

The Influence of Product Quality and Service on the Purchase Decision of MSME Products of Bandrek Red Ginger People in Bandar Sono Village, Nibung Hangus District, Batubara Regency

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Abstract. This research was conducted on MSMEs Personnel of Bandrek Ginger Merah which operates in the field of selling red ginger. The aim of the research to determined and analyzed the influenced of product and service quality on consumer product purchasing decisions. The population was 100 consumers who came to buy red ginger products at MSMEs, sampling was taken using random samples with saturated samples so that the total sample were 100 respondents. The type of data used was primary data and the data sources used are secondary data, data collection techniques used literature studies, surveys and observations. Data analysis techniques were multiple linear regression, classical assumption testing and hypothesis testing. The results of the research showed that the quality of products and services partially and simultaneously has positive and significant effected on consumer product purchasing decisions at MSME Insan Bandrek Jahe Merah in Bandar Sono Village, Nibung Hangus District, Batubara Regency. There was strong correlation between product and service quality and product purchasing decisions in red ginger bandrek human MSMEs. The value of $R^2 = 0.469$ means that the decision to purchase red ginger products in the company can be explained by the quality of the product and service by 46.9% and the remaining 53.1% can be explained by other variables not studied.

Keywords: Product, Service and Product Purchasing Decisions

1. INTRODUCTION

Red ginger products are one of the natural ingredients that are easy to obtain and sell in the market and can be purchased by the public for various purposes, both houses and companies. The ginger plant is classified as a discovery plant, with many uses including as a cooking seasoning, raw materials for medicines, traditional herbal medicines, cosmetics, and various kinds of processed food and beverage products. The use of red ginger as a raw material for medicines is due to the oleoresin content (3%) which functions as an anti-bleeding (from *alpha-linolenic acid* compounds) as well as anti-oxidant and anti-inflammatory. In addition, red ginger also contains essential oils (2.58-2.72%).

Red ginger is widely used in traditional medicinal herbs to treat cough, diarrhea, nausea, asthma, respiratory disorders, toothache, stomach booster, low back pain, strep throat, asthma, muscle pain, fever and improve digestion. In addition, the existence of red ginger extract contains antibacterial properties that inhibit the growth of *Escherichia coli* bacteria in vitro. Ethanol extract from the rhizome of red ginger can be used as an anti-acne, because it is able to inhibit the growth of *Propionibacterium acnes* and *Staphylococcus epidermidis* bacteria. Red ginger can also maintain heart health by reducing

bad cholesterol in the body (Akoachere *et al.* 2002), and as an antioxidant that can neutralize free radicals and inhibit collagenase elasticity in the skin. The farnesol content in red ginger can be used as a food fragrance, perfume, and regenerate normal cells (Pradita, et al. 2022).

Therefore, ginger can be used for many purposes, both for body health, drinks and for food. However, some companies use red ginger to be processed into drinks that can be drunk by the public by providing many benefits for body health, including to keep the body warm so that it does not catch a cold.

With the needs of the community that continue to grow and the importance for body health, Mr. Ali Sofyan S.M as the owner of MSMEs Insan Bandrek Ginger Merah located in Bandar Sono village, Nibung Hangus District, Batu Bara Regency which was established in 2019 took this opportunity by offering red ginger products that have health benefits and body warmth for consumers. And Mr. Ali Sofyan S.M continues to develop products by adding variants of red ginger products, such as mixing with honey, milk, and others according to consumer needs and tastes.

With the rapid development of digital technology, it can cause changes in various ordinary fields, starting from the lifestyle in the community that is currently booming or new inventions where changes are in line with trends, whether it is various types of goods and services can be obtained online, he also increased business capital to increase the production capacity of red ginger so that it can be marketed to consumers with good quality. using this opportunity by producing red ginger drinks so that they can meet the needs of the community and market demand.

Table 1. MSMEs Bandrek Red Ginger Sales Data
 Period 2020-2023

Era	Sales	Difference	
		Rp	%
2020	93.265.000,00	-	-
2021	87.165.400,00	- 6.099.600,00	- 6,54
2022	94.635.000,00	7.469.600,00	8,57
2023	90.745.000,00	- 3.890.000,00	- 4,11

Source: Data Processed, 2024

The table above shows that the sales of red ginger bandrek for the 2020-2023 period each year have experienced a significant increase and decrease. In the 2020-2021 period, there was a decrease in the company's sales by 6.54%, while from 2021-2022 there was an increase in sales of 8.57% and from 2022-2023 there was a decrease in sales of 4.11%. Thus, the company's sales over the past four years tend to be unstable from year to year.

