THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE AND PRICE ON THE DECISION TO PURCHASE TOTO SANITARYWARE PRODUCTS AT PT. SINAR GLASSINDO JAYA

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ABSTRACT

This research aims to determine and analyze the influence of product quality, brand image and price on purchasing decisions for sanitaryware products at PT. Sinar Glassindo Jaya. The population in this study consisted of all customers who purchased TOTO sanitaryware at PT. Sinar Glassindo Jaya in Pekanbaru City is known. Determining the sample in this study used accidental sampling. The number of samples obtained was 140 respondents. The analytical method for this research uses descriptive analysis and several types of evaluation using the IBM SPSS (Statistical Software for Social Science) program. So the research results show that product quality, brand image and price have a positive and significant effect on purchasing decisions for sanitaryware products TOTO at PT. Sinar Glassindo Jaya.

Keywords: Product Quality; Brand Image; Price

PENGARUH KUALITAS PRODUK, CITRA MEREK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN PRODUK SANITARYWARE TOTO DI PT. SINAR GLASSINDO JAYA

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh kualitas produk, citra merek dan harga terhadap keputusan pembelian produk sanitaryware di PT. Sinar Glassindo Jaya. Populasi dalam penelitian ini terdiri dari seluruh pelanggan yang melakukan pembelian sanitaryware TOTO di PT. Sinar Glassindo Jaya di Kota Pekanbaru yang diketahui. Penentuan sampel dalam penelitian ini menggunakan accidental sampling. Jumlah sampel yang diperoleh sebanyak 140 responden. Metode analisis penelitian ini menggunakan analisis deskriptif serta beberapa jenis evaluasi dengan menggunakan bantuan program IBM SPSS (Software Statistical for Social Science). Maka Hasil Penelitian menunjukkan bahwa kualitas produk, citra merek dan harga berpengaruh positif dan signifikan terhadap keputusan pembelian produk sanitaryware TOTO di PT. Sinar Glassindo Jaya.

Kata Kunci*: Kualitas Produk; Citra Merek; Harga*

INTRODUCTION

Background

Modern technology is advancing rapidly, causing changes in the business world to occur faster. Customers desire goods adapted to their needs and preferences. Due to the increasingly complex demands of customer desires, competition in the Indonesian economic sector is quite tight and tangible. Every business effort will undoubtedly try to increase its sales market share and attract as many new consumers as possible. The importance of the product in a business becomes the foundation for setting operational goals that will make product quality a top priority for the company. In addition to being the source through which a product reaches the hands of consumers, marketing also plays an important function in a company.

PT. Sinar Glassindo Jaya is a company located at Jalan Jenderal Sudirman No. 6-7 Pekanbaru, which is engaged in the sale of TOTO brand sanitaryware products. TOTO brand sanitaryware products consist of several types such as Toilets, Urinals, Lavatories, Sinks, and Bathtubs. PT. Sinar Glassindo Jaya provides various kinds of products, one of which is the Toilet, which is a best-selling product in this company. However, the sales of goods in this company have experienced a decline, and this became the target for researchers to investigate whether the cause of the decline in sales is due to quality, brand image, or price. In a company, the product has a primary role as the basis for the organization's goals to begin operating; thus, product quality becomes a priority. A quality product should be followed by a promotion that becomes a strength in establishing purchasing decisions. Promotions must be appropriate and clear to consumers regarding the product and the company. Furthermore, price serves as a strength for the company to attract consumer attention; a stable price is a strength for the company in the competitive world and also for consumer or buyer trust. The following is the sanitary sales data at PT. Sinar Glassindo Jaya for the 2018-2023 period:
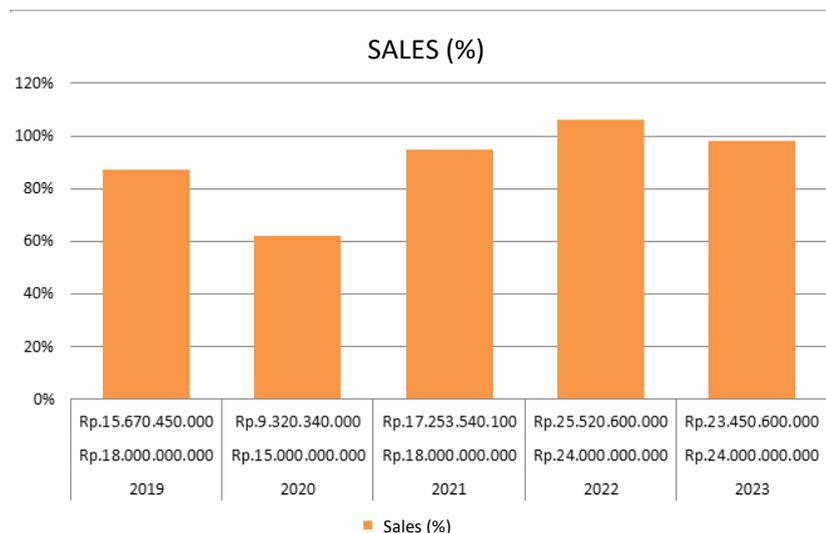
Source: PT. Sinar Glassindo Jaya

