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## THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND SERVICE QUALITY ON CONSUMER PURCHASE DECISIONS AT SAHABAT TANI STORE, SINTANG



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### Abstract

This study aims to identify the effect of Product Quality, Price, and Service Quality on consumer Purchase Decisions at Sahabat Tani store in Sintang. This study uses an associative method. The population in this study consists of consumers who have purchased products at Sahabat Tani Store, with a sample of 150 respondents determined using a purposive sampling technique. Instrument testing techniques in this study include validity tests and reliability tests. Furthermore, the classical assumption tests used consist of normality tests, linearity tests, and multicollinearity tests. Hypothesis testing was conducted using multiple linear regression analysis, correlation coefficient, coefficient of determination, simultaneous test (F test), and partial test (t test). Based on the results of multiple linear regression analysis, the regression equation obtained is  $Y = 1.227 + 0.167X_1 + 0.303X_2 + 0.259X_3$ . The correlation coefficient results show a value of 0.782, which means there is a strong relationship between Product Quality, Price, and Service Quality on Purchase Decisions. The coefficient of determination shows a value of 0.611, which means that Purchase Decisions are influenced by Product Quality, Price, and Service Quality by 61.1%, while the remaining 38.9% is influenced by other variables not examined in this study. The simultaneous test results show that Product Quality, Price, and Service Quality together have a positive and significant effect on Purchase Decisions. And based on the partial test results, it is known that Product Quality, Price, and Service Quality have a positive and significant effect on Purchase Decisions.

**Keywords:** Product Quality, Price, Service Quality, Purchase Decision

## INTRODUCTION

West Kalimantan Province has distinctive agricultural characteristics with vast land and various leading commodities such as rice, corn, oil palm, rubber, and cocoa. Most residents in regencies, especially in rural areas, depend on the agricultural and plantation sectors for their livelihoods. Nevertheless, farmers in this province face various constraints such as limited access to quality agricultural production inputs at affordable prices, the use of traditional cultivation technology, and a lack of continuous technical assistance.

Sintang Regency, especially Kelam Permai District, is an area with promising agribusiness potential. The main commodities in this area include rice, corn, vegetables, and other horticultural crops. However, farmers in this region still experience difficulties in obtaining agricultural production inputs such as seeds, fertilizers, and pesticides that are of good quality and affordable, mainly due to the relatively far distance to the regency center and limited supporting infrastructure. This condition affects low farming efficiency and agricultural productivity that has not been optimal.

To address these problems, Sahabat Tani Sintang Store was established in Kelam Permai District as a solution that can facilitate farmers' access to complete, quality agricultural production inputs at competitive prices. In addition to being a product provider, this store also serves as a center for information, education, and technical consultation for farmers in the area. The existence of Sahabat Tani Sintang Store is expected to increase agricultural productivity and farmers' welfare, while also supporting sustainable agribusiness development in Sintang Regency. Sahabat Tani Store is recorded at number 14 and is located on Sintang–Putussibau Road, Kebong Village, Kelam Permai District.

Along with the increasing need for agricultural production inputs, the presence of agricultural stores in Sintang Regency is increasingly important in supporting farming activities. Based on data from the Agriculture and Plantation Office of Sintang Regency, there are 17 agricultural stores operating in various strategic districts. The presence of these stores requires each business actor to provide added value in terms of product quality, competitive pricing, and satisfactory service quality in order to win consumers' trust.

Sahabat Tani Store provides various herbicide products such as paraquat and glyphosate at different prices, indicating variations in brands and quality that can affect consumer preferences. Insecticide products also show a variety of types and prices, reflecting variations in plant protection needs. Among these products, fertilizer is one of the items with high demand because it is used routinely by farmers in every planting season. Fertilizer types such as urea fertilizer and NPK fertilizer are widely chosen because they play an important role in supporting plant growth and can be used for various agricultural commodities. The fertilizers offered are divided into single fertilizers, compound fertilizers, and dolomite, with price differences reflecting their composition and benefits for plants.

The presence of products such as polybags and hand sprayers, both manual and electric, indicates that agricultural stores not only provide chemicals and fertilizers but also supporting equipment for farming. The complete variety of vegetable seeds, ranging from cucumbers, water spinach, mustard greens, to chilies and tomatoes, indicates product availability to meet the needs of horticultural farmers in Sintang. Different prices among products such as single and compound fertilizers, as well as variations in vegetable seed products such as cucumbers, water spinach, and chilies, provide an overview of customer preferences and possible market segments served by these stores. Price differences in

agricultural tools such as manual and electric hand sprayers also show options available to farmers according to their needs and financial capacity.