This is because the ability and knowledge of consumers today has developed and advanced well so that the public or consumers will not immediately buy the products offered by the company. However, consumers will take several important steps so that when the decision is made to buy the product, there will be no mistakes and provide added value and profits for the company. Consumers will seek and collect some information about the product from various reliable sources and conduct analysis and evaluation systematically and consistently so that it will produce several alternatives that will be selected and decided to be used in making their decisions.

Hasibuan, et al. (2024), explained that in building a business, the role of human resources is very important to be able to determine success in achieving the goals of the business. The role of humans is also very dominant because through the role of humans they can cooperate with each other to achieve goals by utilizing existing resources. To achieve these goals, there are many problems faced by businesses, one of which is caused by ineffective communication. According to Sari (2023), explained that one of the characteristics of a reliable entrepreneur is to see opportunities so that a reliable entrepreneur is able to identify business opportunities and mobilize the necessary resources to take

advantage of good opportunities. Thus, to be able to survive, an entrepreneur must be able to be sensitive and careful to see the opportunities around him so that they can be used as much as possible for business progress in the future.

A consumer's decision to buy products offered by the company is inseparable from the service shown by employees when interacting with consumers. From the body language and speech conveyed by employees when communicating with consumers, it will be known and felt directly by potential consumers whether they are valued by employees or not, so that if consumers feel appreciated and recognized by employees, they will decide to buy the product and vice versa.

There are many factors that can affect a consumer's purchase decision, both internal consumer factors and external factors around consumers. In the research conducted, the factors that affect the purchase of consumers include the quality of products and services provided by employees to consumers. Product quality is one of the benchmarks for some consumers who want the products they buy according to their wishes. With the consistency of the quality of the product, consumers will feel happy and comfortable when deciding to buy the product because the product purchased can meet what they want so that in the future consumers will not hesitate to buy the product again.

A consumer's decision to buy products offered by the company is inseparable from the service shown by employees when interacting with consumers. From the body language and speech conveyed by employees when communicating with consumers, it will be known and felt directly by potential consumers whether they are valued by employees or not, so that if consumers feel appreciated and recognized by employees, they will decide to buy the product and vice versa.

Based on the above background explanation regarding the phenomenon that occurs in the company and the results of previous research presented, the author became interested in conducting research with the title: **"The Influence of Quality and Service on Product Purchase Decisions in MSMEs of Bandrek Red Ginger People in Bandar Sono Village, Nibung Hangus District, Batu Bara Regency"**.

Problem Formulation

(1) Does quality partially affect product purchase decisions in MSMEs of Red Ginger Bandrek Personnel? (2) Does the service partially affect the decision to purchase products in MSMEs of Bandrek Ginger Merah? (3) Does quality and service significantly affect the decision to purchase products in MSMEs of Bandrek Ginger Merah?

2. LITERATURE REVIEW

Product Quality

Nazara (2019), stated that product quality is the ability of a product to demonstrate its function, it includes overall durability, reliability, accuracy, ease of operation, and product repair as well as other product attributes. Nurushshobah, et al. (2021), it can be said that product quality is the ability of a product to demonstrate its function, it includes the overall durability, reliability, accuracy, ease of operation and repair of the product as well as other product attributes. Sari (2022), explained that product quality has a big impact in facing competitive advantages. Because quality or quality products are needed to face products from competitors. Therefore, the company strives to produce products that have the best quality to face competitive advantages. So that this is an important strategy in winning the competition. It can be concluded that product quality has a positive influence and significance on competitive advantage. Product Quality Indicators (Nazara, 2019), including:

1) Performance (*performance*), i.e. the main operating characteristics of the core product (*Core Product*) purchased. 2) Privileges addition (*features*), that is Complementary or additional characteristics. 3) Reliability (*reability*), i.e. the probability of failure to use. 4) Conformity with specifications (*conformance*), that is, the extent to which the design and operation characteristics meet the standards that have been set previously. 5) Durability (*durability*), i.e. how long the product can

continue to be used. 6) *Serviceability*, which includes speed, competence, comfort, ease of maintenance and satisfactory complaint handling. 7) *Aesthetics (aesthetic)*, namely regarding the pattern, taste and attractiveness of the product. 8) *Perceived quality (Perceived quality)*, which concerns the image and reputation of the product and the company's responsibility for it.