Figure 1. Sales Achievement Data at PT. Sinar Glassindo Jaya 2019-2023

Based on the data in Figure 1, it can be seen that 2022 recorded the highest sales in this data, with an achievement of 106% of the target given by the company. This success may be caused by favorable market conditions, effective marketing strategies, and the introduction of new products that are attractive to consumers. This year became a solid starting point for the company to build reputation and market share. Conversely, 2020 was the year with the lowest achievement, reaching only 62% of the target. This significant decline was triggered by the impact of the COVID-19 pandemic which disrupted supply chains and reduced consumer purchasing power.

According to Kotler and Armstrong (2014), price is the amount of money charged for a product and service or the sum of the values exchanged by customers to obtain the benefits of having or using a product or service. Kotler and Keller (2015) interpret price as one of the marketing mix elements that produces revenue; other elements produce costs. Price is the easiest element in a marketing program to adjust; product features, channels, and even communication take a lot of time. This is in accordance with research conducted by Alvina Rahma Anggraeni (2022) and Made et al. (2018), which states that Product Quality has a significant positive effect on Purchasing Decisions. This means that the higher the quality of the product offered, the more it can improve consumer purchasing decisions. However, this contradicts the results of research conducted by Syamsiar et al. (2018) and Setiawan (2019), which state that product quality has no effect on purchasing decisions.

According to Soltoni (2020), brand image includes knowledge, opinions from customers, and non-physical characteristics and physical products—the image that customers give to the product. This is in line with research conducted by Alfiah et al. (2023) and Arifin & Vanessa (2017), stating that Brand Image has a significant

positive effect on Purchasing Decisions. Thus, a good brand image can improve consumer purchasing decisions. However, this contradicts the results of research conducted by Kadir et al. (2020) and Azahari & Hakim (2021), explaining that brand image does not have a significant effect on purchasing decisions, and research results by Syamsiar (2018) which state that brand image does not have an effect on purchasing decisions.

Regarding price, research by Alfiah et al. (2023) and Qiana & Lego (2021) agrees with Kotler and Armstrong (2014), where they stated that price perception affects purchasing decisions. Yehuda (2022) proved purchasing decisions significantly increased due to price increases; price has a positive and significant effect on purchasing decisions. However, this contradicts the results of research by Salsabila & Maskur (2022) and Yohana et al. (2021), which state that price has no effect on purchasing decisions.

According to Kotler and Keller (2017), a purchasing decision is defined as the consumer forming an intention to buy the most preferred brand. From this definition, it can be concluded that consumers will execute a purchasing decision when they have a target or intention to purchase a specific product or item. Based on the sales data of PT. Sinar Glassindo Jaya, sales remained stable regarding purchasing decisions during the 2018-2019 period; however, in 2020, sales experienced a decline due to the COVID-19 pandemic, and in 2022, sales related to purchasing decisions increased again. Additionally, making a purchasing decision involves several factors, one of which is based on product quality.

LITERATURE REVIEW
Marketing Management
The term *pemasaran* is known in English as marketing. Although the word "marketing" has been absorbed into the Indonesian language, it is also translated using the term *pemasaran*. The word *pemasaran* originates from the word *pasar* (market) and can be described as a mechanism that brings together demand and supply. The entities being marketed are referred to as goods and services. Marketing goods involves not only offering or selling products but encompasses a broader significance. It includes various activities such as selling, buying, transporting goods, storing, sorting, and so forth (Assauri, 2018). Marketing is a total system of business activities involved in creating, communicating, delivering, and creating value for consumers, customers, partners, and society; it is designed to plan, determine prices, promote, and distribute goods that can satisfy desires and achieve target markets as well as company goals.

Purchasing Decision
According to Kotler & Armstrong (2014), a purchasing decision is the stage in a process where an individual makes a choice, and the consumer is convinced to make a purchase. Considerations that a person thinks about before buying a product include, for example, the product's price, product quality, and the product's brand image. Customers choose whether or not to purchase a product that meets their wants, needs, and expectations, thereby resulting in satisfaction or dissatisfaction with the product. Several factors influence purchasing decisions, including family, price, experience, and product quality. The seller's pricing will impact customer purchasing behavior, as an achievable price for consumers will encourage them to buy the goods. According to Kotler Phillip (2021), there are four indicators: (1) Product stability, (2) Buying habits, (3) Recommendations from others, and (4) Repeat purchases.

Product Quality
According to Ernawati (2019), product quality is an important factor that influences every customer's purchasing decision when buying a product. The better the product quality, the more consumer interest in buying the product will increase. Meanwhile, according to Kotler & Keller (2016), the indicators of product quality are as follows: (1) Performance, (2) Durability, (3) Conformance to specifications, and (4) Reliability.

