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Price and Product Quality as Determinants of Consumer Purchase Decisions for Spare Parts at CV Fajar Motor

Harga dan Kualitas Produk sebagai Penentu Keputusan Pembelian Konsumen terhadap Suku Cadang di CV Fajar Motor

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ABSTRACT

This study aims to analyze the influence of price and product quality on purchasing decisions for spare parts at CV Fajar Motor. In today's increasingly competitive automotive market, understanding the key factors that drive consumer purchase behavior is critical for business success. Employing a quantitative survey method, questionnaires were distributed to customers of CV Fajar Motor. The collected data were analyzed using multiple linear regression to examine both the partial and simultaneous effects of price and product quality on purchasing decisions. The results reveal that both price and product quality significantly and positively impact consumers' purchasing decisions, whether considered individually or together. These insights provide valuable strategic guidance for CV Fajar Motor to optimize pricing strategies and enhance product quality, ultimately improving customer satisfaction and loyalty.
Keywords: *Price, Product Quality, Purchasing Decision, Spare Parts, CV Fajar Motor.*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh harga dan kualitas produk terhadap keputusan pembelian sparepart di CV Fajar Motor. Dalam lingkungan bisnis yang semakin kompetitif, terutama di industri otomotif, pemahaman terhadap faktor-faktor yang memengaruhi keputusan konsumen sangat penting. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada pelanggan CV Fajar Motor. Data yang terkumpul dianalisis menggunakan regresi linier berganda untuk mengetahui pengaruh parsial dan simultan variabel harga dan kualitas produk terhadap keputusan pembelian. Hasil penelitian menunjukkan bahwa harga dan kualitas produk berpengaruh positif dan signifikan, baik secara parsial maupun simultan, terhadap keputusan pembelian konsumen. Temuan ini memberikan implikasi strategis bagi perusahaan dalam merumuskan kebijakan harga dan meningkatkan kualitas produk guna meningkatkan kepuasan dan loyalitas pelanggan.
Kata Kunci: Harga, Kualitas Produk, Keputusan Pembelian, Sparepart, CV Fajar Motor.

1. Introduction

In the era of globalization and rapid technological advancement, business competition continues to escalate across various sectors, particularly in the automotive industry. This is no exception for spare part retailers like CV Fajar Motor, which operates in the sale and distribution of motorcycle and car components. To survive and grow in this competitive environment, businesses must understand what drives consumer purchase decisions, particularly in markets that are price-sensitive and quality-conscious.

Two dominant factors that influence purchasing decisions are product price and quality. Price often serves as a primary consideration for consumers when comparing similar products. Competitive pricing can attract potential buyers, while prices that are perceived as too high or

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too low can trigger skepticism about the product's value (Zeithaml, 1988; Anderson, 1996). Moreover, in a study by Kautsar and Pasaribu (2024), pricing directly impacted consumer purchase intention, especially when aligned with perceived product value.

Product quality is equally crucial. Consumers, particularly in automotive contexts, prioritize durability, safety, and performance when evaluating spare parts. Aisyah et al. (2023) found that quality strongly correlates with customer satisfaction, which in turn shapes purchasing behavior. Similarly, studies by Haryantini and Watiningsih (2023) and Firmansyah et al. (2025) reinforce that the perception of product quality can be a decisive factor in consumer loyalty and repeat purchases.

At CV Fajar Motor, shifts in customer behavior have been observed, especially post-pandemic. Consumers are more informed, price-sensitive, and often compare products across multiple retailers before making decisions. Moreover, brand trust and product authenticity are becoming increasingly significant due to the proliferation of counterfeit spare parts, echoing findings by Purba et al. (2023) and Kelvin et al. (2023). These dynamics demand a reevaluation of the role that price and quality play in the decision-making process of consumers in this sector.

