

The Influence of Product Quality and Price on Purchasing Decisions at the Eiger Adventure Store Lamongan with Purchase Interest as a Mediating Variable

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Article Info	ABSTRACT
Keywords: Product Quality, Price, Purchase Decision, Purchase Interest	The following research aims to analyze and obtain information about the influence of product quality and price on purchasing decisions through purchasing interest at the Eiger Adventure Store Lamongan. The sampling technique used is probability sampling, namely simple random sampling, totaling 98 respondents. The method in the following research uses a quantitative method. The data used in the following research is primary data obtained from the results of filling out the questionnaire after being transformed into numeric data (numbers) using a Likert scale. The following data is processed using SmartPLS version 4.0. Partial Least Squares (PLS) is the data analysis method used. Based on the research conducted, the variables Product Quality, Price, and Purchase Interest have a positive and significant influence on Purchase Decisions. Purchase Interest also mediates the variables Product Quality and Price in making purchasing decisions. The R-Square score of 0.797 or 79.7% shows that aspects such as price, purchase interest, and product quality have an influence on purchasing decisions.

INTRODUCTION

The lifestyle in the following era is very closely related to various clothing models, because there is outdoor fashion that supports individual appearance to make it look more impressive and become the center of trends in society. Clothing products include products that can be used for a long time, because this product can be used with normal use for one year. Products that hold good quality and have their own characteristics can make products that are easily in demand by teenagers and adults to fulfill their own needs. Business competition in selling outdoor clothing is very tight, the following can be seen from the large number of outdoor clothing stores, one of which is a significant trend to one of the other brands in Indonesia, namely Eiger Adventure Store.

By seeing the increasingly tight competition in the outdoor industry, it can make companies rack their brains so that the decision to carry out their consumer purchases can continue to rise and can compete with other brands. Business actors must be able to understand several aspects that encourage consumers to carry out the purchase of a product. According to (Lailatul L et al., 2022) Purchasing decisions are procedures that are influenced by consumer assessments in advance about the products or services to be selected before deciding to make the following product purchases. The decision to make

a purchase depends on the consumer themselves, they can choose clothes with a more expensive price or a cheaper price but holding better quality materials.

In the decision-making procedure to carry out the purchase of a product, Product Quality becomes one of the other aspects of consideration that underlies the following consumer behavior. Based on (Putra et al. 2022) Product Quality is a product that is able to provide several functions with maximum including integrity, accuracy, durability, ease of operation and also other products. In addition, there are other things that can present the influence of the decision to make a purchase, namely Price, because the selling price of products or services also has a very important influence on the decision to make a purchase. Based on (Ridwan et al. 2023) Expressing Price is the total value presented by consumers which is then exchanged as an effort to hold and obtain benefits in using goods or services. Purchase Interest also becomes an important variable that presents the influence of the Decision to make a purchase. Based on (Yuanita R et al., 2023) Purchase Interest is a desire and interest in obtaining information about a product and considering it in order to understand the product and explore the information in more depth so that consumers can make considerations in order to make a purchase of the desired goods or services.

Eiger product sales have increased every year. In 2022, Eiger product sales were around 4,200 pcs. In 2023, product sales increased to 4,650 pcs. And in 2024, sales increased drastically to 5,000 pcs. The increase in Eiger product sales shows that Eiger products are in great demand by the people of Lamongan

In the definition above, it is very relevant to the presence of the Eiger Adventure Store Lamongan which is a shop that sells various models of equipment and outdoor equipment among the community, especially the Lamongan community. The following shop also sells various kinds of products such as t-shirts, pants, hats, bags, shoes, and other equipment. The Eiger Adventure Store is under the management of PT. Eigerindo Multi Produk Industri which is a brand and company from Indonesia itself, which is engaged in the clothing and outdoor equipment business.. The company carries out the production of products for camping, mountain climbing, and rock climbing activities such as jackets and bags. Eiger's products themselves are often related to climbing equipment products because most of Eiger's products are climbing equipment. This study was conducted to prove the relationship between Product Quality, price, and purchasing decisions with Purchase Interest as a mediating variable at the Eiger Adventure Store Lamongan.