Brand Image
According to Yohana (2021), brand image is the consumer's memory of a brand, whether positive or negative. A positive brand image offers advantages for producers to be better known by consumers, which means that consumers will choose products with a good brand image. Conversely, if the brand image is negative, consumers tend to exercise more consideration when deciding to purchase a product. According to Abdullah (2014), Brand Image is a set of brand associations that are formed and embedded in the consumer's mind. Consumers who are accustomed to using a specific brand tend to align with the brand image. A brand is a seller's promise to consistently deliver a specific set of features, benefits, and services to the buyer. The indicators of brand image are summarized as follows (Kotler & Armstrong, 2014): (1) Memorable, (2) Uniqueness of brand association, (3) Brand personality, and (4) Excellence of brand association.

Price
According to Kotler & Armstrong (2014), price is the amount of money that consumers must pay to obtain a product or service. In the business world, price is one of the important factors influencing the marketing of a

product. The level of price, whether high or low, is always a primary concern for consumers when they are seeking a product. According to Kotler & Phillip (2017), there are four indicators that characterize price, namely: (1) Price Affordability, (2) Price Correspondence with Product Quality, (3) Price Correspondence with Benefits, and (4) Price Competitiveness.

Relationship between Variables and Hypotheses
Influence of Product Quality on Purchasing Decisions
Product quality has a significant influence on purchasing decisions. High-quality products build trust and a positive reputation for the brand, making consumers more likely to choose them. Positive experiences from using a good product enhance customer satisfaction, encouraging them to make repeat purchases and recommend the product to others. Furthermore, consumers often evaluate a product's value based on its quality, allowing products perceived as high-quality to be sold at a premium price. The results of this study are consistent with research conducted by Anggraeni & Soliha (2020) and Made & Aksari (2018), which indicated that product quality has a positive and significant effect on purchasing decisions. Conversely, this finding is inconsistent with research by Syamsiar (2018), which showed that product quality did not have a significant effect on purchasing decisions.
H1: Product Quality Has a Positive Effect on Purchasing Decisions at PT. Sinar Glassindo Jaya

Influence of Brand Image on Purchasing Decisions
Brand image has a strong influence on on purchasing decisions. When a brand possesses a positive image, encompassing elements such as trust, quality, and innovation, consumers tend to feel more confident in purchasing that product. Furthermore, previous experience and recommendations from others also reinforce the brand image in the consumer's mind, influencing their perception of the product's value. In a competitive market, a favorable brand image not only increases purchase interest but also encourages repeat purchases, thereby contributing to the brand's long-term success. The results of this study are consistent with research conducted by Alfiah et al. (2023) and Arifin & Vanessa (2017), which showed that Brand Image has a positive and significant effect on purchasing decisions. Conversely, this finding is inconsistent with research by Azahari & Hakim (2021), which indicated that Brand Image did not have a significant effect on purchasing decisions.
H2: Brand Image Has a Positive Effect on Purchasing Decisions at PT. Sinar Glassindo Jaya.

Influence of Price on Purchasing Decisions
Price influences purchasing decisions because every price set by a company results in a different level of demand for the product. In the majority of cases, demand and price are inversely proportional; that is, the higher the price, the lower the demand for the product. Furthermore, an overly high price can make consumers hesitate or search for alternatives, while an excessively low price might raise doubts about the product's quality. Discounts, promotions, and pricing strategies can also affect purchasing decisions, as consumers often feel motivated to buy when they perceive better value. Thus, price functions not only as a transactional tool but also as a determining factor in shaping consumer decisions. The results of this study are consistent with research conducted by Alfiah et al. (2023), Qiana & Lego (2021), and Yehuda (2022), which showed that Price has a positive and significant effect on purchasing decisions. Conversely, this finding is inconsistent with research by Maskur et al. (2022) and Yohana et al. (2021), which indicated that Price did not have a significant effect on purchasing decisions.
H3: Price Has a Positive Effect on Purchasing Decisions at PT. Sinar Glassindo Jaya.
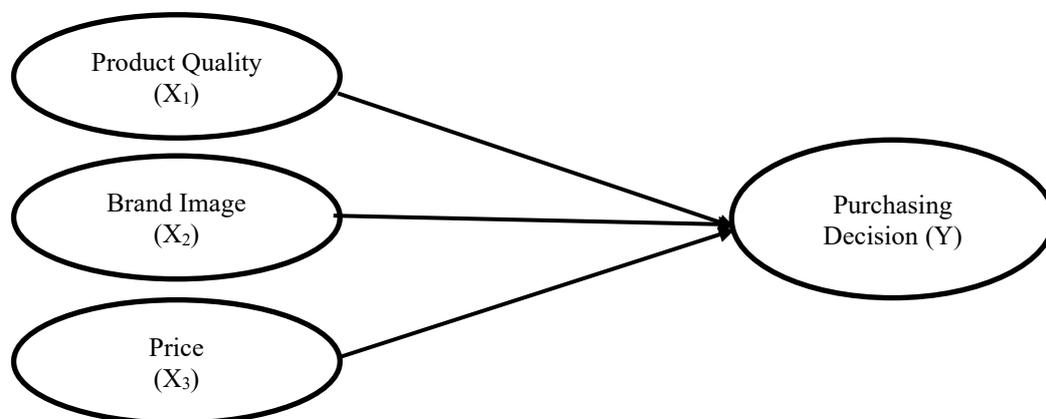
Conceptual Framework

Figure 2. Conceptual Framework

The conceptual framework in this study consists of the dependent variable, Purchasing Decision (Y), and the independent variables, Product Quality (X1), Brand Image (X2), and Price (X3). Systematically, the conceptual

framework in this study can be seen in Figure 2.