Service

Sopiah and Sangadji (2018), argue that services with a user-based approach are based on the idea that quality depends on the person who views it so that the product that best satisfies someone's preferences is a high-quality product. Meanwhile, according to Priansa (2017), it is explained that service quality is the expected level of excellence and the control of this level of excellence to meet consumer desires. According to Pakpahan (2019), explaining that service is all activities, benefits and satisfaction offered for sale which are basically intangible and do not result in ownership.

The following are presented five indicators to measure services in the company (Priansa, 2017), namely: 1) *Reliability (realibility)* is the ability to carry out or provide promised services quickly and reliably. 2) *Responsiveness* is the ability to help consumers and provide services quickly and responsively. 3) *Confidence* is the knowledge and courtesy of employees as well as the ability of employees to generate trust and confidence or assurance. 4) *Empathy* is related to the ability of the company and its personnel to feel what consumers feel. 5) *Tangible* is related to physical appearance, equipment, personnel, and communication media.

Purchase Decision

Abdullah and Tantri (2018), it can be explained that the purchase decision is interpreted as the behavior shown by consumers in searching, buying, using, evaluating and consuming products and services that they hope can satisfy their needs. Meanwhile, Sangadji and Sopiah (2018), Consumer decision-making is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. Sunyoto (2019), stated that consumer purchasing decisions are actions that are directly involved in obtaining, consuming, and consuming products and services, including the decision process that precedes and follows those actions. This subject can be discussed from several perspectives that are all considered, namely consumer influence, comprehensive and intercultural.

Abdullah and Tantri (2018), the following can be conveyed that there are five indicators to measure consumer purchase decisions for company products, namely: 1) *Confidence in buying*, consumers who believe in the company's products do not hesitate to buy and use products in order to meet their daily routine needs. 2) *In accordance with their wishes*, consumers who have become accustomed to using a company product will buy it according to their desired desires so that they will get satisfaction as expected. 3) *Having a desire to repurchase*, consumers who have decided to buy the company's products and have used them will have a desire in their minds to buy the product again. 4) *Considering the quality of the product*, a consumer's decision on a product is based on the fact that the product is able to provide the desired quality. 5) *Recommend to others*, consumers who have bought the product and get satisfaction while using the product, then they will voluntarily recommend the product to others without being asked by the company.

Conceptual Framework

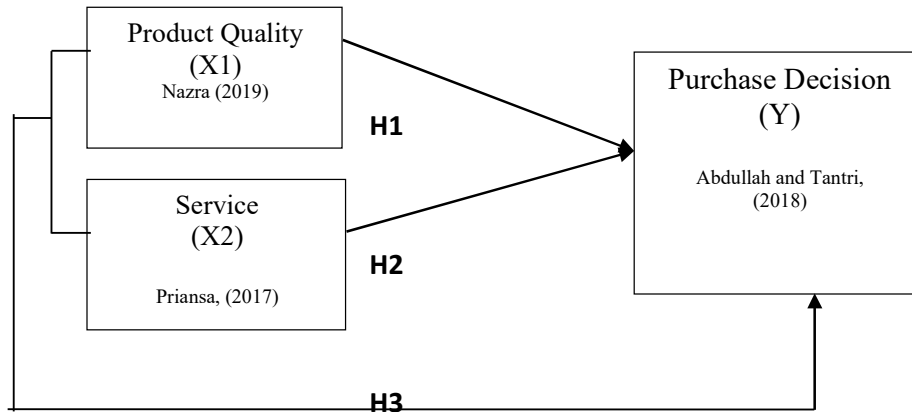


Figure 1. Conceptual Framework

3. RESEARCH METHODS

Research Approach

In this study, the research approach used is associative with a quantitative approach. Manullang and Pakpahan (2016) explained that associative research or causal research (causal relationship) is research that wants to see if a variable that acts as an independent variable has an effect on other variables that are bound variables. Manullang and Pakpahan (2016) also explained that quantitative research is research by obtaining data in the form of numbers or qualitative data that is raised. So this research is a type of quantitative research. Thus, it can be conveyed that the author wants to explain the influence of independent variables (product and service quality) on dependent variables (purchase decisions)

Population and Sample

Manullang and Pakpahan (2016) explained that a population is a group of research elements, where the element is the smallest unit that is the source of the necessary data. Population describes the type and criteria of the population that is the object of the study, while sample describes the sampling criteria, size, and sampling method. In line with that, Sudaryono (2019), argues that population is a generalized area consisting of objects or subjects that have certain qualities and characteristics that are applied by the author to be studied and then conclusions are drawn. In this study, the population is consumers who come to visit and buy red ginger products at Insan MSMEs with an average estimate of around 100 people.