RESEARCH METHODS

This study uses a quantitative method that holds the positive philosophy guidelines to understand the population and samples, data collection instruments, statistical analysis, and hypothesis testing. Quantitative data were obtained using statistical computerization and SmartPLS 4.0 software. This study analyzes four variables, namely: Product Quality (X1), Price (X2), Purchase Decision (Y), and Purchase Interest (Z), which are located at the Eiger Adventure Store Lamongan.

Data sources are divided into two information, namely primary data and secondary data, primary data is data based on data sources obtained directly by researchers and from the first observation, interview, and questionnaire activities. Secondary data is data that is obtained indirectly from the first data source, but is obtained through previous research, journals, books that have a correlation with the context of research variables, and literature. The population in this study were all consumers of Eiger Adventure Store Lamongan with a total of 5,468 consumers. This study uses a probability sampling technique, namely simple random sampling with a sample of 98 respondents.

RESULTS AND DISCUSSION

The descriptive results of 98 respondents in this research are (51%) aged 17-20 years, (45%) aged 21-23 years, and (4%) aged 24-26 years. From the following data, it can be concluded that the average age of respondents in this study is 17-20 years. The questionnaire was distributed via Google Form and managed to get 98 respondents with various jobs, namely Self-Employed (20%), students (33%), students (41%), and private (6%). The following shows that the average respondent who shops at the Eiger Adventure Store Lamongan is a student (41%).

Based on the results of the Purchase Decision variable, the first question is about the indicator The stability of a product is known (4.1%) disagree, (19.4%) quite agree, (35.7%) agree, and (40.8%) strongly agree. The second question about the indicator of Habits in making purchases and using products is known (3.1%) disagree, (25.5%) quite agree, (29.6%) agree, and (41.8%) strongly agree. The third question about the indicator Providing recommendations to other individuals is known to be (2%) disagree, (21.4%) quite agree, (36.7%) agree, and (39.8%) strongly agree. The fourth question about the indicator of Product Evaluation is known to be (3.1%) disagree, (23.5%) quite agree, (28.6%) agree, and (44.9%) strongly agree. The last question about the indicator of making repeat purchases is known to be (4.1%) disagree, (25.5%) quite agree, (29.6%) agree, and (40.8%) strongly agree. The indicator of product evaluation has the highest average value (4.15) indicating that consumers will conduct an evaluation before buying a product to suit what they want.

In addition to the results of the Purchase Interest variable, the first question is about the indicator Transactional interest (1%) strongly disagree, (1%) disagree, (25.5%) quite agree, (28.6%) agree, and (43.9%) strongly agree. The second question about the Referential Interest indicator is known to be (5.1%) disagree, (22.4%) quite agree, (27.6%) agree, and (44.9%) strongly agree. The third question about the Preferential Interest indicator is known to be (4.1%) disagree, (29.6%) quite agree, (26.5%) agree, and (39.8%) strongly agree. The last question about the Explorative Interest indicator is known to be (1%) strongly disagree, (2%) disagree, (18.4%) quite agree, (37.8%) agree, and (40.8%) strongly agree. The explorative interest indicator has the highest average value (4.15) indicating that consumers have curiosity about new products and they will look for positive information related to the product before making a purchase.

A. Validity Test

Convergent validity measures the relationship between reflective items and other variables using Loading factor, Composite Reliability Cronbach's Alpha, and Average Variance Extracted (AVE). A good AVE value is more than 0.50, The results of the AVE calculation can be seen in table.

Table 1
Average Variance Extracted (AVE)

Variables	Average Variance Extracted (AVE)
Product Quality (X1)	0.566
Price (X2)	0.650
Purchase Decision (Y)	0.627
Purchase Interest (Z)	0.659

Source: Data processed by SmartPLS 4 (2024)

Based on the analysis of table 1, the value *Average Variance Extracted* (AVE) for the variables Product Quality, Price, Purchase Decision, and Purchase Interest are above 0.50. This shows All variables in this research meet the criteria for convergent validity.