In running its business, Sahabat Tani Sintang Store functions as a provider of various agricultural production inputs needed by farmers in Kelam Permai District and surrounding areas, such as fertilizers, pesticides, seeds, and agricultural tools. These inputs are directly used in farming activities, so product quality becomes an aspect that consumers pay close attention to. The quality of products received by farmers is influenced not only by type and brand but also by the product storage system before distribution. Agricultural products, especially fertilizers, pesticides, and seeds, require appropriate storage conditions to maintain their quality and usability. Storing fertilizer in damp places or not properly covered can reduce quality, cause clumping, and reduce nutrient content. Likewise, pesticides and seeds require temperature regulation, humidity levels, and proper arrangement to avoid damage before being used by farmers. Purchase decisions are a consumer decision-making process regarding purchases that combines knowledge to choose two or more alternative products available, influenced by several factors, including quality, price, location, promotion, convenience, service, and others (Ansyari et al, 2024).

Leo & Defrizal (2023) state that product quality is the ability of a product to perform its functions, including durability, reliability, and overall accuracy achieved by the product. Every company strives to create superior quality in its products, building consumer trust. The best quality creates a positive impression and differentiates products from competitors, influencing consumer purchase decisions (Ruliyani et al, 2024). Product quality is also an important policy that plays a role in increasing competitiveness, with the main goal of providing satisfaction to consumers that is at least equal to or even exceeds the quality of competitors' products (Khairani & Sagala, 2025). Therefore, it is very important for Sahabat Tani Store to pay attention to the quality of the products sold, because if product quality is not well maintained, this condition can affect agricultural production outcomes and influence the level of farmers' trust in Sahabat Tani Sintang Store. Good quality products will make consumers feel satisfied, so they tend to buy again and have trust and loyalty (Bakar et al, 2026).

In addition to product quality, price is also an important consideration for consumers of Sahabat Tani Sintang Store. Arumawati et al (2023) state that price is a sum of money needed to obtain a combination of goods along with the services. Pricing is one of the crucial decisions in marketing because price is the only element of the marketing mix that generates direct revenue for the company (Nagayomi & Rizqiawan, 2025). The price factor greatly influences the success and progress of a business venture. For consumers, price becomes an important consideration in buying products or services in a company, because the price of a product or service affects consumers' perceptions of the product (Nasution et al, 2025). In the case of Sahabat Tani Store consumers, it is known that most consumers are farmers with limited business capital, so they strongly consider the suitability between the price paid and the benefits obtained. Price differences among agricultural stores in Sintang Regency encourage farmers to compare prices before making purchases. Therefore, fair and competitive pricing becomes one factor that can influence buying interest and consumer purchase decisions at Sahabat Tani Sintang Store.

The last factor influencing Purchase Decisions is Service Quality. In meeting consumer needs, service quality becomes one of the bases that can influence choosing products with satisfying service for consumers (Muazidah et al, 2022). When the service

received meets or even exceeds customer expectations, service quality can be said to be good or positive. Service quality can be said to be ideal if it can meet customer expectations; conversely, if service is worse than expectations, service quality can be said to be bad or negative (Rizky et al, 2024). The service quality provided by Sahabat Tani Sintang Store also influences consumer purchase decisions. Farmers often need explanations regarding product types, usage methods, dosage, and product suitability with land and plant conditions. Friendly, fast service accompanied by employees' ability to provide technical advice will help farmers feel more confident in determining product choices. Good service not only encourages purchases but also builds long-term relationships between the store and consumers.

The combination of good product quality, appropriate price, and satisfying service quality will form farmers' positive perceptions of Sahabat Tani Sintang Store, thereby encouraging consumers through purchase decision stages, from need recognition to the final decision to buy. Therefore, understanding the influence of product quality, price, and service quality on consumer purchase decisions is important for Sahabat Tani Sintang Store in efforts to maintain farmers' trust and increase competitiveness amid competition among agricultural stores in Sintang Regency.