RESEARCH METHODOLOGY
Location and Time of Research
This research was conducted at PT. Sinar Glassindo Jaya, located at Jalan Jendral Sudirman No. 6-7. The research time started from September 20243 to February 2024.

Population and Sample
The population refers to the entire set of subjects or objects targeted by the research. The population in this study consists of consumers or customers who make purchases at PT. Sinar Glassindo Jaya, where the known total number is 160 stores in Pekanbaru City. The sampling method used in this research was the Slovin formula approach, which determines sample size based on the Slovin formula with a tolerance for error rate of 10%. From this formula calculation, the sample size obtained for this study was 140 respondents. The sample collection method employed was accidental sampling, where the researcher selected respondents by visiting crowded locations and choosing prospective respondents who were encountered coincidentally. To maximize the research results, the sample was rounded up to 140 respondents.

Operational Definition of Variables
The operational definition of research variables can be seen in Table 1.

Table 1. Variable Operationalization

Variable	Indicator	Source	Scale
Product Quality (X1)	1. Performance 2. Durability 3. Conformance to specs 4. Reliability	(Kotler & Kaller, 2016)	Interval
Brand Image (X2)	1. Memorable 2. Brand Uniqueness 3. Brand Personality 4. Brand Excellence	(Kotler & Armstrong, 2014)	Interval
Price (X3)	1. Price Affordability 2. Price Correspondence with Quality 3. Price Correspondence with Benefits 4. Competitiveness	(Kotler and Phillip, 2017)	Interval
Purchasing Decision (Y)	1. Product Steadiness 2. Buying Habits 3. Recommendations 4. Repeat Purchase	(Kotler Phillip 2021)	Interval

Source: Researcher's Processed Data, 2024

Data Type and Source
Based on its nature, data is classified into two types, qualitative and quantitative data. Qualitative data consists of informational data presented in a form other than numbers or sentences. Qualitative data can be gathered from interviews, document analysis, Focus Group Discussions (FGDs), observation, or image/video recordings. While quantitative data is data presented in the form of numbers or figures. Quantitative data is typically used as the basis for any statistical problem.

In this research, two types of data sources were utilized, primary and secondary data. Primary data source is obtained directly by the researcher from the first or original source, such as interviews, opinion polls from individuals or groups (people), or observation results of an object, event, or testing results (physical objects). Meanwhile secondary data is obtained by the researcher from existing sources and acquired through intermediary media. Secondary data sources may include books, notes, reports, laboratory results, or documentary data.

Data Collection Technique
The data collection technique used in this study was a questionnaire. A questionnaire is a list containing various written questions or statements presented to respondents. Respondents are asked to provide responses to the questions or statements in the questionnaire concerning a specific problem or field under investigation. The researcher utilized closed-ended questions in the questionnaire, where the answers provided by the respondents were limited to a set of choices predetermined by the researcher.

Validity Test
To measure validity, a correlation is performed between the score of each statement item and the total score of the construct or variable (Ghozali, 2016b). If the validity value for each statement item is > 0.3, then those statement items are considered valid (Sugiyono, 2014).

Reliability Test
The reliability test is a measurement tool for the questionnaire, which serves as an indicator of the variable or construct. Ghozali (2016a) states that a questionnaire is considered reliable or dependable if a person's answers to the statements are consistent or stable over time. The reliability of a test refers to the degree of stability, consistency, predictability, and accuracy. A measurement with high reliability is one that can produce reliable data. In this test, the researcher measures the reliability of a variable by observing the Cronbach's Alpha value, with the accepted significance level being greater than 0.6. A construct or variable is said to be reliable if it yields a Cronbach's Alpha value > 0.6.

Multiple Linear Regression Analysis
According to Sugiyono (2014), "Multiple linear regression analysis is intended to predict the state (rise or fall) of the dependent variable (criterion) when two or more independent variables, as predictor factors, are manipulated (their values are increased or decreased). Therefore, multiple regression analysis is performed when the number of independent variables is at least 2." According to Sugiyono (2014), the established multiple linear regression equation is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Normality Test
The normality test is used to determine or examine whether the regression model—specifically the dependent and independent variables—has a normal distribution or not. A good regression model utilizes research data that is normally distributed or approaches a normal distribution. Normality testing is performed by viewing the P-P Plot of Regression Standardized Residual graph or using the One-Sample Kolmogorov-Smirnov test. If the data spread in the graph follows the diagonal line, the data is normally distributed; conversely, if the data spread does not follow the diagonal line, the data is not normally distributed.