B. Reliability Test

Table 2
Composite Reliability and Cronbach Alpha

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Information
Product Quality (X1)	0.846	0.847	0.886	Reliable
Price (X2)	0.819	0.819	0.881	Reliable
Purchase Decision (Y)	0.850	0.854	0.893	Reliable

Purchase Interest (Z)	0.827	0.831	0.885	Reliable
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Source: Data processed by SmartPLS 4 (2024)

Based on the analysis of table 2, the variables Product Quality, Price, Purchase Decision and Purchase Interest obtained are more than 0.7, the conclusion is that all of these variables are reliable and have high reliability values.

C. Coefficient of Determination (R-Square)

Table 3
R-Square

	<i>R-square</i>	<i>R-square adjusted</i>
Purchase Decision (Y)	0.797	0.791
Purchase Interest (Z)	0.701	0.695

Source: Data processed by SmartPLS 4 (2024)

The R-square value shows that the Purchase Decision variable is worth 0.797, which means that the influence of the Product Quality, Price and Purchase Interest variables on the purchase decision is 79.7% and the remaining 20.3% is influenced by other variables. And The R-square value of the Purchase Interest variable is 0.701, which means that the Product Quality and Price variables have a large influence on Purchase Interest. is worth 70.1% and the remaining 29.9% is influenced by other variables.

In this study, the Q-Square value is used to assess the goodness of fit of the obtained model. Q-Square holds a similar meaning to the coefficient of determination (R-Square) in regression analysis, which indicates the extent to which the model can describe the variability of the existing data. The higher the Q-Square value, the more valid the fit with the model used, the calculation results obtained a Q-square value of 0.869, thus the construct of the independent latent variable is good.

D. Fit Model

Table 4
Fit Model

	Saturated model	Estimated model
SRMR	0.074	0.074
d_ULS	1,034	1,034
d_G	0.643	0.643
Chi-square	315,513	315,513
NFI	0.750	0.750

Source: Data processed by SmartPLS 4 (2024)

Through the results of table 4, the SRMR value was obtained at $0.074 < 0.08$, then it was concluded that the model in the research was considered a model with perfect fit.

E. Path Coefficient

Table 5
Path Coefficients

Influence of Variables	Original sample (O)	Direction of Relationship
Product Quality (X1) -> Purchase Decision (Y)	0.370	Positive
Product Quality (X1) -> Purchase Interest (Z)	0.471	Positive
Purchase Interest (Z) -> Purchase Decision (Y)	0.318	Positive
Price (X2) -> Purchase Decision (Y)	0.275	Positive
Price (X2) -> Purchase Interest (Z)	0.416	Positive

Source: Data processed by SmartPLS 4 (2024)

Table 5 shows that Product Quality (X1) has a positive influence on Purchase Decision (Y) with a sample value of 0.370, in addition, Product Quality involvement also has a positive influence on Purchase Interest (Z) with a sample value of 0.471. Purchase Interest has a positive influence on Purchase Decision with a sample value of 0.318. Price (X2) has a positive influence on Purchase Decision with a value of 0.275, and on Purchase Interest has a value of 0.416 with a positive influence.

F. Hypothesis Testing

Hypothesis testing is applied to obtain information about whether the independent variable has a significant influence on the dependent variable. The following test uses the t-statistic and p-value. If the t-statistic obtained is > 1.96 and the p-value < 0.05 , then it is concluded that there is a significant influence, then if the t-statistic < 1.96 and the p-value > 0.05 , then it is concluded that it does not have a significant influence. The Path Coefficients, t-statistics and p-value values are obtained using SmartPLS calculations.