Despite extensive literature on price and quality in consumer behavior, a specific research gap persists regarding how these variables affect purchasing decisions within the context of local spare part businesses in developing economies like Indonesia. Prior studies have focused primarily on large-scale retailers or online platforms (Bertini et al., 2012; Butkouskaya et al., 2023), overlooking smaller-scale enterprises operating in offline-dominant markets. This presents an opportunity to contribute insights from the perspective of CV Fajar Motor, which operates at the intersection of traditional and digital commerce.

The novelty of this study lies in its integration of real-time consumer trends—such as price sensitivity, online behavior, and authenticity awareness—into the analysis of price and product quality. Unlike previous studies that generalized consumer behavior across industries, this research focuses specifically on automotive spare parts retail, which involves high-involvement purchases where product failure could lead to safety hazards (Balachander & Srinivasan, 1994; Ramaddini & Silitonga, 2024). Thus, the findings could offer more actionable and industry-specific recommendations (Djarkasih & Hutapea, 2024; Oktafiyanti et al., 2024; Rolansya et al., 2023; Chen et al., 2021).

Furthermore, the influence of price and product quality has often been studied in isolation or as part of broader models (Chang & Polonsky, 2012; Vigneron & Johnson, 1999), with limited exploration of how these factors interact with customer expectations in the Indonesian aftermarket automotive sector. Studies such as those by Handoyo and Nugraha (2023) and Simamora et al. (2025) have started to bridge this gap, yet there's still minimal focus on integrated offline-online operations like those run by CV Fajar Motor.

Based on this context, the purpose of this study is to analyze the impact of price and product quality on consumers' purchasing decisions at CV Fajar Motor. This research employs a quantitative approach to assess how these factors influence customers' actual behaviors rather than just their stated preferences. The study aims to support strategic marketing decisions regarding pricing policies, product development, and branding approaches.

In conclusion, the results are expected to provide practical insights for CV Fajar Motor and similar businesses in the automotive aftermarket industry. By addressing the identified research gap and incorporating current consumer concerns—such as value-for-money, authenticity, and service transparency—this study contributes both theoretically and practically to marketing literature in emerging markets.

2. Methods

This study employs a quantitative method with an associative approach to examine the relationship between the independent variables—price (X1) and product quality (X2)—and the dependent variable, namely purchase decision (Y) among consumers of CV Fajar Motor. Primary data were collected using Likert-scale questionnaires administered to 96 respondents, selected

through purposive sampling. These respondents were customers who had previously made purchases. Secondary data were obtained from internal company documents and relevant external academic references. The variables were measured using operationalized indicators, and the measurement instruments were tested for validity and reliability.

Data collection was conducted through interviews, field studies, literature reviews, and questionnaire distribution. The data analysis techniques used include descriptive statistics, data quality tests (validity and reliability), and classical assumption tests such as normality and multicollinearity. The normality test was performed using graphical methods and the Kolmogorov-Smirnov test, while multicollinearity was assessed through the Variance Inflation Factor (VIF) to ensure that there was no high correlation among the independent variables that could distort the regression results.

3. Results and Discussion

Descriptive Statistics Results

The descriptive statistical test provides an overview or description of the data observed from the values of mean, standard deviation, variance, maximum, minimum, sum, range, kurtosis, and skewness (distribution asymmetry). The results of the descriptive statistical analysis in this study are presented in the table below:

Table 1. Descriptive Statistics Table

	N	Minimum	Maximum	Mean	Std. Deviation
Price	96	35	44	39.58	1.715
Product Quality	96	32	43	38.20	2.175
Purchase Decision	96	34	44	38.40	1.855

Source: Processed Data Results, 2025

Based on the table above, it shows that the number of valid data (N) for each variable is 96. From the 96 sample data on purchase decisions (Y), the minimum value is 34, the maximum value is 44, the mean value is 38.40, and the standard deviation is 1.855. This indicates that the mean value of the purchase decision (Y) is greater than the standard deviation, meaning the data dispersion is low and the distribution is relatively even.

For price (X1), from 96 samples, it is known that the minimum value is 35, the maximum value is 44, the mean value is 39.58, and the standard deviation is 1.715. This means that the mean value of price (X1) is greater than the standard deviation, indicating a low level of data dispersion and a relatively even distribution.