Meanwhile, the sample, according to Priyastama (2020), argues that the sample is a set of data taken from the population. The sample in the study uses a *simple random sampling* technique, where each consumer has the same opportunity to be used as a respondent. The research sampling method uses saturated samples, so that the number of research samples used is equal to the total population of 100 respondents

Data Analysis Techniques

In this study, the author uses statistical data processing, namely the SPSS version 22 program to process the tabulation data of respondents' answers. Static testing is described namely:

1. Data Quality Test

The data quality test in this study includes the Validity Test and the Reliability Test.

2. Classical Assumption Test

Manullang and Pakpahan (2016) explained that the classical assumption test of multiple linear regression aims to analyze whether the regression model used in the study is the best model. If the model is a good model, then the data analyzed is worthy of being used as a recommendation for knowledge or for practical problem-solving purposes. The classical assumption test is a test of statistical assumptions that must be met in an *ordinary least square* (OLS)-based linear regression analysis. In order to obtain the best *linear unbiased estimator* value of a multiple regression equation with the least squares method, it is necessary to test to find out if the regression model is produced by satisfying the requirements of classical assumptions which include: Normality Test, Multicollinearity Test and Heteroscedasticity Test

3. Multiple Linear Regression Analysis

Manullang and Pakpahan (2016) explained that if the multiple linear regression model has been free from the classical assumption problem, then the regression can be continued for analysis. Thus, it can be concluded that multiple linear regression can be carried out if all classical assumption tests have been met and there are no problems. The data analysis model used to determine the magnitude of the influence of the independent variable on the bound variable is an econometric model with an analysis technique using the usual least squares model, the equation model is with the multiple linear regression equation as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Information:

Y = Purchase decision

X1 = Product quality

X2 = Service

a = Constant

B1,B2= Regression coefficient of free variables

e = *Terms of error*

4. Hypothesis Test

Partial Test (t-Test)

The Partial test (t-test) shows how far each free/individual variable affects the bound variable. For the Associative hypothesis (relationship) test, the product moment correlation significance test formula is used.

Simultaneous Test (Test F)

This test was carried out to find out whether the influence of all independent variables simultaneously had a significant effect on the variables bound at the confidence level (*Confidence Interval*) or the 5% hypothesis testing level with the F test using a statistical formula.

Coefficient of Determination (r²)

According to the explanation, the value of R-Square (Pakpahan & Manullang, 2014) (r^2) is used to see how the variation in the value of the bound variable is affected by the variation in the value of the free variable.

5. RESEARCH RESULTS AND DISCUSSIONS

Research Results

1. Description of Research Respondents

Table 2. Gender Characteristics

Gender	Number of respondents	%
Man	67	67.00
Woman	33	37.00
Sum	100	100.00

Source: Data Processed, 2024

The table above shows that the number of consumers who consume red ginger products sold by dominant companies is 67% male and 37% female. Thus, it can be said that men prefer red ginger products to women because they know the benefits and efficacy of both health and body warmth.

Table 3. Age Characteristics

Age (years)	Number of respondents	%
20-30	22	22.00
31-40	48	48.00
41-50	30	30.00
Sum	100	100.00

Source: Data Processed, 2024

The table above shows that the dominant consumers who come and buy red ginger products are 31-40 years old as much as 48%, while the age of 41-50 years is 30% and the age of 20-30 years is 22%. Thus, it can be conveyed that consumers who are interested in red ginger products are usually of productive age because consumers need to maintain their stamina and health to support work activities.

Table 4. Educational Characteristics

Education	Number of respondents	%
SMU	27	27.00
Diploma	39	39.00
Bachelor	34	34.00
Sum	100	100.00

Source: Data Processed, 2024

The table above shows that the number of consumers who like the company's red ginger products is diploma education as much as 39%, followed by undergraduate education as much as 34% and high school education as much as 27%. Thus, it can be said that the majority of consumers with a diploma education are more interested in the red ginger sold by the company because in their view this red ginger is very suitable for maintaining health and body warmth so that it is not easy to catch a cold.

