Research.

**The effect of product quality, price and product availability
upon the purchasing decision to buy electricity cable
of kabel metal brand in the area of DKI Jakarta
(Case Study at PT. KMI Wire and Cable Tbk.)**

Supriyatno ^{1*} and S. Hartoyo ²

^{1*2} Mercubuana University, Jakarta, Indonesia
^{1*} yatnos1207@gmail.com, ² harthoyo.s@gmail.com

* Corresponding author

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Abstract. *This research aims to figure out the effect of Product Quality, Price and Stock Availability upon the Decision to Purchase Cable of Kabelmetal brand in DKI Jakarta. (Case Study at PT KMI Wire and Cable Tbk). Sampling technique of this research is sampling probability using Simple Random Sampling. This research has applied 100 respondents using quantitative descriptive approach and is located in DKI Jakarta. Therefore, data analysis has applied statistical analysis of multiple linear regression test. Data is processed by using SPSS Version 21. Result of analysis using SPSS version 21 indicates that only two of the three hypotheses have affected significantly. Result of the research has identified that Product Quality has affected significantly the Purchasing Decision which is $0.005 < 0.05$ and Price has affected the Purchasing Decision which is $0.000 < 0.05$. However, the hypothesis that has not affected the Purchasing decision is Product availability which value is $0.529 > 0.05$.*

Keywords: Product Quality, Price, Product Availability, Purchasing Decision.

INTRODUCTION

Along with business development recently, it has been providing business opportunity and challenge for the companies that are competing to supply customers requirement. A company should have been able to compete with other companies in order to survive and on the other word, the company should have to be fully aware of the customers requirement and to make them satisfied. Therefore, in the globalization era recently, there are so many producers coming up to sell the same type of the product.

In a house electricity installation, electricity cable is one of vital components having the function to transmit electricity power from PLN to electric tools in a house.

The following table is some price comparison of cable on the online market at tokopedia.com and bukalapak.com identifying reputable shops. Since there are so many cable size, so that, price identification has taken only common cable type which is NYM cable, size of $3 \times 2.5 \text{ mm}^2$, as follows:

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Resource : Sales & Marketing Data of PT KMI Wire & Cable Tbk, 2018

Figure 1.
NYM cable type size of 3 x 2.5 mm²

Table 1.
Price Comparison of NYM cable type size of 3 x 2.5 mm² / meter

No.	Brand	NYM 3 x 2.5 mm ² Cable	
		Tokopedia	Bukalapak
1	Voksel	10,700	10,500
2	Supreme	10,560	10,500
3	Kabelindo	10,650	10,800
4	Kabelmetal	10,900	10,800
5	Eterna	10,600	10,600
6	Jembo	10,260	10,350

Resource: www.tokopedia.com & www.bukalapak.com. 2018

The table above has shown that the cheapest cable is at Tokopedia which is Eterna of Rp 10.260 / m and the highest one is Kabelmetal of Rp 10.900 / m, it has explained that the customers of Tokopedia application have tended to choose Eterna instead of Kabelmetal which is the highest price. However, in Bukalapak application, it has shown the cheapest price is Jembo which is Rp 10.350 / m and the highest ones are Kabelindo and Kabelmetal having the same price of Rp 10.800 / m. it has explained that the customers of Bukalapak have tended to pick Jembo instead of Kabelmetal.

LITERATURE REVIEW

Product Quality

Referring to Alma (2011) quality is the superiority of related product. But according to the point of view of customers, they have had a specific different range with producers' point of view when they deliver real quality of the product. In general, product according to the producers is a product offered as the result to get the profit related to supply the customers request.

Referring to Kotler (2013) product quality is the capability of a product to show its function, it is covering durability, reliability, on time delivery, ease to operate and to repair the product as well as other attribution of the product.

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Price

Referring to Kotler, (2012) Price is a certain amount required upon a product or service, or, price is a certain amount of the value given by the customer to get the benefit of having or using the product or the service.

According to Tjiptono, (2017:289) price is a monetary unit or other measurement including product or other service) which has been exchanged with the product or service to be the owner or user of it.