Although many studies have discussed similar topics and titles, these findings tend to be located in big cities and large-scale businesses. This study is expected to become an empirical finding related to the sale of agricultural equipment. And it is expected to serve as a means to maintain and improve competitiveness, so the store needs to understand deeply what factors influence consumer purchase decisions, especially related to product quality, price, and service quality provided.

## **REVIEW OF LITERATURE**

### **Product Quality**

Product quality in marketing studies cannot be reduced to a "good" product, but rather the ability of a product to perform its promised functions and meet user needs. Firmansyah (2019) views quality as a comparative advantage shaped through features, characteristics, and selling value relative to competitors, so quality is assessed through a comparison process. Wijaya et al. (2024) operationalize this concept by emphasizing performance, durability, and reliability as indicators that can be directly evaluated by consumers. In the context of an agricultural input retail store, product quality has high functional consequences because it is directly related to cultivation outcomes. Therefore, quality is not only assessed from specification conformity, but also consistency of quality, clarity of usage information, and product condition when received by consumers. The assumption of quality as a stable attribute, as commonly found in general retail research, becomes less relevant when product quality is vulnerable to distortion due to storage and distribution. Kotler & Armstrong (2018) propose two product quality dimensions relevant to this context, namely performance quality and conformance quality, because both allow quality measurement based on the product's actual function and its consistency with promised standards.

### **Price**

Price is understood as the monetary value exchanged by consumers to obtain product benefits. Indrasari (2019) defines price as the monetary value for a combination of products and services, while Aprelyani et al. (2024) emphasizes price as a value exchange mechanism between financial sacrifice and benefits received. Although this definition is established,

price research is often biased because it simplifies price as cheap or expensive without distinguishing fairness, affordability, and market comparisons. In agricultural input retail stores, price is directly related to decision risk. Consumers may accept higher prices if the product benefits are considered clear and the risk of production failure is lower. Therefore, price should be understood as a relative evaluation outcome, not merely nominal. Kotler & Keller (2005) in Winasis et al. (2022) propose price dimensions that reflect how consumers evaluate price, namely selling price determination, price elasticity, and competitors' price growth, enabling more comprehensive price analysis.

### **Service Quality**

Service quality is not identical to friendliness, but rather the alignment between service performance and consumer expectations. Sulistiyowati (2018) views service quality as the accuracy of fulfilling consumer needs, while Adhari (2021) emphasizes service quality as service characteristics that determine fulfillment of customer requirements. Thus, service quality is assessed based on the gap between expectations and service realization. In agricultural input retail stores, service has a strong technical dimension because consumers need accurate information regarding usage, dosage, and product compatibility. Weak service in informational aspects can increase risk perception, even if products are available. Therefore, service quality should capture informational reliability, responsiveness, and assurance of competence, not merely friendly attitudes. Tjiptono (2019) formulates five service quality dimensions relevant to retail contexts, namely reliability, responsiveness, assurance, empathy, and tangibles, because they include process aspects, competence, and physical evidence of service.

### **Purchase Decision**

Purchase decisions are the final outcome of the consumer evaluation process in selecting one alternative among several available choices. Firmansyah (2018) views purchase decisions as a problem-solving process that results in the most rational action after considering information, benefits, and risks. Thus, purchase decisions do not stand alone, but are an accumulation of experience and prior evaluations. In the context of agricultural inputs, purchase decisions tend to be functional and situational, influenced by planting seasons, urgency of needs, and farming scale. Therefore, measuring purchase decisions needs to capture actual behavior, not merely intention. Indrawati et al. (2024) propose operational and relevant purchase decision indicators, including product choice, brand choice, distributor choice, purchase timing, purchase quantity, and payment methods.

## **RESEARCH METHOD**

The type of research used in this study is associative/relationship research. According to Siregar (2017), associative research aims to determine the relationship between two or more variables. This study was conducted to determine the relationship between Product Quality, Price, and Service Quality variables on Consumer Purchase Decisions at Sahabat Tani Store in Sintang. The data in this study consist of primary data and secondary data. In this study, primary data were obtained through interviews with the sales section of Sahabat Tani Store and consumers who purchase and have purchased equipment and supplies at Sahabat Tani Store, and through distributing questionnaires using Google Forms to all consumers who purchase equipment and supplies at Sahabat Tani Store. Secondary data in this study consist of a list of competing agricultural stores in Sintang Regency, agricultural product prices, herbicide product sales at Sahabat Tani Store, and Sahabat Tani Store income.