Table 5. Characteristics of Buying Frequency

Purchase frequency	Number of respondents	%
< 3x	42	42.00
> 3 - 5 x	37	37.00
> 5 x	21	21.00
Sum	100	100.00

Source: Data Processed, 2024

The table above shows that consumers who have purchased red ginger products sold by dominant companies are less than 3x as much as 42%, followed by the frequency of buying more than 3-5x as much as 37% and diata 5x as much as 21%. From the table above, it shows that the average consumer who has never bought the red ginger product for the initial stage will try to buy and consume the red ginger product. If it is felt that it matches their expectations and needs, consumers will buy it back in a span of a few weeks or a few months later.

2. Data Quality Test Results

a. Validity Test

Table 6. Product Quality Validity Test Results

Variable	Questionnaire Items	<i>Corrected Item-Total Correlation</i>		Conclusion
		rcalculate	rtable	
Product quality	Quality produk_1	.849	.194	Valid
	Quality produk_2	.557		Valid
	Quality produk_3	.506		Valid
	Quality produk_4	.762		Valid
	Quality produk_5	.762		Valid
	Quality produk_6	.492		Valid
	Quality produk_7	.606		Valid

Source: Data Processed by SPSS, 2024

Table 6 shows that all questionnaire items in the product quality variable have 7 statements of the value of the calculation coefficient > the table (0.194), so it is concluded that the

questionnaire items in the product quality variable can be declared valid so that it meets the assumption of validity. This means that quality products are one of the important things that need to be considered and prioritized by companies in marketing their products to consumers. With reliable product quality in accordance with consumer expectations, the purchase decision will be made by consumers because the product can provide added value and desired benefits.

Table 7. Service Validity Test Results

Variable	Questionnaire Items	<i>Corrected Item-Total Correlation</i>		Conclusion
		r _{calculate}	r _{table}	
Service	Pelayanan_1	.556	.194	Valid
	Pelayanan_2	.456		Valid
	Pelayanan_3	.601		Valid
	Pelayanan_4	.452		Valid
	Pelayanan_5	.493		Valid

Source: Data Processed by SPSS, 2024

Table 7. shows that all questionnaire items in the service variable have 5 statements of the value of the calculation coefficient > the table (0.194), so it is concluded that the questionnaire items in the service variable can be declared valid so that it meets the validity assumption. This means that service is an important part of marketing red ginger products to consumers because with friendly and pleasant service, consumers will be more happy and interested in continuing to buy the product continuously from time to time.

Table 8. Results of the Purchase Decision Validity Test

Variable	Questionnaire Items	<i>Corrected Item-Total Correlation</i>		Conclusion
		r _{calculate}	r _{table}	
Purchase decision	pembelian_1 results	.451	.194	Valid
	pembelian_2 results	.506		Valid
	pembelian_3 results	.518		Valid
	pembelian_4 results	.543		Valid
	pembelian_5 results	.523		Valid

Source: Data Processed by SPSS, 2024

Table 8., shows that all questionnaire items in the purchase decision variable have 5 statements of the value of the calculation coefficient > the table (0.194), so it is concluded that the questionnaire items in the purchase decision variable can be declared valid so that it meets the validity assumption. This means that consumer purchase decisions are the company's main goal in marketing its products to the wider community. Therefore, company owners must strive and be consistent to provide product quality expected by consumers and provide excellent

service and appreciate consumers with a friendly attitude so that consumers will feel happy when making purchase transactions with consumers.

b. Reliability Test

Table 9. Reliability Test Results

Reliability statistics			
Variable	Cronbach's Alpha	Standard coefficient values	Conclusion
Quality produk_X1	.867		Reliable
Pelayanan_X2	.747	0.6	Reliable
pembelian_Y results	.743		Reliable

Source: Data Processed by SPSS, 2024

Table 9., shows that the variables of product quality, service, and purchase decisions have a value of *Cronbach's Alpha* > 0.6, so it is concluded that the variables used are reliable. This means that the majority of respondents gave relatively stable and consistent average answers between each of the research variables.