Table 6
Path Coefficients T-Value, P-Value

Influence of Variables	Original sample (O)	Sample mean (M)	T statistics (O/STDEV)	P values	Information
Product Quality (X1) -> Purchase Decision (Y)	0.370	0.371	3,727	0.000	There is an influence (Significant Positive)
Product Quality (X1) -> Purchase Interest (Z)	0.471	0.469	5,399	0.000	There is an influence (Significant Positive)
Purchase Interest (Z)-> Purchase Decision (Y)	0.318	0.317	2,668	0.008	There is an influence (Significant Positive)
Price (X2) -> Purchase Decision (Y)	0.275	0.276	2,642	0.008	There is an influence (Significant Positive)
Price (X2) -> Purchase Interest (Z)	0.416	0.416	4,561	0.000	There is an influence (Significant Positive)

Source: Data processed by SmartPLS 4 (2024)

Based on the results of table 6 it shows that Product Quality to the decision to make a purchase obtained a t-statistic value of $3.727 > 1.96$ and a p-value of $0.000 < 0.05$. Product Quality with Purchase Interest shows that H4 can be accepted if the t-statistic value is $5.399 > 1.96$ and a p-value of $0.000 < 0.05$. Purchase Interest to the decision to make a purchase obtained a t-statistic value of $2.668 > 1.96$ and a p-value of $0.008 < 0.05$. Price to the decision to make a purchase obtained a t-statistic value of $2.642 > 1.96$ and a p-value of $0.008 < 0.05$. Price to Purchase Interest obtained a t-statistics value of $4.561 > 1.96$ and a p-value of $0.000 < 0.05$. This shows that all variables have a positive and significant influence.

G. Mediation Test

The mediation test in the following study is used to obtain information about whether there is an indirect effect or mediation effect. In the following test, t-statistics and P-Value are used. If the t-statistics value > 1.96 and P-Value < 0.05 then it is concluded that there is an indirect effect or mediation effect. Conversely, if the t-statistics value < 1.96 and P-Value > 0.05 then it is concluded that there is no significant mediation effect.

Table 7. Path Coefficients T-Values, P-Values

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Product Quality (X1) -> Purchase Interest (Z) -> Purchase Decision (Y)	0.150	0.148	0.062	2,399	0.016
Price (X2) -> Purchase Interest (Z)-> Purchase Decision (Y)	0.132	0.131	0.057	2.304	0.021

Source: Data processed by SmartPLS 4 (2024)

According to the results in table 7, Product Quality to the decision to make a purchase through Purchase Interest obtained a t-statistics value of $2.399 > 1.96$ and a p-value of $0.016 < 0.05$. This shows that Purchase Interest is able to mediate Product Quality. Price to the decision to make a purchase through Purchase Interest obtained a t-statistics value of $2.304 > 1.96$ and a p-value of $0.021 < 0.05$. This shows that Purchase Interest is also able to mediate Price.

DISCUSSION

Influence of Product Quality (X1) on purchasing decisions (Y)

Based on the results of the analysis of the influence of Product Quality on the decision to make a purchase, the t-statistics value is $3.727 > 1.96$ and the p-value is $0.000 < 0.05$, then H3 is accepted. So it can be concluded that Product Quality has a significant influence on the decision to make a purchase at the Eiger Adventure Store Lamongan. Then it is known that the influence of Product Quality on the decision to make a purchase is positive, the following is indicated by the Original Sample value for the influence of Product Quality on the decision to make a purchase is positive. Based on the results of the following analysis, it is then known that if Product Quality increases, then the Decision to make a purchase will also increase, and vice versa if Product Quality decreases, then the Decision to make a purchase will also decrease.

This, providing good Product Quality and increasing the collection of each product is the key to maximizing the Decision to make a purchase from consumers. Eiger Adventure store Lamongan can maximize the following potential by focusing on the quality of the materials used and adjusting market

needs in order to continue to maximize the Decision to make a purchase, and can compete with other competitors who sell similar goods.