The population in this study is all consumers who have purchased equipment and supplies at Sahabat Tani Store. This study uses the Purba formula in Sujarweni (2019); based on the calculation of the Purba formula, the minimum sample obtained was 96 people, but the author set 150 respondents as the sample. The sampling technique uses purposive sampling. The research sample criteria include: consumers aged at least 18 years and consumers who have made purchases at Sahabat Tani Sintang Store based on their own decision. This study uses two types of variables, namely independent variables and dependent variables. In this study, there are three independent variables examined: Product Quality (X1), Price (X2), and Service Quality (X3). The dependent variable in this study is Purchase Decision (Y). The scale used for measurement in this study uses a Likert scale; Sugiyono (2020) states the Likert scale as a measurement tool for behavior, opinions, and views of a person or group of people about social phenomena. The Likert scale used ranges from 1–5, where 1 means strongly disagree and 5 means strongly agree.

The data analysis technique used in this study includes several stages, starting from validity and reliability tests. The validity test in this study uses Pearson Product Moment, and the reliability test uses Cronbach’s Alpha technique; an instrument is declared reliable if it obtains a Cronbach’s Alpha value of 0.60 (Siregar, 2017). The classical assumption tests in this study consist of normality tests, linearity tests, and multicollinearity tests (Ghozali, 2016). The relationship in this study uses multiple linear regression analysis and hypothesis testing consists of simultaneous test (F test) and partial test (t test). Data analysis in this study uses SPSS version 25 software.

## RESULTS AND DISCUSSION

### Test Research Instruments

#### a. Validity Test

Validity testing in this study was conducted to ensure that each statement in the questionnaire is truly able to measure the construct being studied. This testing was carried out by correlating the score of each statement item with the total score. The obtained correlation value (r count) was then compared with the r table value. The r table value was determined based on degrees of freedom (df), namely the sample size minus two (n–2), thus  $df = 150 - 2 = 148$ . At a significance level of 0.05, the r table value used was 0.160. The validity test results for each statement item of each variable are shown in Table 1.

**Table 1.**

Validity Test Results				
Variable	Indicator	r-count	r-table	Description
Product Quality (X1)	X1.1	0.797	0.160	Valid
	X1.2	0.729		
	X1.3	0.735		
	X1.4	0.716		
	X1.5	0.714		
	X1.6	0.720		
Price (X2)	X2.1	0.718	0.160	Valid
	X2.2	0.702		
	X2.3	0.641		
	X2.4	0.654		

	X2.5	0.700		
	X2.6	0.655		
	X2.7	0.630		
	X2.8	0.708		
	X2.9	0.683		
	X3.1	0.677		
	X3.2	0.711		
	X3.3	0.712		
	X3.4	0.716		
	X3.5	0.737		
	X3.6	0.738		
	X3.7	0.728		
	X3.8	0.721		
Service Quality (X3)	X3.7	0.749	0.160	Valid
	X3.8	0.723		
	X3.9	0.725		
	X3.10	0.707		
	X3.11	0.642		
	X3.12	0.737		
	X3.13	0.706		
	X3.14	0.747		
	X3.15	0.678		
	Y1.1	0.689		
	Y.2	0.656		
	Y.3	0.595		
	Y.4	0.669		
	Y.5	0.695		
	Y.6	0.652		
	Y.7	0.691		
Purchase Decision (Y)	Y.8	0.702	0.160	Valid
	Y.9	0.735		
	Y.10	0.732		
	Y.11	0.674		
	Y.12	0.706		
	Y.13	0.734		
	Y.14	0.797		
	Y.15	0.729		

Source: Processed Data, 2026

Based on the validity test results shown in Table 1, it is known that each indicator in the Product Quality (X1), Price (X2), Service Quality (X3), and Purchase Decision (Y) variables has an r-count value exceeding the r-table value of 0.160. Thus, all statements used in this study meet the validity criteria and are declared feasible to be used as data collection instruments.

**b. Reliability Test**

Reliability testing was conducted to determine the consistency or dependability level of each statement item in the questionnaire as a research instrument. In this study, reliability testing uses the Cronbach’s Alpha method. A statement item can be declared reliable if it has a Cronbach’s Alpha value of at least 0.60. In this study, reliability testing was conducted using the Cronbach’s Alpha method. The reliability test results are shown in Table 2.