Referring to Dharmmesta et al. (2012:147) in sales management, price is a certain amount of money (added with some products) required in order to have total of combination between product and the service.

Product Availability

Referring to Handoko (2011:333) inventory is a common term indicating all resources of an organization which are being kept to anticipate the requests fulfillment. Requisition of resources are coming from either internal or external and inventory has covered stock of raw materials, product in process, finished products, excipients or supporting agents and other components which is part of the outcome of marketing products.

Referring to Pranoto (2003:59) indicated that Inventory (stock) management is an activity covering planning, execution and supervision to determine materials required which is meeting the operation requirement to be ready on time and optimum inventory cost reduction.

Purchasing Decision

Referring to Sulistyari (2012:19) indicated that willingness to buy is defined as buyer probability to purchase the product.

According to Schiffman and Kanuk (2010) defined that willingness to buy is a kind of people attitude upon a product which is suitable to measure their attitude against type of product, service or a certain branded product.

Referring to Kotler & Keller (2014), willingness to buy is consumer behavior coming up as a response upon an object showing customer's intention to buy.

The Effect of product quality upon Purchasing Decision.

Referring to Alma (2011), quality is a superiority of the product. Quality according to consumer's perception is having particular scope which is different from producers' perception when they introduce the product with a real quality.

The Effect of price upon Purchasing Decision

Referring to Kotler, (2012), price is a certain amount to be paid for either a product or a service. Moreover, price is the value given by the customers to get profit of having or using either a product or a service.

The Effect of product availability upon Purchasing Decision.

Referring to Pranoto (2003:59) stated that inventory/stock management is an activity referring to planning, execution and supervision to decide materials to be required to meet operation requirements which is on time delivery and reduction cost of inventory as much as possible.

H₁ : Quality of the Product has affected Purchasing Decision.

Referring to Lilik Kurniawan (2017), stated that quality of the product has affected positively and significantly Purchasing Decision.

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Referring to Selvi Nurjana (2017) stated that quality of the product has affected positively and significantly Purchasing Decision.

Referring to Santoso (2018) stated that quality of the product has affected positively and significantly Purchasing Decision.

H₂ : Price has affected Purchasing Decision.

According to Erwan Mahmudi (2018) stated that price has affected positively and significantly Purchasing Decision.

According to Novita Tiurma (2017) stated that price has affected positively and significantly Purchasing Decision.

According to Ratna Dwi Piaran (2017) stated that price has affected positively and significantly Purchasing Decision.

H₃ : Product availability or stock has affected Purchasing Decision.

Referring to Andrie Purmiantono (2014) stated that product availability has affected positively and significantly Purchasing Decision.

Referring to Kanti Rahayu Utami (2013) stated that product availability/stock has affected positively and significantly Purchasing Decision.

According to Reza Manti Sawirudin (2016) stated that products stock has affected positively and significantly Purchasing Decision.

Figure 2.
Conceptual Design

RESEARCH METHOD

This research has applied conclusive research design which is data resources are primary data and data collection using questionnaires and documentation.

Research Design

This research has applied causal research (Sugiyono, 2016:93.) This research is considered the highest level comparing to descriptive and comparative one, since it can produce a theory which is enable to describe, predict and control a kind of symptom.

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Using this method is complying to the aims of the research which is to figure out the extent to which the effects of product, price and products availability have affected the Purchasing Decision to buy the electrical cable of Kabelmetal brand. In this research, the researcher has applied SPSS program version 21 for windows to process the data of questionnaires.

Location and Time of the Research

The location of the research had taken place the area at Jl. Raya Bekasi KM 23.1 West Cakung, East Jakarta. And the time of the research had started in November 2018 to December 2018.

Research Variables

This research has had three independent variables which is Quality of the product, Price and Product availability, and one dependent variable which is the Purchasing Decision.

Population and Sample of the Research

This research has applied non-probability sampling using census sampling technique. Non-probability sampling is a sampling technique which does not provide the same opportunity for each agent or population member chosen as the sample (Sugiyono, 2016:84) Census sampling is a sampling technique taken when all the population are being used as the samples (Sugiyono, 2016:85). Therefore, the writer has chosen census sampling technique because total of the population are relatively small.