For product quality (X2), from 96 samples, the minimum value is 32, the maximum value is 43, the mean value is 38.20, and the standard deviation is 2.175. This indicates that the mean value of product quality (X2) is greater than the standard deviation, suggesting low data dispersion and a relatively even distribution.

Validity and Reliability Test Result

Table 2. Validity Test Results

Variable	Item Statement (No)	Corrected Item-Total Correlation	r-table	Validity
Price (X1)	1. Affordable price compared to other stores	0.725	0.361	Valid
	2. Price corresponds to product quality	0.800	0.361	Valid
	3. Frequent discounts and promotions	0.857	0.361	Valid

	4. Price information is clear and understandable	0.703	0.361	Valid
	5. Competitive price compared to other products	0.603	0.361	Valid
	6. Discount information is clear and understandable	0.645	0.361	Valid
	7. Stable price increases purchasing confidence	0.828	0.361	Valid
	8. Competitive prices with other stores	0.684	0.361	Valid
	9. Satisfaction with pricing policy	0.858	0.361	Valid
	10. Price encourages recommendations to others	0.731	0.361	Valid
Product Quality (X2)	1. Good durability of spare parts	0.534	0.361	Valid
	2. Wide selection with good quality	0.730	0.361	Valid
	3. Products come with a quality guarantee	0.781	0.361	Valid
	4. Satisfaction with product quality	0.676	0.361	Valid
	5. Competitive quality compared to others	0.415	0.361	Valid
	6. Product is defect-free upon receipt	0.427	0.361	Valid
	7. Neat and proper packaging	0.637	0.361	Valid
	8. Product matches technical specs	0.521	0.361	Valid
	9. Complete information in package	0.652	0.361	Valid
	10. Consistent product quality	0.570	0.361	Valid
Purchase Decision (Y)	1. Preference to buy at CV Fajar Motor	0.475	0.361	Valid
	2. Discounts and promotions affect purchase decisions	0.643	0.361	Valid
	3. Good service increases purchase confidence	0.681	0.361	Valid

Source: Processed Data Results, 2025

The results of the validity test show that all questionnaire items for the variables Price (X1), Product Quality (X2), and Purchase Decision (Y) have Corrected Item-Total Correlation values above the r-table value of 0.361, indicating all items are valid. The highest validity score is seen in the Price variable (item 9) with a value of 0.858.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Number of Items	Reliability
Price	0.670	10	Reliable
Product Quality	0.835	10	Reliable
Purchase Decision	0.637	3	Reliable

Source: Processed Data Results, 2025

As for the reliability test, all variables show Cronbach's Alpha values above 0.60, which means that the instrument used for each variable is statistically reliable and consistent in measuring the intended constructs. The highest reliability is found in the Product Quality variable (α = 0.835).

Normality Test

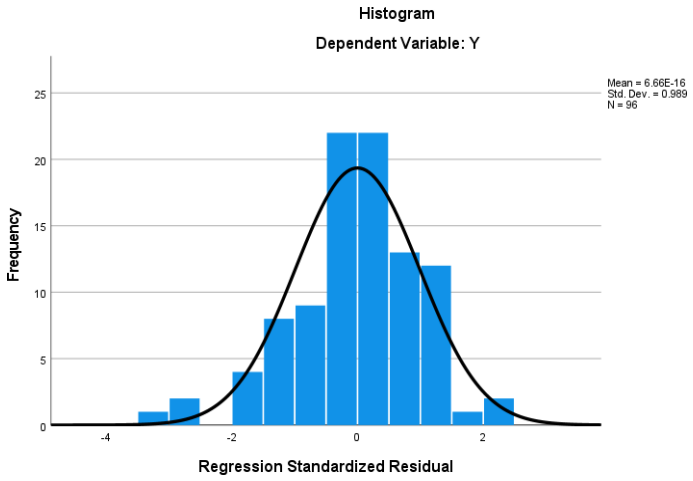

Figure 1. **Normality Test**
Source: Processed Data Results, 2025

From Figure 1 above, it can be seen that the data is vertically aligned above the zero value and does not deviate to the left or right, indicating that the regression model satisfies the assumption of normality. The more bell-shaped the histogram appears, the more normally distributed the data is.