**Table 2.**  
**Reliability Test Results**

Variable	Cronbach’s Alpha	Description
Product Quality (X1)	0.830	Reliable
Price (X2)	0.849	
Service Quality (X3)	0.931	
Purchase Decision (Y)	0.921	

Source: Processed Data, 2026

Product Quality (X1), Price (X2), Service Quality (X3), and Purchase Decision (Y) obtained Cronbach’s Alpha values exceeding the minimum threshold of 0.60. Therefore, all statement items listed in each variable are declared reliable and can be used as instruments in this study.

**Classical Assumption Test**

**a. Normality Test**

The normality test in this study was conducted to determine whether the data used have a normal distribution. The normality test in this study was conducted using the Kolmogorov–Smirnov method, with the normality test results shown in Table 3.

**Table 3.**  
**Normality Test Results**

Test	Value
N (Sample)	150
Test Statistic	.038
Asymp.Sig.(2-tailed)	.200 <sup>c</sup>

Source: Processed Data, 2026

Based on the normality test results in Table 3, the Asymp. Sig. (2-tailed) value obtained is 0.200. This value is above the established normality test significance threshold of 0.05, so it can be concluded that the research data have a normal distribution.

**b. Linearity Test**

The linearity test in this study was conducted to determine whether there is a linear relationship between the independent variables and the dependent variable. The linearity test was conducted using the Test for Linearity method. The relationship between variables is said to be linear if it has a Deviation from Linearity significance value above 0.05. The test uses the Test for Linearity method through SPSS, with the results shown in Table 4.

**Table 4.**  
**Linearity Test Results**

Variable	Deviation from Linearity
Purchase Decision * Product Quality	0.173
Purchase Decision * Price	0.298
Purchase Decision * Service Quality	0.453

Source: Processed Data, 2026

Based on Table 4, the Deviation from Linearity significance values obtained for all variables exceed 0.05. Thus, it can be concluded that the regression model used meets the linearity criteria.

### c. Multicollinearity Test

The multicollinearity test in this study aims to determine whether there is a very strong relationship among independent variables in the regression model. High correlation among independent variables can cause coefficient estimates to be less accurate and reduce the reliability and quality of the regression model used. A model is declared free from multicollinearity if the tolerance value exceeds 0.10 and the Variance Inflation Factor (VIF) value is less than 10. The multicollinearity test results are shown in Table 5.

**Table 5.**  
**Multicollinearity Test Results**

Variable	Tolerance	VIF
Product Quality (X1)	.695	1.440
Price (X2)	.620	1.613
Service Quality (X3)	.549	1.823

Source: Processed Data, 2026

Based on Table 5, the tolerance values obtained for all independent variables are above 0.10 and the VIF values obtained are below 10. This indicates that the regression model used does not experience multicollinearity symptoms. Thus, all independent variables in this study are suitable to be used in multiple linear regression analysis because they do not have excessive linear relationships with one another.

### Hypothesis Test

#### a. Multiple Linear Regression Analysis

Multiple linear regression analysis in this study was used to determine the extent of the influence of two or more independent variables on the dependent variable, both jointly and individually. In addition, this analysis aims to build a model that can be used to predict relationships among the studied variables. The multiple linear regression test results are shown in Table 6.

**Table 6.**  
**Multiple Linear Regression Analysis Results**

Variable	Coefficients	T Statistic	Significance Value
(Constant)	1.227	5.747	.000
Product Quality	.167	3.490	.001
Price	.303	5.973	.000
Service Quality	.259	4.711	.000

Dependent Variable: Purchase Decision

Source: Processed Data, 2026

Based on Table 6, the multiple linear regression equation is as follows:

$$Y = 1.227 + 0.167 X_1 + 0.303 X_2 + 0.259 X_3$$

From the multiple linear regression equation, it can be explained as follows:

1. The constant (a) of 1.227 means that when Product Quality (X1), Price (X2), and Service Quality (X3) are zero, Purchase Decision (Y) remains 1.227 units.
2. The regression coefficient value (b1) for Product Quality (X1) is 0.167 with a positive direction, indicating that every one-unit increase in Product Quality will cause an increase of 0.167 in Purchase Decision.

