Table 6 using SmartPLS 3.2.9 can be explained as follows:

- 1) The result of the first hypothesis test on the variable product quality towards distribution channels shows a t-statistics value of 2.163 > t-table value of 1.975 and a P-value of 0.031 < 0.05. Thus, H1 is accepted, indicating that Product Quality affects Distribution Channels. Consumers will feel satisfied if the evaluation results show that their products are high quality. They will purchase goods and services if they consider the product necessary, impacting the distribution channels. High product quality tends to increase distributors' trust in the

manufacturer. Distributors are more likely to cooperate with manufacturers with a good reputation for product quality. In their research, (Simatupang et al., 2022) stated that product quality and product design significantly positively affect distribution channels.

- 2) The result of the second hypothesis test on the variable product quality towards purchasing decisions shows a t-statistics value of 4.568 > t-table value of 1.975 and a P-value of 0.000 < 0.05. Thus, H2 is accepted, indicating that Product Quality affects Purchasing Decisions. Consumers will feel satisfied if the evaluation results show that their products are high quality. They will purchase goods and services if they consider the product necessary. Good product quality enhances consumers' perceived value of the product. Consumers feel they are getting higher value for their money, encouraging them to choose the product over others perceived to be of lower quality. This research result aligns with the study conducted by (Aghitsni & Busyra, 2022), which shows that product quality affects purchasing decisions. The same results were also shown by Sudung et al. (2021) in their research stating that product quality and product design have a significant positive effect on purchasing decisions.
- 3) The result of the third hypothesis test on the variable price fairness towards distribution channels shows a t-statistics value of 7.768 > t-table value of

1.975 and a P-value of $0.000 < 0.05$. Thus, H3 is accepted, indicating that Price Fairness affects Distribution Channels. The presence of fair pricing or the company obtaining a margin on profits makes the distribution channels better. Therefore, for distribution channels to function well, prices must be competitive with substitute products and match their quality. (Shaw, 2020) states that price fairness is vital in distribution channels. Generally, consumers are susceptible to prices, making it easy to influence their attitudes and behaviors. Therefore, it is important to understand consumer perceptions of price fairness. Consumers can evaluate price fairness by price transparency and competitor prices.

- 4) The result of the fourth hypothesis test on the variable price fairness towards purchasing decisions shows a t-statistics value of $2.802 > t$ -table value of 1.975 and a P-value of $0.005 < 0.05$. Thus, H4 is accepted, indicating that Price Fairness affects Purchasing Decisions. Fair prices that match consumers' purchasing power become a driving factor in purchasing decisions compared to other products. Prices must be competitive with substitute products and match their quality. (Shaw, 2020) states that price fairness is essential in purchasing decisions. Generally, consumers are susceptible to prices, making it easy to influence their attitudes and behaviors. Therefore, it is

important to understand consumers' perceptions of price fairness. Consumers can evaluate price fairness through price transparency and competitor prices (Swanson et al., 2017). This result aligns with the research conducted by (Rachmawati et al., 2019), which shows that price fairness affects purchasing decisions.

- 5) The result of the fifth hypothesis test on the variable distribution channels towards purchasing decisions shows a t-statistics value of $6.368 > t$ -table value of 1.975 and a P-value of $0.000 < 0.05$. Thus, H5 is accepted, indicating that Distribution Channels affect Purchasing Decisions. Distribution channels are activities that efficiently accelerate the flow of goods from producers to consumers. Adequate distribution channels will also be a consideration for consumers when purchasing products. The efficiency or ease of obtaining the product can be one of the factors influencing consumer decision-making. The main goal of distribution channels is to make products readily available to consumers who want to buy them (H. H. B. Al Ghozali & Purwanto, 2019). If the product that consumers need is easy to obtain, then a purchasing decision will be made, and consumers will even recommend the experience they have had to others. (Nazmi, 2021), in his research, found that distribution channels have a positive and significant effect on

purchasing decisions for prima lining.

6) The result of the sixth hypothesis test on the variable product quality towards purchasing decisions through distribution channels shows a t-statistics value of $2.109 > t\text{-table value of } 1.975$ and a P-value of $0.035 < 0.05$. Thus, H_6 is accepted, indicating that Distribution Channels can mediate the influence of Product Quality on Purchasing Decisions. Consumers' basis for making purchases can be influenced by product quality. Consumers will feel satisfied if the evaluation results show that their products are high quality. They will purchase goods and services if they consider the product necessary. In their research, (Sudung et al., 2021) stated that product quality and design significantly positively affect purchasing decisions. If the products consumers need are easily obtainable, purchasing decisions will be made, and consumers will even recommend the product to others based on their positive experiences.

7) The result of the seventh hypothesis test on the variable price fairness towards purchasing decisions through distribution channels shows a t-statistics value of $4.784 > t\text{-table value of } 1.975$ and a P-value of $0.000 < 0.05$. Thus, H_7 is accepted, indicating that Distribution Channels can mediate the influence of Price Fairness on Purchasing Decisions. (Shaw, 2020) states

that price fairness is essential in purchasing decisions. Generally, consumers are susceptible to prices, making it easy to influence their attitudes and behaviors. (Mustafa & Setiawan, 2022) show that price fairness affects purchasing decisions. In marketing activities, intermediaries or distributors are necessary. The goods consumers need will be available in the market with distribution channels. (Nazmi, 2021), in his research, found that distribution channels have a positive and significant effect on purchasing decisions.

CONCLUSION

From the research conducted, it was found that the distribution channels variable has the most decisive influence on purchasing decisions for PT Dynatech International's products, with the indicator "Customer complaints can be resolved quickly," having the highest value of 4.08 or 82% of respondents agreeing. The price fairness variable is known to have the weakest influence on purchasing decisions for PT Dynatech International's products, with the indicators "The price of products sold by PT Dynatech International is affordable" and "The price of products sold by PT Dynatech International is proportional to the benefits received by consumers" having the lowest value of 3.85 or 77% of respondents agreeing. The product quality variable has the lowest value according to respondents' answers to the question "PT Dynatech International's products used are not easily damaged," with a value of 3.93.

The results of the study revealed that distribution channels are the

variables that have the strongest influence on purchasing decisions for PT. Dynatech Internasional products with the indicator of respondents' answers to the question "Customer complaints can be resolved quickly" having the highest value of 4.08 or 82% of respondents agree. Therefore, it is recommended that PT. Dynatech Internasional strengthen its distribution channels by focusing on increasing the speed of resolving customer complaints. This step can increase customer satisfaction and, in turn, has the potential to positively influence purchasing decisions.

The research results also reveal that the price fairness variable has the lowest value according to respondents' answers to the question, "The price of products sold by PT Dynatech International is proportional to the benefits received by consumers," with a value of 3.85. Then, the distribution channels variable has the lowest value according to respondents' answers to the question, "The location of PT Dynatech International's distribution network close to consumers is critical," with a value of 3.74. The purchasing decisions variable has the lowest value according to respondents' answers to the question "I am confident in my decision to purchase PT Dynatech International's products," with a value of 3.77.

For further research, add other variables that may affect distribution channels and purchasing decisions, such as after-sales service, product availability, and brand reputation. Conduct research focusing on different market segments to see if the effect of product quality on purchasing decisions varies across segments.

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