3. Results of the Classic Assumption Test

a. Normality Test

Table 10. Normality Test Results

Kolmogorov Smirnov Test Results		
<i>One Sample Kolmogorov Smirnov Test</i>		<i>Unstandardized Residual</i>
N		100
<i>Normal Parameters</i>	<i>Mean</i>	.0000000
	<i>Std Deviation</i>	2.33205852
<i>Most Extreme Differences</i>	<i>Absolute</i>	.075
	<i>Positive</i>	.069
	<i>Negative</i>	-.075
<i>Kolmogorov Smirnov Z</i>		.750
<i>Asymp.Sig. (2-tailed)</i>		.627

a. Test distribution is normal

Source: Data Processed by SPSS, 2024

Table 10., above shows that the results of *Kolmogorov Smirnov's* test have a significance value (*Asymp. Sig.* 2-tailed) is 0.627 so that the significance value is $0.627 > 0.05$, then it is concluded that *the residual* value is distributed normally and meets the assumption of normality.

b. Multicollinearity Test

Table 11. Multicollinearity Test Results

Variable	Coefficients	
	Collinearity Statistics	
	Tolerance	VIF
Quality produk_X1	.997	1,003
Pelayanan_X2	.997	1,003

Source: Data processed by SPSS, 2024

Table 11., shows that the product and service quality variables have a *tolerance* value of > 0.1 and a VIF value of < 10 , so it can be concluded that the regression model above does not have a multicollinearity symptom which means that there is no correlation with each other between independent variables.

c. Heteroscedasticity Test

Table 12. Heteroscedasticity Test Results – Glacier Test

Type	Coefficients ^a			t	Sig.
	Unstandardized		Standardized		
	Coefficients		Coefficients		
	B	Std. Error	Beta		
1 (Constant)	3,712	1,524		2,436	.017
Quality produk_X1	-.010	.035	-.027	-.273	.785
Pelayanan_X2	-.073	.051	-.145	-1.445	.152

a. Dependent Variable: *Abs_res*

Source: Data Processed by SPSS, 2024

Table 12., it can be stated that for the variables of product quality (value sig. 0.785) and service (value sig. 0.152) so that the independent variable has a significant value > 0.05 , it can be concluded that the regression model does not have heteroscedasticity symptoms, meaning that there are no disturbing variables in this study.

4. Multiple Linear Regression Test Results

Table 13. Multiple Linear Regression Test Results

	Coefficients ^a	
	Unstandardized	Standardized

	Type	Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	12.402	2,770	4,478	.000
	Quality produk_X1	.197	.064	3,083	.003
	Pelayanan_X2	.165	.092	1,799	.015

a. *Dependent Variable:* pembelian_Y Decision

Source: Data Processed by SPSS, 2024

The table above shows the results of multiple linear regression tests with the results namely: $Y = 12.402 + 0.197 X1 + 0.165 X2$

The following is the description as follows:

- A value (constant) of 12.405 and a positive value means that the purchase decision will increase by 12.405 assuming that the product and service quality variable has a fixed coefficient value (zero).
- Product quality is 0.197 and has a positive value, meaning that if there is a 1 point increase in product quality, the purchase decision will increase by 0.197 assuming that the service variable has a fixed coefficient value (zero).
- Service is 0.165 and has a positive value, meaning that if there is an increase of 1 point in service, the decision to purchase the product will increase by 0.165 assuming that the product quality variable has a fixed coefficient value (zero).

5. Hypothesis Test Results

a. Partial Test (t-Test)

Table 14. Partial Test Results

	Type	Coefficients ^a			t	Sig.
		Unstandardized		Standardized		
		Coefficients		Coefficients		
B	Std. Error	Beta				
1	(Constant)	12.402	2,770	4,478	.000	
	Quality produk_X1	.197	.064	3,083	.003	
	Pelayanan_X2	.165	.092	1,799	.015	

a. *Dependent Variable:* pembelian_Y Decision

Source: Data Processed by SPSS, 2024

From table 14 above, the results of partial testing can be described as follows:

- Product quality partially had a positive and significant effect on product purchase decisions in MSMEs of red ginger products ($t_{table} > t_{count}$ value, $3.083 > 1.660$ on sig. $0.003 < 0.05$), so that the H1 research hypothesis was accepted.
- The service partially had a positive and significant effect on product purchase decisions in MSMEs of red ginger products ($t_{table} > t_{cal}$ value, $1.799 > 1.660$ on sig. $0.015 < 0.05$), so that the H2 research hypothesis was accepted.

b. Simulotan Test (Test F)