However, research sampling size, according to Roscoe in the book of Research Methods for Business (Sugiyono, 2010:52) is as the following:

1. Acceptable samples size in a research is between 30 up to 500.
2. If the samples are divided into category (example: women-men, government worker-private worker, etc.) total of the sample should be at least 30 for each category.
3. If a research is doing analysis using multivariate (correlation or multiple regression), total of the samples should be at least 10 times of the variables being studied. Eq. variables of the research are 5 (independent + dependent), total of the samples = $10 \times 5 = 50$
4. For a simple experimental research that is using experiment group and controlled group, total of the samples should be between 10 up to 20 each.

Based on the theories above, the researcher has used 100 persons who are using electrical cable of Kabelmetal brand as total of the samples of this research.

ANALYSIS RESULT OF THE RESEARCH

Charateristics of Respondents Profile

Table 2.
Respondents characteristics based on gender, education, age,
monthly income, business unit.

Gender	Frequence	Percentage (%)
Man	53	53
Woman	47	47
Total	100	100
Education	Frequence	Percentage (%)
Senior High School/similar	26	26
Diploma (D3/D4)	27	27

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Bachelor degree (S1)	46	46
Magister (S2)	1	1
Total	100	100
Age	Total	Percentage
21-30 years old	11	11
31 – 40 years old	70	70
41-50 years old	17	17
≥ 51 years old	2	2
Total	100	100
Monthly income	Frequence	Percentage
2.5 - 5 millions	8	8
5 – 10 millions	30	30
10 – 15 millions	26	26
≥ 15 millions	36	36
Total	100	100
Business Unit	Frequence	Percentage
Reseller	16	16
Distributor	15	15
Retail	11	11
Shops	25	25
Contractors	33	33
Total	100	100

Resources: Output SPSS 21

Result of Descriptive Statistics Test

Table 3. Result of Descriptive Statistics Test

Variable	N	Mean	Std. Deviation
Quality of the product	100	3,493	0,594
Price	100	3,701	0,491
Product availability / stock	100	3,440	0,684
Purchasing Decision	100	3,793	0,484

Resource: Output SPSS 21

Based on the table 3 above, it has indicated:

1. Mean of counting from the distributors about Quality of the product is 3.493 explaining that in general the respondents agree with the statement mentioned on the questionnaires regarding Quality of the product.
2. Mean of counting from the distributors about Price is 3.701 explaining that in general the respondents agree with the statement mentioned on the questionnaires regarding Price variable.
3. Mean of counting from the distributors about Product availability is 3.440 explaining that in general the respondents agree with the statement mentioned on the questionnaires regarding Product availability / stock.

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Result of Validity Test upon variable of Quality of the product.

Table 4, Result of Validity Test upon variable of Quality of the product.

Statement	Pearson Correlation	Description
KU1	0,611	Valid
KU2	0,687	Valid
KU3	0,631	Valid
KU4	0,724	Valid
KU5	0,725	Valid
KU6	0,559	Valid
KU7	0,735	Valid
KU8	0,845	Valid
KU9	0,771	Valid
KU10	0,513	Valid
KU11	0,780	Valid
KU12	0,221	Valid

Resource: Output SPSS 21

Based on the Table 4 above, 12 statements of product quality variable are declared valid since the value of Pearson Correlation (r count) is bigger than variable r table which is (0.1966). Nevertheless all the items of the statement of Product quality variable are valid and can continue to perform the following test.

Result of Validity Test upon Price variable

Table 5 Result of Validity Test upon Price Variable

Statement	Pearson Correlation	Description
HG1	0,553	Valid
HG2	0,392	Valid
HG3	0,545	Valid
HG4	0,736	Valid
HG5	0,439	Valid
HG6	0,747	Valid
HG7	0,806	Valid

Resource: Output SPSS 21

Based on Table 5 above, 7 statements of Price variable determined valid since Pearson Correlation (r count) is bigger than r table (0.1966), therefore, all the items of Price variable are declared valid and can continue to perform the following test.