Multicollinearity Test
According to Ghozali (2016a), the multicollinearity test aims to examine whether there is a correlation among the independent variables in the regression model. A good regression model is one where no correlation occurs between the independent variables. Multicollinearity is indicated if the Tolerance value is ≤ 0.10 or if the Variance Inflation Factor (VIF) value is > 10. Conversely, if VIF < 10, multicollinearity does not occur.

Heteroskedasticity Test
According to Ghozali (2016a), the heteroskedasticity test aims to examine whether the regression model exhibits an inequality of variance from the residuals of one observation to another. A good regression model is homoscedastic, meaning heteroskedasticity does not occur. (1) If there is a certain pattern, such as dots forming a regular pattern (wavy, widening then narrowing), it indicates heteroskedasticity. (2) If there is no clear pattern, and the dots are scattered above and below the number 0 on the Y-axis, then heteroskedasticity does not occur.

Simultaneous Test (F Test)
According to Ghozali (2016a), the F-statistic or simultaneous test is conducted to determine the overall influence of the variables. Essentially, it shows whether all the independent variables included in the model simultaneously have a significant effect on the dependent variable. To test this hypothesis, the F-statistic is used with the following decision-making criteria: (1) If $F_{count} \leq F_{table}$ at $\alpha = 5\%$ the X variables simultaneously do not have a significant effect on the Y variable. (2) If $F_{count} > F_{table}$ at $\alpha = 5\%$, the X variables simultaneously have a significant effect on the Y variable.

Coefficient of Determination (R^2) Test
The Coefficient of Determination (R^2) est primarily aims to measure how far the model is capable of explaining the variation in the dependent variable. A small R^2 value indicates that the ability of the independent variables to explain the dependent variable is very limited. A fundamental drawback of this coefficient of determination is its bias toward the number of independent variables included in the model. To overcome this weakness, the adjusted coefficient of determination, or Adjusted R^2, is used.

Partial Test (t-Test)
According to Sugiyono (2014), a hypothesis is a statement about a population (parameter) whose truth will be

tested based on data obtained from the research sample (statistic). The testing criteria are: (1) If the significance level is greater than 5%, it can be interpreted that the research hypothesis is rejected, meaning the X variable does not have a significant effect on the Y variable. (2) If the significance level is less than 5%, it can be interpreted that the research hypothesis is accepted, meaning the X variable has a significant effect on the Y variable.

RESULTS AND DISCUSSION
Respondent Characteristics

Table 2. Respondent Demographics

Demographics	Category	Frequency	%
Business Duration	<= 2 Years	27	19%
	> 2 - 5 Years	62	44%
	> 5 Years	51	36%
	Total	140	100%
Income	<= 5.000.000	38	27%
	> Rp. 5.000.000 – Rp. 15.000.000	51	36%
	> Rp. 15.000.000 – Rp. 30.000.000	28	20%
	> Rp. 30.000.000	23	16%
	Total	**140**	**100%**

Source: Researcher's Processed Data, 2024

Based on Table 2, the data indicates that the majority of respondents in this study have been in business for a duration ranging from 2 to 5 years, totaling 62 respondents, which represents 44% of the total. Therefore, customers who purchase sanitaryware products at PT. Sinar Glassindo Jaya are more frequently those whose businesses have been operating for 2 to 5 years. Furthermore, most respondents in this study have an income in the range of Rp. 5,000,000 to Rp. 15,000,000, totaling 51 respondents, or 36%. Thus, respondents who frequently purchase sanitaryware products at PT. Sinar Glassindo Jaya typically have an income between Rp. 5,000,000 and Rp. 15,000,000.

Based on the responses regarding respondent perceptions of the sanitaryware product quality at PT. Sinar Glassindo Jaya in Table 3, the majority of respondents gave a positive assessment. The highest average score was for the seventh statement, which claimed that the product has "good reliability," with a score of 4.39. This is because the average respondent currently feels that the product's reliability is indeed good. Meanwhile, the lowest average score was for the third statement concerning the "product's durability compared to other brands," with a score of 4.20. The overall average score is 4.29, meaning that the average respondent feels that the sanitaryware product at PT. Sinar Glassindo Jaya could still be improved in terms of its durability.

Based on the respondent results for the brand image variable, the majority of respondents showed a positive attitude toward the product's brand image at PT. Sinar Glassindo Jaya. The highest average score was found in the first statement, which is "the product brand at PT. Sinar Glassindo Jaya is easily remembered by consumers," with a score of 4.33. This indicates that the product brand is easily recalled by consumers, meaning that respondents on average choose products at PT. Sinar Glassindo Jaya when they need that product category, thanks to their brand recall. Meanwhile, the lowest average score was found in the fifth statement about "attractive and dynamic product design," with a score of 4.14, although this still falls within the "agree" category. This suggests that the average respondent feels that the sanitaryware product design at PT. Sinar Glassindo Jaya could still be improved in terms of product design. Overall, the average score for all statements is 4.23, indicating that respondents generally "strongly agree" that the products of PT. Sinar Glassindo Jaya have a strong, attractive, and superior brand compared to competitors in terms of quality and innovation.

