
PRODUCT PRICE PERCEPTIONS ON PRODUCT PURCHASING DECISIONS

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ABSTRACT

Price is one of the important considerations for consumers to decide to buy something. This is because consumers certainly expect the money spent to match what is obtained. This study aims to determine the effect of price perception on product purchasing decisions at Tokokopikiri Banda Aceh. The research method used is quantitative research using a sample of 200 people. Data analysis using linear regression test. The results showed that there was an effect of perceived product prices on product purchasing decisions at Tokokopikiri Banda Aceh with a Sig value of $0.001 < 0.05$. The contribution given by product price perceptions to product purchasing decisions can be seen from the *R-Square* value, which is 0.634, it means that product price perceptions influence product purchasing decisions at Tokokopikiri Banda Aceh by 63.4%, while the rest is influenced by other variables, such as product quality and sales promotion. When wanting to buy a product, consumers must consider the price offered in accordance with the product produced. In addition, consumers must also be smart to pay attention to the quality and benefits of the products they get. Future researchers are expected to develop research on the factors that influence purchasing decisions using different data analyses, resulting in more accurate research.

Keywords: *Perception, Price, Purchase Decision*

PERSEPSI HARGA PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK

ABSTRAK

Harga merupakan salah satu pertimbangan penting bagi konsumen untuk memutuskan membeli sesuatu. Hal ini dikarenakan konsumen tentunya mengharapkan uang yang dikeluarkan sesuai dengan apa yang didapatkan. Penelitian ini bertujuan untuk mengetahui adanya pengaruh persepsi harga terhadap keputusan pembelian produk di Tokokopikiri Banda Aceh. Metode penelitian yang digunakan adalah penelitian kuantitatif yang menggunakan sampel sebanyak 200 orang. Analisis data menggunakan uji regresi sederhana. Hasil penelitian menunjukkan bahwa adanya pengaruh persepsi harga produk terhadap keputusan pembelian produk di Tokokopikiri Banda Aceh dengan nilai Sig $0,001 < 0,05$. Sumbangan yang diberikan oleh persepsi harga produk terhadap keputusan pembelian produk dapat dilihat dari nilai *R-Square* yaitu 0,634 yang artinya persepsi harga produk mempengaruhi keputusan pembelian produk di Tokokopikiri Banda Aceh sebesar 63,4%, sedangkan sisanya dipengaruhi oleh variabel lain, seperti kualitas produk dan promosi penjualan. Ketika ingin membeli sebuah produk, konsumen harus mempertimbangkan harga yang ditawarkan sesuai dengan produk yang dihasilkan. Selain itu, konsumen juga harus pintar memperhatikan kualitas dan manfaat produk yang didapatkan. Peneliti berikutnya diharapkan dapat mengembangkan penelitian mengenai faktor-faktor yang mempengaruhi keputusan pembelian dengan menggunakan analisis data berbeda, sehingga menghasilkan penelitian yang lebih akurat lagi.

Kata Kunci: Persepsi, Harga, Keputusan Pembelian

Introduction

In the last 10 years, coffee shops have grown very fast. Coffee shops are popping up all over the city. Some coffee shops stand side by side, but each has its own customers. Apart from being a public space, coffee shops and coffee stalls have become a source of livelihood for the residents of Banda Aceh and its surroundings. Just one coffee shop can support dozens of people. While Banda Aceh has many coffee shops and thousands of people have depended on their lives there (Zulkarnaini, 2023).

According to Ratnalia (in Dialeksis.com, 2024) data from the Banda Aceh Culture and Tourism Office in 2023 shows that the number of registered coffee shops or cafes has reached 303-units, and the data has increased from 230 units in 2017. However, unregistered small-scale coffee shops are far more numerous. According to a survey by the Central Bureau of Statistics in 2020, the number of coffee shops in Banda Aceh in 2020, precisely during the Covid-19 period, increased to 273. This shows that the existence of coffee shops in Banda Aceh continues to increase every year before and after Covid-19.

Tokokopikiri is one of the recommended hangout places because it has a very instagramable and attractive concept and is comfortable for young and old people to visit. Although Tokokopikiri has many competitors that move and produce the same results, namely coffee as its main brand, some of these competitors are The Oak Cafe, Olenka Cafe, and Harvies Coffee. Of these competitors, there are several things that are used as comparisons by the public, the most important of which is the matter of price, many consumers think that Tokokopikiri has a higher price than its competitors.

One factor that is enough to influence consumers in buying a product is price perception. Among consumers themselves, there is a growing perception that price will determine the quality of a product. That is, with a higher price the product offered must be of better quality because the raw materials of the product being sold are selected quality ingredients in accordance with the quality standards set by the company. Meanwhile, if the price offered is cheaper, the quality of the product offered is usually not as good as the product that costs more.

Price perception is how price information is understood by consumers and made meaningful to them (Peter and Olson, 2016). Price perception is closely related to purchasing decisions, this happens because price perception plays an important role in shaping consumer attitudes and behavior to get a product. If consumers feel the price is in accordance with the benefits provided, they tend to buy.

However, if the price is considered high compared to the perceived value, consumers choose not to buy or look for more affordable alternatives (Maghfiroh, 2016).