Result of Validity Test upon Product availability.

Table 6 Result of Validity Test upon Product availability

Statement	Pearson Correlation	Description
KE1	0,702	Valid
KE2	0,751	Valid
KE3	0,776	Valid
KE4	0,861	Valid
KE5	0,862	Valid

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Statement	Pearson Correlation	Description
KE6	0,766	Valid

Resource: Output SPSS 21

Based on Table 6 above, 6 statements of Product availability variable are declared valid, since its Pearson Correlation (r count) is bigger than r table (0.1966), therefore all the items of the statement regarding Product availability stated on the questionnaires are valid and can continue to perform further test.

Result of Validity Test of the Purchasing Decision.

Table 7 Result of Validity Test upon the Purchasing Decision.

Statement	Pearson Correlation	Description
KP1	0,423	Valid
KP2	0,688	Valid
KP3	0,396	Valid
KP4	0,484	Valid
KP5	0,722	Valid
KP6	0,571	Valid
KP7	0,734	Valid
KP8	0,516	Valid
KP9	0,742	Valid

Resource: Output SPSS 21

Based on Table 7 above, 9 statements of Purchasing Decision variable are valid since its Pearson Correlation (r count) is bigger than r table (0.1966), therefore all the items of the statement regarding the Purchasing Decision variable are valid and can continue to perform further test.

Result of Reliability Test

Table 8 Result of Reliability Test

Variable	Cronbach's Alpha	N of Items	Description
Quality of the Product	0,879	12	Reliable
Price	0,707	7	Reliable
Product Availability/Stock	0,876	6	Reliable
Purchasing Decision	0,771	9	Reliable

Resource: Output SPSS 21

Based on Table 8 above, variables of Product quality, product availability and the Purchasing Decision have indicated their Cronbach's Alpha is bigger than 0.60 explaining that all the variable of this research declared reliable. It has explained that the items of the statement being used has reached reliable data.

Result of Classical Assumption Test

1. Result of Normality Test

Normality test aims to test whether residual variable has distributed normally in the regression model. As indicated that t test had assumed that residual value had been following normal distribution.

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Test of Normality Test

Table 9 Result of Normality Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0,00000000
	Std. Deviation	0,31572984
Most Extreme Differences	Absolute	0,091
	Positive	0,091
	Negative	-0,041
Kolmogorov-Smirnov Z		0,909
Asymp. Sig. (2-tailed)		0,381

Resource: Output SPSS 21

Table 9 Result of Reliability test above is to figure out whether the Purchasing Decision has been distributed normally or not, it is indicated on its significance value (Asymp.Sig. 2-tailed). If its sig.value is more than 0.05, it has explained that data distribution is normal. Based on Table 8 above, it has indicated sig of 0.381 explaining that residual data of this research has been distributed normally.

2. Multicollinearity Test Result

Multicollinearity means that inter dependent variables within regression model are having perfect linear correlation or closely perfect correlation. Good regression model should not have had perfect correlation or closely perfect correlation among dependent variables.

Multicollinearity Test Result

Table 10. Result of Multicollinearity Testt

Independent Variables	Tolerance	VIF	Description
Quality of the Product	0,422	2,372	No Multicollinearity
Price	0,615	1,626	No Multicollinearity
Product Availability	0,412	2,429	No Multicollinearity

Resource: Output SPSS 21

Based on Table 10 above, it has indicated that the three independent variables in this research are indicating Tolerance value of more than 0.10 and VIF value less than 10. Nevertheless, multicollinearity has not happened among the independent variables in this research.

3. Heteroscedasticity Test Result

According to Wijaya mentioned in Sarjono and Julianita (2013:66) heteroscedasticity indicating that variable variants are not the same for all observation. If the variants of observation of residual from one observation to another observation is constant, it is indicating homocedasticity.