Based on the respondent results for the price variable, the average respondent showed an agreeable response with an average score of 4.16. This suggests that respondents generally agreed with the price variable in this study. In the table above, the respondents' response regarding price with the highest statement value was for the sixth statement, "The price offered provides its own benefits," with a score of 4.24 (strongly agree). This means that the average respondent strongly agrees with the product price as a worthwhile investment because the benefits provided exceed or are comparable to the costs incurred. The lowest statement value was for the third statement, "The price of the product at PT. Sinar Glassindo Jaya is quite affordable for all groups, commensurate with the product's quality," with a score of 4.06 (agree). This indicates that the majority of respondents agree that the sanitaryware product at PT. Sinar Glassindo Jaya has an affordable price and is considered commensurate with its product quality.

Based on the respondent results for the purchasing decision variable, the average respondent showed a

good response with an average score of 4.21. This can be concluded as respondents having a positive response regarding the purchasing decision variable in this study. In Table 4.5 above, the highest statement value in the respondents' responses regarding purchasing decisions was for the first statement, "I feel this product is reliable, so I am more inclined to choose it when shopping," with a score of 4.31 (strongly agree). This means that the average respondent feels that the product consistently meets their expectations, whether in terms of quality, performance, or benefits. The lowest statement value was for the third statement, "I routinely buy this product every time I need it," with a score of 4.06 (agree). This means that the average respondent considers the sanitaryware product at PT. Sinar Glassindo Jaya relevant to their needs, implying that the product is an effective solution when needed.

Table 3. Respondent Responses on Product Quality, Brand Image, Price, and Purchasing Decision

Variabel	Indicator	Average Score	Average Variable
Product Quality (X1)	P1	4.34	4.29
	P2	4.30	
	P3	4.20	
	P4	4.28	
	P5	4.25	
	P6	4.25	
	P7	4.39	
	P8	4.27	
Brand Image (X2)	C1	4.33	4.23
	C2	4.16	
	C3	4.26	
	C4	4.17	
	C5	4.14	
	C6	4.21	
	C7	4.29	
	C8	4.25	
Price (X3)	H1	4.23	4.16
	H2	4.11	
	H3	4.06	
	H4	4.20	
	H5	4.18	
	H6	4.24	
	H7	4.18	
	H8	4.08	
Purchasing Decision (Y)	K1	4.31	4.21
	K2	4.22	
	K3	4.06	
	K4	4.16	
	K5	4.16	
	K6	4.26	
	K7	4.28	
	K8	4.25	

Source: Researcher's Processed Data, 2024

Validity Test

It is known that the results of the validity test for the Product Quality variable (X1) showed a correlation greater than 0.3, meaning that the question items for the service variable are valid for further testing. Furthermore, the results of the validity test for the Brand Image variable (X2) showed a correlation greater than 0.3, meaning that the question items for the product variable are valid for further testing. Subsequently, the results of the validity test for the Price variable (X3) showed a correlation greater than 0.3, meaning that the question items for the

price variable are valid for further testing. Finally, the results of the validity test for the Purchasing Decision variable (Y) showed a correlation greater than 0.3, meaning that the question items for the purchasing decision variable are valid for further testing.

Reliability Test

Table 4. Reliability Test Results

Variable	Alpha Coefficient
Product Quality (X1)	0.897
Brand Image (X2)	0.895
Price (X3)	0.917
Purchasing Decision (Y)	0.869

Source: Researcher's Processed Data, 2024

Testing the instrument's reliability across 140 respondents yielded research results where the coefficient value (Cronbach's Alpha) was > 0.60, meaning the statements can be considered reliable. It is known from the table above that the reliability test results for the service, product, price, and purchasing decision variables show that each variable has a reliability value > 0.60. This signifies that every variable in this research instrument is reliable and is thus suitable for use in the study.

Normality Test

Table 5. Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		140
Normal Parameters[a,b]	Mean	0
	Std. Deviation	0.37755358
Most Extreme Differences	Absolute	0.066
	Positive	0.066
	Negative	-0.061
Kolmogorov-Smirnov Z		0.779
Asymp. Sig. (2-tailed)		0.578

Source: Researcher's Processed Data, 2024

Based on the results in Table 5, the Kolmogorov-Smirnov test results for the Purchasing Decision (Y) variable show a value of 0.779 with an Asymp. Sig. value of 0.578, which is greater than the error tolerance value (α = 0.05). Therefore, it can be stated that the assumption of residual normality in the simple linear regression equation has been met, or the data is normally distributed.