Purchasing decisions are the actions of consumers to decide whether to buy a product (Purwanto and Risaputro, 2021). Before entering the purchasing decision stage, consumers are faced with several alternative choices, so that at this stage consumers will take action to decide to buy a product based on the choices determined. Tjiptono (Pratiwi, Suwendra, & Yulianthini, 2014), suggests that purchasing decisions are actions that are directly involved in obtaining, determining products and services, including the decision-making process that precedes and follows these actions.

Tjiptono (Pratiwi, Suwendra, & Yulianthini, 2014), suggests that purchasing decisions are one part of consumer behavior. Consumer behavior is an action that is directly involved in obtaining, determining products and services, including the decision-making process that precedes and follows these actions. Decision making is an individual activity that is directly involved in obtaining and using the goods offered. Purchasing decisions are an action and psychological process carried out by consumers before making the final decision to buy a product of goods and services with the aim of meeting consumer needs (Didik, 2022). Purchasing decisions are part of consumer actions to decide whether to buy or not a product (Kholidah & Arifiyanto, 2020).

Aulia (2023) says purchasing decisions are consumer decisions regarding preferences for brands in the selection pool. Among the many consumer behaviors in it is about consumer decisions on purchasing a product. Consumers will search, weigh, and compare a product with other products before deciding to buy. Purchasing decision is a problem-solving process consisting of several stages, namely analysis or recognition of needs, desires, information disbursement, assessment of sources of selection of alternative purchases, purchase needs, and behavior after purchase (Anggraeni & Soliha, 2020).

Price perception is a process by which consumers interpret the price value or attributes of expected goods and services (Tjiptono and Diana, 2018). Price perception involves how consumers rate the price of a product as high, low, or reasonable (Schiffman and Kanuk, 2018). If the price offered is in accordance with the purchasing power of consumers, the purchasing decision will increase, and vice versa, if the price is not in accordance with the purchasing power of consumers, the consumer purchasing decision will decrease. Peter and Olson (2014) add that price perception includes consumer understanding of price information as a whole and provides deep meaning for consumers. Furthermore,

price perception is something that is sacrificed by consumers to get a product (Darmansah and Yosepha, 2020).

Methods

The population in this study amounted to 400 Tokokopikiri customers. The sampling technique uses accidental sampling technique, namely anyone who happens to meet the researcher can be used as a sample if it is considered that the person is suitable as a data source. Data was collected through the distribution of questionnaires measured on a Likert scale. Data analysis using simple regression test.

Research Results

The regression test results show that the significance value $p < 0.05$, namely $0.001 < 0.05$, meaning that product price perceptions have a significant effect on product purchasing decisions. The amount of contribution of the product price perception variable to the product purchase decision variable can be seen from the R square value = 0.634, which means that the contribution of variable X to variable Y is 63.4%, while the remaining 36.6% is influenced by other variables. The regression test results are described in the following table:

Variables	R Square	Sig
Product Price Perception	.634	.001
Product Purchase Decision		

Discussion

Ayuningtyas (2015) states that the buying decision of a customer is also positively influenced by product quality. Usually, consumers will be interested if the product has a comfortable product quality, has product features compared to other products, the beauty of the product appearance, and has an attractive product design, so that consumers are interested in making purchasing decisions. Doresa and Basuki (2017) state that sales promotion has a significant effect on consumer purchasing decisions. Sales promotions can make consumers interested in trying and buying products and encourage existing consumers to buy products more often. So that sales promotions are stated to have a major influence on consumer purchasing decisions.

Sudaryono (2016) says that price is a component that has a direct effect on the process of determining where someone will shop. If the price is in accordance with the perceived value of consumers, purchasing decisions will increase. This happens because of the influence of consumer attitudes and beliefs, meaning that the better the customer's perception of the price of the product offered, the more the product purchase decision will increase at the Kiri Coffee Shop. Conversely, the lower the customer's perception of the price of the product offered, the smaller the product purchase decision at the Kiri Coffee Shop.

According to Campbell (Cockril and Goode, 2010) states that price perception is a psychological factor from various aspects that has an important influence on consumer reactions to prices. The role of price cannot be separated from the buying and selling process of a product or service, the cheap or expensive price of a product is very relative in nature, which is why price perception is the reason why someone decides to buy. Yuanita (2017) also states that price has a positive and significant influence on purchasing decisions. This shows that the price determined in the buying process will help consumers in deciding to buy a product. At the time of the transaction, consumers will compare the price of a company's products with other existing companies, if the price of the product at the company is in accordance with the budget desired by consumers and the desired product specifications, the purchase decision will occur.

Conclusion

Based on the results of research and discussion in the previous chapter, it shows that the significance value of $0.001 < 0.05$ means that the perception of product prices has a positive and significant effect on product purchasing decisions at the Kiri Coffee Shop. This means that the better the product price perception, the higher the product purchasing decision and vice versa. The magnitude of the contribution of the product price perception variable to the product purchase decision variable is 63.4%, while the remaining 36.6% is influenced by other variables, namely product quality and sales promotion.

Suggestions

Suggestions that can be given to Tokokopikiri are that can offer discounts or price cuts in order to influence consumer price perceptions. Discount prices are considered more attractive and make products look more affordable and price comparisons show customers how prices at Tokokopikiri are better than

competitors with clear price comparisons. Preferably, when consumers want to buy a product, consumers should consider the price offered according to the product produced. In addition, consumers must also be smart to pay attention to the quality and benefits of the products they get.

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