Table 4. One Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	96
Normal Parameters	
Mean	0.0000000
Std. Deviation	1.21376377
Most Extreme Differences	
Absolute	0.074
Positive	0.045
Negative	-0.075
Test Statistic	0.075
Asymp. Sig. (2-tailed)	0.200

Source: Processed Data Results, 2025

Based on Figure 4 above, it can be seen that the points are randomly scattered and do not form a specific clear pattern, both above and below the 0 line on the Regression Studentized Residual (Y) axis. This indicates that there is no heteroscedasticity in the regression model, making it suitable for predicting purchase decisions based on price and product quality.

Multiple Linear Regression Analysis Results

Multiple linear regression analysis is used to determine whether there is a significant influence, either partially or simultaneously, between two or more independent variables on a dependent variable. The formula used is:

$$Y = a + \beta 1X1 + \beta 2X2 + ... + \beta nXn + e$$

Explanation:
Y = Purchase Decision (dependent variable)
X1 = Price (independent variable)
X2 = Product Quality (independent variable)
a = constant

β1 = coefficient of price variable
β2 = coefficient of product quality variable
e = error term

The results of the multiple linear regression analysis can be seen in Table 4.12 below:

Table 5. Multiple Linear Regression Analysis

Variable	B	Std. Error
(Constant)	3.832	3.103
Price	0.631	0.081
Product Quality	0.251	0.064

Source: Processed Data Results, 2025

The regression equation obtained is: Purchase Decision = 3.832 + 0.631 Price + 0.251 Product Quality + e. This equation indicates that the constant value of 3.832 means if both price and product quality are zero, the purchase decision would be at a baseline of 3.832. The coefficient for price (β_1) is 0.631, which implies that for every one-unit increase in the price variable, the purchase decision will increase by 0.631 units, assuming product quality remains constant. Similarly, the coefficient for product quality (β_2) is 0.251, meaning that each one-unit increase in product quality will lead to a 0.251-unit increase in purchase decision, assuming price remains unchanged.

Hypothesis Testing Results t-test (Partial Test)

The t-test is used to determine how far one independent variable influences the dependent variable while other variables are kept constant.

Hypotheses:
H0: βn = 0 (Price and product quality do not affect purchase decision partially)
H1: βn ≠ 0 (Price and product quality affect purchase decision partially)

Using a significance level of α = 5% and degrees of freedom df = n - k = 96 - 2 = 94, the critical t-value is 1.985. The t-test results are shown in Table 4.13:

Table 6. t-test Results

Variable	t	Sig.
(Constant)	1.235	.220
Price	7.784	.001
Product Quality	3.936	.001

Source: Processed Data Results, 2025

The regression analysis results show that the price variable has a regression coefficient of 0.631, with a t-count of 7.784, which is greater than the t-table value of 1.985, and a significance value of 0.001, which is less than 0.05. This indicates that price has a positive and significant influence on purchase decisions. Likewise, the product quality variable has a regression coefficient of 0.251, with a t-count of 3.936 > 1.985 and a significance value of 0.001 < 0.05, which also confirms that product quality has a positive and significant effect on consumers' purchasing decisions.

F-test (Simultaneous Test)

The F-test is used to examine the joint effect of all independent variables on the dependent variable.

Hypotheses:
H0: βn = 0 (Price and product quality do not simultaneously affect purchase decision)
H1: βn ≠ 0 (Price and product quality simultaneously affect purchase decision)
Degrees of freedom:
df numerator = k - 1 = 3 - 1 = 2
df denominator = n - k = 96 - 3 = 93

F-table value = 3.09. The results are shown in Table 4.14:

Table 7. F-test Results

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	187.002	2	93.501	62.131	.001
Residual	139.956	94	1.505		
Total	326.958	96			

Source: Processed Data Results, 2025

The F-test results show that the F-count value of 62.131 is greater than the F-table value of 3.09, with a significance value of 0.001, which is less than 0.05. This indicates that price and product quality simultaneously have a positive and significant effect on purchase decisions, meaning the regression model used is appropriate for explaining the variation in consumers' purchasing decisions.