Heteroskedasticity Test

Table 6. Glesjer Test Results

		Coefficients[a]				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	Model	B	Std. Error	Beta		
1	(Constant)	0.561	0.143		3.915	0
	Product Quality	-0.056	0.06	-0.146	-0.93	0.354
	Brand Image	-0.033	0.068	-0.08	-0.484	0.629
	Price	0.02	0.041	0.062	0.496	0.62

Source: SPSS Processed Data, 2024

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Based on the test results in Table 6, the significance value for the Product Quality variable is 0.554. The significance value for the Brand Image variable is 0.629, and the significance value for the Price variable is 0.650. It can therefore be concluded that the significance values for the Product Quality, Brand Image, and Price variables are all greater than 0.05. Consistent with the Glejser test criteria, it is concluded that no symptoms of heteroskedasticity occurred in the regression model.

Multicollinearity Test

Table 7. Multicollinearity Test Results

Variable	Test Results		Requirement		Interpretation
	Tolerance	VIF	VIF	Tolerance	
Product Quality	0.29	3.444	< 10	>0,01	Tidak Ada Multikolinieritas
Brand Image	0.261	3.825	< 10	>0,01	
Prie	0.459	2.177	< 10	>0,01	

Source: SPSS Processed Data, 2024

Based on the results in Table 7, the test shows that all VIF values are less than 10 and all Tolerance values are greater than 0.1. This indicates that the independent variables used in this study do not exhibit symptoms of multicollinearity.

Simultaneous Test (F Test)

Table 8. Simultaneous Test Results (ANOVA)

	ANOVA					
Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	34.83	3	11.61	79.69	.000b
1	Residual	19.814	136	0.146		
	Total	54.644	139			

Source: SPSS Processed Data, 2024

Based on the results of the simultaneous F test in Table 8, it shows that the calculated F_{count} is 79.690, which is greater than the table F_{table} of 2.45 ($F_{count} > F_{table}$). Furthermore, the Sig value is 0.000, which is less than the alpha value α of 0.05. This result indicates that H_0 is rejected and H_1 is accepted. Thus, Product Quality, Brand Image, and Price simultaneously have a positive and significant effect on the Purchasing Decisions for TOTO sanitaryware at PT. Sinar Glassindo Jaya.

Coefficient of Determination (R^2) Test

Table 9. Coefficient of Determination (R^2) Test Results

	Model Summary			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798a	0.637	0.629	0.4

Source: SPSS Processed Data, 2024

Based on the results of the coefficient of determination (R^2) test in Table 9, the Adjusted R^2 value is 0.629. This indicates that the Product Quality, Brand Image, and Price variables collectively influence the Purchasing Decision by 62.9%, while the remaining 37.1% is explained by other variables outside the research model that were not examined.

Multiple Linear Regression Analysis
Based on the results in Table 10, the multiple linear regression equation in this study is:
$$Y= 0.877 +0.189 X_1 + 0.448 X_2 + 0.208 X_3 + e$$
The multiple linear regression equation is explained as follows: (1) The regression equation shows that the constant value α is 0.877. This indicates that if the independent variables (Product Quality, Brand Image, and Price) are held constant (equal to zero), the Purchasing Decision (Y) value is 0.877. (2) The regression coefficient value for Product Quality (X_1) is 0.189. This means that for every one-unit increase in the Product Quality variable,

the Purchasing Decision will increase by 0.189, assuming other variables remain constant. Because this value is positive, an increase in Product Quality is positively associated with the Purchasing Decision. (3) The regression coefficient value for Brand Image (X_2) is 0.448. This coefficient is the largest among the three independent variables. This means that for every one-unit increase in the Brand Image variable, the Purchasing Decision will increase by 0.448, assuming other variables remain constant. This demonstrates that Brand Image has the strongest influence on Purchasing Decisions. (4) The regression coefficient value for Price (X_3) is 0.208. This coefficient indicates that for every one-unit increase in Price, the Purchasing Decision will increase by 0.208, assuming other variables remain constant. The influence of Price is also positive, but not as strong as the influence of Brand Image.

Table 10. Multiple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	0.877	0.224	
Product Quality (X1)	0.189	0.094	0.194
Brand Image (X2)	0.448	0.106	0.427
Price (X3)	0.208	0.064	0.248

Source: SPSS Processed Data, 2024

Partial Test (t-Test)

Table 11. Partial Test Results (t-Test)

Coefficients[a]

Model	t	Ttabel	Sig.	Results	Conclusion
Product Quality (X1)	2.024	1.978	0.045	Positive Significant	Hypotheses Accepted
Brand Image (X2)	4.224	1.978	0	Positive Significant	Hypotheses Accepted
Price (X3)	3.258	1.978	0.001	Positive Significant	Hypotheses Accepted