3. The regression coefficient value (b2) for Price (X2) is 0.303 with a positive direction, indicating that every one-unit increase in Price will cause an increase of 0.303 in Purchase Decision.
4. The regression coefficient value (b3) for Service Quality (X3) is 0.259 with a positive direction, indicating that every one-unit increase in Service Quality will cause an increase of 0.259 in Purchase Decision.

**b. Correlation Coefficient and Determination Coefficient (R<sup>2</sup>)**

The correlation coefficient is used to measure the strength level of the relationship between two or more variables and determine the direction of the relationship. In this study, correlation analysis was conducted using the Product Moment method. The correlation coefficient calculation results are shown in Table 7.

**Table 7.**

**Correlation Coefficient and Determination Coefficient (R<sup>2</sup>) Results**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.782 <sup>a</sup>	.611	.603	.22254

Predictors: (Constant), Service Quality, Product Quality, Price  
Dependent Variable: Purchase Decision

Source: Processed Data, 2026

Based on Table 7, the R (correlation) value obtained is 0.782. This value indicates that the relationship between Product Quality, Price, and Service Quality on Purchase Decision is categorized as strong because it lies in the range 0.60–0.799. Meanwhile, the R-Square value obtained is 0.611. This value indicates that Product Quality, Price, and Service Quality contribute 61.1% to Purchase Decision. The remaining 38.9% is influenced by other variables not included in this study.

**c. Simultaneous Test (F test)**

The simultaneous test (F test) was conducted to analyze whether all independent variables jointly have a significant effect on the dependent variable in the study. Based on the results of the simultaneous hypothesis test (F test) using SPSS, the F test results are shown in Table 8.

**Table 8.**

**Simultaneous Test Results (F test)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.374	3	3.791	76.555	.000 <sup>b</sup>
	Residual	7.231	146	.050		
	Total	18.605	149			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Service Quality, Product Quality, Price

Source: Processed Data, 2026

Based on Table 8, the F count value obtained is 76.555, which indicates a value greater than the F table value of 2.67, and the significance value obtained is 0.000, which is below 0.05. With these test results, it can be concluded that the variables Product Quality, Price, and Service Quality jointly have a significant effect on Purchase Decision.

**d. Partial Test (t Test)**

The partial test (t test) is used to analyze the influence of each independent variable individually on the dependent variable based on the hypotheses formulated in the study. Based on the results of the partial hypothesis test (t test) using SPSS, the partial test results are shown in Table 9.

**Table 9.**  
**Partial Test Results (t Test)**

Variable	Coefficients	T Statistic	Significance Value
(Constant)	1.227	5.747	.000
Product Quality	.167	3.490	.001
Price	.303	5.973	.000
Service Quality	.259	4.711	.000

Dependent Variable: Purchase Decision

Source: Processed Data, 2026

Based on Table 9, the partial effect test results (t test) produce significance values that will be interpreted as follows:

1. The Product Quality variable (X1) shows a t count value of 3.490, which is greater than the t table value of 1.655, and has a significance value of 0.001, which is smaller than 0.05. Based on these results, Ho is rejected and Ha is accepted. Thus, it can be concluded that partially Product Quality has a positive and significant effect on Purchase Decision.
2. The Price variable (X2) shows a t count value of 5.973, which is greater than the t table value of 1.655, and has a significance value of 0.000, which is smaller than 0.05. Based on these results, Ho is rejected and Ha is accepted. Thus, it can be concluded that partially Price has a positive and significant effect on Purchase Decision.
3. The Service Quality variable (X3) shows a t count value of 4.711, which is greater than the t table value of 1.655, and has a significance value of 0.000, which is smaller than 0.05. Based on these results, Ho is rejected and Ha is accepted. Thus, it can be concluded that partially Service Quality has a positive and significant effect on Purchase Decision.

## DISCUSSION

### The Influence of Product Quality, Price, and Service Quality on Purchase Decision

Based on the results of simultaneous testing, this study shows that product quality, price, and service quality jointly have a significant effect on consumer purchase decisions at Sahabat Tani Sintang Store. This finding indicates that consumer purchase decisions are not determined by a single factor, but rather are the result of a combination of the quality of the products offered, the level of price perceived as appropriate, and service that is able to provide comfort and satisfaction to consumers. Good product quality provides confidence to consumers regarding the benefits and reliability of the purchased agricultural products, while competitive prices strengthen the perception of value received by consumers. On the other hand, service quality plays an important role in creating a positive shopping experience, thereby encouraging consumers to make purchase decisions. Thus, the synergy between product quality, price, and service quality becomes the main factor that simultaneously shapes consumer purchase decisions at Sahabat Tani Sintang Store. The results of this study are in line with research conducted by Gunawan et al (2024) and Cintamy et al (2025), which show that product quality, price, and service quality simultaneously affect purchase decisions.