Heteroscedasticity Test Result

Table 11. Heteroscedasticity Test Result

Independent variable	Significance	Description
Quality of the product	0,682	No Heteroscedasticity
Price	0,873	No Heteroscedasticity
Stock of the product/availability	0,930	No Heteroscedasticity

Source: Output SPSS 21

Based on the Table 11 above, it has explained that using Spearman's rho correlation method showing that the three independent variables are having significance value (Sig. 2 Tailed) bigger than 0.05. Since its sig.value > 0.05 it has indicated that there is not any heteroscedasticity occurred.

Model Compliance Test Result

1. Result of Determinant Coefficient Test (R^2)

(R^2) Determinant Coefficient Test Result

Table 12 Result of Determinant Coefficient Result (R^2)

R Square	Adjusted R Square
0,576	0,563

Source: Output SPSS 21

Based on Table 12 above, Adjusted R Square (R^2) is 0.563 = 56.3 %, indicating that the effect of Quality of the product, Price and Product availability upon the Purchasing Decision is 56.3 % and the remaining of 43.7% is affected by other variables which are not mentioned on this research such as; location, brand image, service, etc.

2. ANOVA F Test Result

Result of ANOVA F Test

Table 13. Result of Anova F Test

F count	Significance
43,500	0,000

Source: Output SPSS 21

Based on Table 13 of Result of ANOVA F test, F_{count} is 43.500 and sig.value of 0.000. F_{table} is indicated on the statistics table at sig.level of 0.05 and df 1(total variables – 1) = 3, and df 2(n-k-1) or 100 – 3 – 1 = 96, and F table of 2.70. This result has shown the regression model applied in this research has been complying with and is applicable to perform multiple linear regression analysis and hypotheses test (t test).

Result of Multiple Linear Regression Analysis Test.

Multiple Linear Regression Analysis is applied to test simultaneous effects of some independent variables upon a dependent variable which is interval scale (Sarjono and Julianita, 2013:91).

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Table 14. Result of Test Analysis of Multiple Linear Regression.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	0,972	0,253		3,845	0,000
Quality of the product	0,241	0,083	0,295	2,884	0,005
Price	0,492	0,084	0,499	5,892	0,000
Product availability	0,046	0,073	0,065	0,632	0,529

Source: Output SPSS 21

Based on the table 14 above, it has determined multiple linear regression equation as the following:

$$KP = 0,972 + 0,241 KP1 + 0,492 HG + 0,046 KP2$$

1. Constant of +0.972 indicating that if the value of quality of the product, price and product availability variables is happened, then, the value of Purchasing Decision (KP) will be +0.972.
2. Regression coefficient of product quality variable (KP1) of +0.241 has been indicating that affective commitment has made positive effect upon the Purchasing Decision (KP). It means that the better the quality of the product will increase the Purchasing Decision.
3. Regression coefficient of price variable (HG) of +0.492 has been indicating that it has affected positively the Purchasing Decision. It means that the better the price will increase the Purchasing Decision.
4. Regression coefficient of product availability variable (KP2) of +0.046 has indicated that product availability has affected positively the Purchasing Decision (KP). It has explained that the better the product availability will increase the Purchasing Decision.

Result of Hypotheses Test

As a matter of fact the Statistics test of t has indicated the extent to which the effect of one independent variable individually can describe dependent variable (Ghozali, 2013:98)

Result of Hypotheses Test

Table 15. Result of Hypotheses Test

Independent variables	t count	Significance
Quality of the Product	2,884	0,005
Price	5,892	0,000
Product Availability	0,632	0,529

Source: Output SPSS 21

Based on the table 15 above, it has indicated that:

1. Result of Hypothesis of quality of the product variable which is t count of 2.884 is bigger than t table of 1.984 (2.884 > 1.984), and sig.value of 0.005 less than 0.05 (0.005 < 0.05) has explained that quality of the product has affected significantly the Purchasing Decision. Nevertheless, Hypothesis 1 describing "Quality of the Product has affected positively and significantly the Purchasing Decision" is accepted.
2. Result of hypothesis of price variable which is t count of 5.892 is bigger than t table of 1.984 (5.892 > 1.984) and its sig.value of 0.000 is less than 0.05 (0.000 < 0.05) has been explaining that price has affected significantly the Purchasing Decision.