Source: SPSS Processed Data, 2024

Based on the partial test (t-test) results in Table 11, with a significance level of 0.05, it is shown that: (1) The test results indicate that the calculated t_{count} value for the Product Quality variable is 2.024, which is greater than the t_{table} value of 1.978, and the significance value is 0.045, which is less than alpha (α) 0.05. Thus, Product Quality partially has a positive and significant effect on the purchasing decision for TOTO sanitaryware at PT. Sinar Glassindo Jaya. (2) The test results indicate that the calculated t_{count} value for the Brand Image variable is 4.224, which is greater than the t_{table} value of 1.978, and the significance value is 0.000, which is less than alpha (α) 0.05. Thus, Brand Image partially has a positive and significant effect on the purchasing decision for TOTO sanitaryware at PT. Sinar Glassindo Jaya. (3) The test results indicate that the calculated t_{count} value for the Price variable is 3.258, which is greater than the t_{table} value of 1.978, and the significance value is 0.001, which is less than alpha (α) 0.05. Thus, Price partially has a positive and significant effect on the purchasing decision for TOTO sanitaryware at PT. Sinar Glassindo Jaya.

Discussions
As previously described, this research aims to determine the influence of product quality, brand image, and price on purchasing decisions, with the discussion focusing on observing the significance of the contribution of product quality, brand image, and price toward purchasing decisions. The overall test and correlation results from this research model are as follows:

Influence of Product Quality on Purchasing Decisions
Based on the descriptive analysis results, the respondents' responses indicate that the product quality of TOTO sanitaryware is highly reliable. The reliability aspect shows that consumers feel the TOTO product is dependable, which increases their confidence in making a purchase. The innovative and beneficial product features are very appealing to consumers. In terms of durability, long-lasting products can reduce maintenance and replacement costs, making them more attractive to consumers. Consistency in product quality means that consumers can expect the same performance every time they make a purchase, and an attractive design not only enhances aesthetics but also the product's function. TOTO products with modern and functional designs will be more desirable. Consequently, the research results show that product quality has a positive and significant effect on purchasing decisions.

The Influence of Product Quality, Brand Image and Price on The Decision to Purchase Toto Sanitaryware Products at PT. Sinar Glassindo Jaya (Jennifer Chandra and Johannes Chua)

This finding aligns with research conducted by Made et al. (2018), which stated that Product Quality has a positive and significant effect on Purchasing Decisions. However, this study is inconsistent with research conducted by Setiawan (2019), which indicated that product quality does not have a significant effect on purchasing decisions.

Influence of Brand Image on Purchasing Decisions

Based on the analysis results, brand image is shown to have a positive and significant effect on purchasing decisions. This is because when consumers recognize and trust a brand, they are more likely to own a product from that brand compared to other brands. This trust reduces doubt and increases certainty when making a purchase. This is supported by the results of the linear regression analysis and the t-test, both of which show significant results, meaning that brand image has a significant effect on the purchasing decision for sanitaryware at PT. Sinar Glassindo Jaya. Consumers who recognize and trust the brand tend to be more confident in making purchases, demonstrating the importance of brand reputation and credibility in the market.

The results of this study align with research conducted by Alfiah et al. (2023), which found that Brand Image has a positive and significant effect on Purchasing Decisions. Conversely, this study is inconsistent with research conducted by Putra et al. (2018), which stated that brand image does not have an effect on purchasing decisions.

Influence of Price on Purchasing Decisions

Based on the analysis results, price is shown to have a positive and significant effect on purchasing decisions. This is supported by the results of the linear regression analysis and the t-test, both of which show significant results, meaning that price has a significant effect on the purchasing decision for TOTO Sanitaryware at PT. Sinar Glassindo Jaya. Therefore, the current selling price and the benefits provided must be maintained by PT. Sinar Glassindo Jaya. When consumers feel that the benefits obtained from the product are higher than the price paid, they feel more satisfied and loyal.

The results of this study align with research conducted by Yehuda (2022), where purchasing decisions were significantly increased due to a price increase, indicating that price has a positive and significant effect on purchasing decisions. However, this contradicts the findings of Salsabila & Maskur (2022), which stated that price does not have an effect on purchasing decisions. The results of this study confirm that the price variable has a significant effect on purchasing decisions.

CONCLUSION

Based on the research findings on the influence of product quality, brand image, and price on purchasing decisions for TOTO sanitaryware products at PT. Sinar Glassindo Jaya, the following conclusions can be drawn: (1) Product Quality has a positive and significant effect on the purchasing decision for TOTO sanitaryware products at PT. Sinar Glassindo Jaya. (2) Brand Image has a positive and significant effect on the purchasing decision for TOTO sanitaryware at PT. Sinar Glassindo Jaya. (3) Price has a positive and significant effect on the purchasing decision for sanitaryware products at PT. Sinar Glassindo Jaya.

Based on the research results, there are several suggestions that can be recommended for the future, especially for academic interests and company needs: (1) For Academics: It is expected that this research contributes to the field of management science, particularly marketing. Future researchers are expected to add other variables not mentioned in this study. (2) For Practitioners: The research results can contribute input to PT. Sinar Glassindo Jaya in maintaining and improving their products and market pricing for sanitaryware to encourage consumers to purchase sanitaryware from the company.

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