Table 14. Simultaneous Test Results

<i>ANOVA^b</i>						
Type		<i>Sum of Squares</i>	<i>Df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	<i>Regression</i>	67.349	2	33.674	6..067	.003a
	<i>Residual</i>	538.411	97	5.551		
	<i>Total</i>	605.760	99			

a. *Predictors: (Constant), produk_X1 Quality, Pelayanan_X2*

b. *Dependent Variable: pembelian_Y Decision*

Source: data processed by SPSS, 2024

In this study, the number of samples $n = 100$, where the value of $df(1) = k - 1 = 3 - 1 = 2$ and the value of $df(2) = n - k = 100 - 3 = 97$, then $F_{table} = 3.09$ was obtained at $sig.0.05$. While the value of $F_{cal} = 6.067$ at $sig.0.000$. From the table above, it can be concluded that the quality of products and services has a significant effect on product purchase decisions in MSMEs of red ginger products ($F_{cal} \text{ value} > F_{table}$, $6.067 > 3.09$ in $sig. 0.003 < 0.05$), so that the H3 research hypothesis is accepted.

c. Coefficient of Determination (R²)

Table 15. Determination Test Results

<i>Model Summary^b</i>						
Type	R	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>	<i>Change Statistics</i>	
					<i>R square</i>	<i>F Change</i>
1	.685a	.469	.456	2.35598	.685	6..067

a. *Predictors: (Constant), produk_X1 Quality, Pelayanan_X2*

b. *Dependent Variable: pembelian_Y Decision*

Source: Data Processed by SPSS, 2024

Table 15., shows the value of the determination coefficient of $R = 0.685$, meaning that there is a strong correlation between product quality and service and product purchase decisions in

MSMEs in red ginger bandrek people. The value of $R^2 = 0.469$ means that the decision to purchase red ginger products in the company can be explained by the quality of products and services by 46.9% and the remaining 53.1% can be explained by other variables that are not studied.

Discussion

1. The Effect of Product Quality on Product Purchase Decisions in MSMEs of Bandrek Red Ginger in Bandar Sono Village, Nibung Hangus District, Batubara Regency

Based on the results of statistical testing carried out, it can be stated that product quality partially has a positive and significant effect on product purchase decisions in MSMEs in red ginger bandrek people ($t_{count} > t_{count\ value}$, $3.083 > 1.660$ on sig. $0.003 < 0.05$). This shows that in the consumer's view, the existence of product quality plays a very important role because the product will be consumed by the body and is expected to provide added value and body health in the future. The existence of quality products will make consumers feel happy and comfortable when buying and consuming them for themselves as well as for their relatives and family.

On the other hand, if the products produced by MSMEs of red ginger bandrek people cannot meet the quality desired by consumers, it is unlikely that consumers will be interested in buying the product. As a result, decisions in consumers are delayed or canceled and turn to products from other competitors that can provide the desired product quality for their own interests. Therefore, the owner of the company must be able to maintain the products produced to have good quality standards so as not to disappoint the expectations of consumers to always regularly buy and consume them. According to research by Rijqi and Mulyono (2023), it can be concluded that good product quality can have a significant influence on product purchase decisions by consumers. The same opinion was conveyed by Kasmad (2022), concluding that companies that can produce quality products according to consumer expectations will have a positive impact on product purchase decisions by consumers on the products sold by the company. Thus, there is relevance to the research carried out so that the existence of product quality will be one of the benchmarks for most consumers who will decide to buy a product if the product is able to provide good quality according to their expectations and desires.

2. The Effect of Service on Product Purchase Decisions in MSMEs Bandrek Personnel of Red Ginger in Bandar Sono Village, Nibung Hangus District, Batubara Regency

Based on the results of the statistical tests carried out, it can be stated that the services provided partially have a positive and significant effect on product purchase decisions in MSMEs of red ginger bandrek people ($t_{count\ value} > t_{count\ value}$, $1.799 > 1.660$ on sig. $0.015 < 0.05$). This shows that the existence of services within the company in marketing its products to consumers plays an important role in determining the decision to buy products or postpone and cancel them. If consumers when interacting and communicating with company employees and get friendly and warm service in the form of warm greetings and smiles that respect consumers, this condition will make the consumer's view feel appreciated so that they will not hesitate to buy the product and consume the product for themselves and others. On the other hand, if consumers when visiting the company get poor service and do not appreciate its existence, this condition will give a bad impression in the consumer's eyes so that sooner or later consumers have no intention of buying the product. As a result of this condition, consumers will turn to other products even though the benefits of the product are the same, but they get friendly service and their presence in the company is appreciated by their employees.