### The Influence of Product Quality on Purchase Decision

Furthermore, partially, product quality has a significant effect on consumer purchase decisions at Sahabat Tani Sintang Store. This finding indicates that consumers tend to consider the quality of the agricultural products offered before making a purchase. Good product quality, such as functional conformity, durability, and product condition that is feasible for use, can increase consumer trust in the store. When consumers feel that the purchased product provides benefits in accordance with their needs and expectations, the tendency to make a purchase decision becomes stronger. Thus, product quality becomes an important factor influencing consumer purchase decisions, because quality products not only provide satisfaction, but also create confidence for consumers to choose and purchase products at Sahabat Tani Sintang Store. The results of this study are in line with research conducted by Zulkifli & Saefudin (2022) and Dai & Widajanto (2023), which show that product quality partially affects purchase decisions.

#### **The Influence of Price on Purchase Decision**

Other partial testing results show that price has a significant effect on consumer purchase decisions at Sahabat Tani Sintang Store. This finding shows that consumers in buying agricultural products strongly consider the price level set by the store. Prices that are considered appropriate to product quality and consumer purchasing power will increase the tendency of consumers to make purchases. In addition, price affordability and suitability between price and the benefits obtained become the main considerations in the decision-making process. If consumers feel that the offered price is proportional to the value and benefits of the product received, then the purchase decision will become stronger. Thus, price is an important factor influencing consumer purchase decisions at Sahabat Tani Sintang Store, because it is directly related to perceived value and consumer satisfaction. The results of this study are in line with research conducted by Al Amin et al (2023) and Rachman et al (2025), which show that price partially affects purchase decisions.

#### **The Influence of Service Quality on Purchase Decision**

The last partial testing results show that service quality has a significant effect on consumer purchase decisions at Sahabat Tani Sintang Store. This finding indicates that the service provided by the store plays an important role in shaping consumers' purchase decisions. Friendly, fast, and responsive service, as well as employees' ability to provide clear information about agricultural products, can create comfort and trust for consumers. When consumers feel well served and their needs are considered, the tendency to make purchases will increase. In addition, good service quality also contributes to creating a positive shopping experience, thereby encouraging consumers to choose and make purchases at Sahabat Tani Sintang Store. Thus, service quality becomes one of the important factors that significantly influences consumer purchase decisions. The results of this study are in line with research conducted by Listi et al (2024), which shows that service quality partially affects purchase decisions.

### **CONCLUSION**

This study shows that product quality, price, and service quality have a significant effect on consumer purchase decisions at Sahabat Tani Sintang Store, both simultaneously and partially. Partially, the three variables have a positive direction of influence, with regression coefficients of 0.167 (product quality), 0.303 (price), and 0.259 (service quality). The R value of 0.782 indicates a strong relationship, while the R<sup>2</sup> value of 0.611 indicates that 61.1% of the variation in purchase decisions can be explained by the three variables,

while the remaining 38.9% is influenced by other factors outside the model. The contribution of this study to the literature lies in emphasizing that purchasing behavior in agricultural input retail cannot be explained only by one aspect (for example price), but is formed from a combination of value assessment (price), benefit-function assessment (product quality), and service experience assessment (service quality). This finding places purchase decisions as an evaluative process influenced by trade-offs between expected benefits and costs incurred, as well as the quality of service interactions that accompany the purchase.

The practical implication is that store managers need to treat product quality, price, and service quality as an interrelated strategic package: product quality must be maintained so that consumers do not bear usage risk, price needs to be managed to remain competitive and perceived as fair, and service must ensure consumers obtain clear information and fast responses. From a policy perspective, these results provide a basis for strengthening agricultural input distribution practices at the local level through minimum service standards and transparency of price/product information, considering that consumers' purchase decisions rely on perceived value and benefit certainty. Further research is suggested to add other determinants not included in the model—such as product availability, promotion, location/accessibility, and trust—and to retest across different regional characteristics and agricultural store types so that findings become stronger externally without changing the main framework of the tested variable relationships.

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