Influence of Price (X2) on purchasing decisions (Y)

Based on the results of the analysis of the influence of Price on the decision to make a purchase, the t-statistics value is $2.642 > 1.96$ and the p-value is $0.008 < 0.05$, then H1 is accepted. So it can be concluded that Price has a significant influence on the decision to make a purchase at the Eiger Adventure Store Lamongan. Then it is known that the Influence of Price on the decision to make a purchase is positive, the following is indicated by the Original Sample value for the influence of Price on the decision to make a purchase is positive. Based on the results of the following analysis, it is then stated that if the Price presented is in line with the product offered, the result is that the Decision to make a purchase will increase, and vice versa if the Price offered is not in line with the goods offered, the result is that the Decision to make a purchase will also decrease.

Based on the results of the analysis above, it is then known that with competitive prices, and in line with the products offered, then it is intended to present the influence of consumers in implementing the decision to make a purchase. And the price of each product in the Eiger Adventure Store Lamongan is also commensurate with the products offered, the following aspects not only encourage consumers to shop, but also maximize the possibility of more purchases from each consumer who comes. The following can be an opportunity for the Eiger Adventure Store Lamongan to utilize the following strategy.

Influence of Product Quality (X1) on purchasing decisions (Y) through Purchase Interest (Z)

Purchase Interest can mediate the influence of Product Quality on the decision to make a purchase at Eiger Adventure Store Lamongan, according to the results of the mediation effect test regarding the influence of Product Quality on the decision to make a purchase through Purchase Interest. The t-statistic value is $2.399 > 1.96$, and the p-value obtained is $0.016 < 0.05$. Therefore, H6 is accepted.

In addition to this, consumers who have a strong Purchase Interest are often more interested in the products they want or the newest products and they have thought about it from the start to make the next purchase, so that it can trigger a decision to make a purchase.

Influence of Price (X2) on purchasing decisions (Y) through Purchase Interest (Z)

The results of the mediation effect test on the influence of Price on the decision to make a purchase through Purchase Interest obtained a t-statistics value of $2.304 > 1.96$ and a p-value of $0.021 < 0.05$, then H7 was accepted so that it can be concluded that Purchase Interest can mediate the influence of Price on the decision to make a purchase at the Eiger Adventure Store Lamongan.

Based on the results of the research (research) above, Purchase Interest holds a significant influence in mediating the correlation between the Price variable and the Decision to make a purchase at the Eiger Adventure Store Lamongan. The following shows that consumers want to choose a price that is equivalent to the quality and benefits of the following product, Purchase Interest can be felt by consumers if they want a product and want to make a purchase of a product. if consumers succeed in holding the desired product then there will be a feeling of joy or happiness that arises when shopping. And consumers who come often see the price label available on a product they want to buy, and if the price of the following product is in line with what consumers want, then it will trigger a Decision to make a purchase.

CONCLUSION

From the research above which uses the stages of data collection, data processing, and data analysis using PLS (Partial Least Square) using SmartPLS 4.0 software. the following conclusions were obtained: first, Product Quality has a good and significant impact on purchasing decisions. The following shows that Consumers tend to prioritize product quality when they want to purchase a product, the more high Quality of the Product used, so that hypothesis one (H1) is accepted. Second, Price holds a good and significant impact on purchasing decisions. The following reveals that Price that is in line with a product can trigger customers in making purchases. and in the Eiger Lamongan store, the price of the product is equivalent to the quality offered so that the following can maximize the purchase volume, so that hypothesis 2 (H2) is accepted.

Third, Product Quality has a good and significant impact on purchasing decisions through Purchase Interest. The following reveals that purchase interest plays a significant role, caused by consumers who play an active role in outdoor fashion tend to have a strong desire to make a purchase of a product, especially in choosing the quality of the materials used and the latest models that attract their attention, so that hypothesis three 3 (H3) is accepted. Finally, Price holds a good and significant impact on purchasing decisions through Purchase Interest. The following reveals that consumers tend to choose prices that are in line with product quality and product benefits, hypothesis four (H4) is accepted.

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