Coefficient of Determination (R^2) Test

The coefficient of determination measures how well the model explains variations in the dependent variable.

Table R^2 Test

R	R Square	Adjusted R Square	Std. Error of Estimate
.756	.572	.563	1.227

Source: Processed Data Results, 2025

Interpretation: The adjusted R Square value is 0.563, meaning that 56.3% of the variation in purchase decisions is explained by price and product quality, while the remaining 43.7% is influenced by other variables not examined in this study.

Discussion

The results of this study demonstrate that price has a positive and significant effect on the purchase decisions of customers at CV Fajar Motor. A reasonable and competitive price increases customer satisfaction, making consumers more inclined to purchase spare parts. This finding aligns with previous research by Darmawan and Parsetyo (2020), who reported that price partially influences spare part purchase decisions. Similarly, Aisyah et al. (2023) highlighted that price plays a critical role in shaping purchase decisions through customer satisfaction. Anderson (1996) and Zeithaml (1988) also emphasized that price perceptions significantly affect consumer tolerance and value assessment, ultimately influencing purchasing behavior.

The analysis further reveals that product quality has a significant and positive influence on purchase decisions at CV Fajar Motor. High-quality products that meet or exceed customer expectations tend to increase satisfaction and foster loyalty, thereby encouraging purchases. This is supported by Hadi Maulana and Fauzi (2020), who found product quality to be a determinant of customer satisfaction and purchase intention. Consistent with Bertini, Wathieu, and Iyengar (2012), superior product quality signals value and reliability, enhancing consumer willingness to buy. Firmansyah et al. (2025) also confirm that product quality significantly affects purchasing decisions in the automotive spare parts industry.

When considered simultaneously, price and product quality together have a significant impact on purchase decisions, accounting for 56.3% of the variation in customer decision-making at CV Fajar Motor. Among the two, price exerts a stronger influence, followed by product quality. This result is consistent with Setiawan Ong (2020), who underscored the joint effect of pricing strategy and product quality on consumer choices. Based on these findings, it is imperative for CV Fajar Motor to maintain competitive pricing while continuously enhancing product quality. Strengthening marketing efforts that highlight these attributes can further improve customer acquisition and retention (Bhaskara Damar Djarkasih & Hutapea, 2024; Kelvin, Alfin, & Meliza, 2023).

Overall, the findings confirm the established marketing theory that both price and quality are key determinants of purchase behavior (Balachander & Srinivasan, 1994; Ramaddini & Silitonga, 2024). They suggest that businesses targeting automotive spare parts customers should focus on value-based pricing and quality assurance to optimize sales performance (Purba et al., 2023; Rolansya, Anggriani, & Hidayah, 2023).

4. Conclusion

Based on the results and discussion of this study, it can be concluded that both price and product quality significantly influence purchase decisions at CV Fajar Motor. Individually, price demonstrates a strong positive impact on customers' decisions to purchase spare parts, highlighting the importance of competitive and reasonable pricing. Similarly, product quality plays a crucial role by meeting customer expectations and enhancing satisfaction, which in turn encourages purchases. When analyzed simultaneously, price and product quality collectively contribute significantly to shaping the purchase decisions, explaining over half of the variation in consumer behavior at CV Fajar Motor.

For future research, it is recommended to explore additional factors that may influence purchase decisions, such as promotional activities, brand reputation, and after-sales service, to develop a more comprehensive understanding of consumer behavior in the automotive spare parts industry. Moreover, expanding the sample size and geographic scope beyond a single location could improve the generalizability of the findings. Researchers could also consider longitudinal studies to assess how changes in price and quality perceptions over time affect customer loyalty and long-term purchasing patterns.

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