According to research by Manoy et al. (2021) and Kasmad (2022), it was concluded that the service shown by employees to all consumers in a friendly and respectful manner will have a significant influence on the decision to purchase products by consumers in the company. With Demikina, there is the same relevance to the research conducted so that the service is abstract and intangible but can be seen and felt directly by consumers when interacting and communicating with company employees.

3. The Effect of Product Quality and Service on Product Purchase Decisions in MSMEs Bandrek Personnel in Bandar Sono Village, Nibung Hangus District, Batubara Regency

Based on the results of statistical testing carried out, it can be stated that the quality of products and services together has a significant effect on product purchase decisions in MSMEs of red ginger bandrek people ($F_{cal} > \text{value } F_{table}$, $6.067 > 3.09$ on sig. $0.003 < 0.05$). This shows that the existence of product quality and service are two factors that play an important role and also determine the consumer's decision to buy or not to buy the company's products. If one of the factors experiences problems such as poor service even though the product is of high quality, this condition can have an impact on the consumer's consideration of his decision to buy the product or postpone it.

On the other hand, if employees can provide friendly service and respect consumers, but the products produced do not have good quality, consumers will also consider in their views whether they want to buy products that do not meet their expectations or postpone first. Therefore, the quality of products and services must run together so that they can provide a positive outlook on consumers and convince consumers to remain loyal to buy and use the product for the benefit of themselves and their relatives and relatives. With dynamic conditions on product quality and service at the same time, this will have a positive impact on the progress and better sustainability of the company. According to research by Rijqi and Mulyono (2023) and Manoy, et al. (2021) concluded that the existence of product quality and services carried out simultaneously in the company's marketing activities optimally will have a significant influence on product purchase decisions by consumers in the company. Thus, it can be conveyed that there is relevance to the research conducted with previous research so that this reflects that the decision to purchase products by consumers is very important and is the main target of the company in marketing its products. In order to achieve this goal, appropriate and sustainable efforts are needed through improving the quality of products that will be purchased by consumers to be in accordance with consumer expectations and desires accompanied by friendly, respectful and positive service in the eyes of consumers and this gives a strong sense of confidence in consumers so that there is no doubt at all about the company's products will buy sustainably from time to time, both for them as well as recommendations to colleagues, relatives and relatives.

6. CONCLUSION

Based on the results of the tests that have been carried out and the discussion presented above, the following conclusions can be conveyed, namely:

1. Product quality partially had a positive and significant effect on product purchase decisions at MSMEs of Bandrek Ginger Merah in Bandar Sono Village, Nibung Burnus District, Batubara Regency ($t_{count} \text{ value} > \text{table}$, $3.083 > 1.660$ on sig. $0.003 < 0.055.249 > 1.687$ on sig. $0.000 < 0.05$).
2. The service partially had a positive and significant effect on product purchase decisions in MSMEs of Bandrek Ginger Merah in Bandar Sono Village, Nibung Hangus District, Batubara Regency ($t_{table} > \text{calculation value}$, $1,799 > 1,660$ on sig. $0.015 < 0.05$)
3. The quality of products and services simultaneously had a significant effect on product purchase decisions in MSMEs of Bandrek Ginger Merah in Bandar Sono Village, Nibung Hangus District, Batubara Regency ($F_{cal} > F_{table} \text{ value}$, $6.067 > 3.09$ on sig. $0.003 < 0.05$).
4. There is a strong correlation between product quality and service and product purchase decisions in MSMEs in red ginger bandrek people. The value of $R^2 = 0.469$ means that the decision to purchase red ginger products in the company can be explained by the quality of products and services by 46.9% and the remaining 53.1% can be explained by other variables that are not studied.

SUGGESTION

The following suggestions can be conveyed in the research conducted, namely:

1. For product quality, in the future leaders should be able to provide extra services for consumers who have routinely purchased red ginger products at the company. This is intended so that consumers get comfort when buying and consuming red ginger.
2. Company employees should be able to show a sincere sense of empathy to all their consumers equally on complaints submitted by consumers. This is done so that there is no gap between consumers who are interested in the company and remain interested in the company's products.
3. In the future, leaders and all employees can provide and foster strong confidence in each consumer to solidify their decision to continue buying the company's products from time to time.
4. For other researchers, they can use other variables to find out the extent of their impact on the company's product purchase decisions such as price, market segmentation, consumer satisfaction and so on so that this can make the research results obtained more accurate.

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