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Nevertheless, Hypothesis 2 describing “Price has affected positively and significantly the Purchasing Decision” is accepted.

3. Result of hypothesis of Product availability variable which is t count value of 0.632 is less than t table of 1.984 ($0.632 < 1.984$), and its sig.value of 0.529 is bigger than 0.05 ($0.529 > 0.05$) has explained that the product availability has not affected the Purchasing Decision. Nevertheless, Hypothesis 3 describing “Product availability has affected positively and significantly the Purchasing Decision” is rejected.

Description of Result of the Research

In order to clarify the result which is obtained based on the result of multiple linear regression analysis and hypotheses test, the following subject has described each effect of independent variables which is Quality of the product, Price and Product availability.

The Effect of Quality of the Product Upon the Purchasing Decision.

The result of this research has shown that quality of product has affected positively and significantly the Purchasing Decision to Buy the electricity cable of Kabelmetal brand. This result is getting along with the previous researches done by:

1. Lilik Kurniawan (2017) declared that quality of the product had affected positively and significantly the Purchasing Decision.
2. Selvi Nurjana (2017) determined that quality of the product had affected positively and significantly the Purchasing Decision.
3. Santoso (2018) indicated that quality of the product had affected significantly the Purchasing Decision.

The Effect of Price upon the Purchasing Decision.

Result of this research has indicated that price has affected positively and significantly the Purchasing Decision to buy the electricity cable of Kabelmetal brand. This research has been getting along with the previous researches done by:

1. Erwan Mahmudi (2018) declared that price had affected positively and significantly the Purchasing Decision.
2. Novita Tiurma (2017) indicated that price had affected positively and significantly the Purchasing Decision.
3. Ratna Dwi Piaran (2017) described that Price had affected positively and significantly the Purchasing Decision.

The Effect of Quality of the Product upon the Purchasing Decision

Result of this research has indicated that Product availability has not affected the Purchasing Decision to buy the electricity cable of Kabelmetal brand. This research is not getting along with the previous researches done by:

1. Andrie Purmianto (2014) mentioned that the Product availability had affected positively and significantly the Purchasing Decision.
2. Kanti Rahayu Utami (2013) described that product availability has affected positively and significantly the Purchasing Decision.
3. Reza Manti Sawirudin (2016) indicated that product availability had affected positively and significantly the Purchasing Decision.

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CONCLUSION AND SUGGESTION

Conclusion

Referring to the result and description above, the conclusion are as the following:

1. Quality of the Product has affected positively and significantly the Purchasing Decision to buy the electricity cable of Kabelmetal brand. It means that the better the quality of the product of electricity cable of Kabelmetal brand is, the Purchasing Decision to buy the electricity cable of Kabelmetal brand will increase.
2. Price has positively and significantly affected the Purchasing Decision to buy the electricity cable of Kabelmetal brand. It means that the better the price of electricity cable of Kabelmetal brand is, the Purchasing Decision to buy the electricity cable of Kabelmetal brand will increase.
3. Product availability has not affected the Purchasing Decision to buy the electricity cable of Kabelmetal brand. It means that the better the condition of product availability of Kabelmetal brand is, the Purchasing Decision to buy the electricity cable of Kabelmetal brand will not increase.

Suggestion

Based on result of the research, the following suggestions are offered:

1. For the company

Since there are so many competitors, PT KMI Wire and Cable Tbk are expected to improve quality of the product by improving quality test such as raw materials test before performing production process, after production process, so that, the product produced will be able to transfer the electricity power properly.

PT KMI Wire and Cable Tbk, are expected to be able to design the system of pricing which is in compliance with the product benefits and people's purchasing power. The price offered should be affordable for the consumers, so that it will make the consumers pay attention on it and at the end the consumers will decide to buy the product.

2. For next researchers.

Next researcher can expand the research by considering using other variables which are not described on this research, such as, location, promotion, quality of service, brand image, etc. So that, it is expected to get different result of the research. And they could select the respondents correspond to the topic of the research. Therefore, the questions of the statements on the research can be more accurate.

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