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The Influence of Product Quality and Raw Material Supply as Attractive Purchasing Decisions (Case Study of Chicken Yasmine, Brebes Regency)

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ABSTRACT

The large number of products in circulation results in the need for various considerations for the public in making purchase decisions. This study aims to determine and analyze the influence of product quality, raw material inventory, and product quality and raw material inventory as the attractiveness of Chicken Yasmine purchasing decisions in Brebes Regency. Sampling technique using the questionnaire method with a total of 80 respondents. The data used is in the form of primary data obtained from Chicken Yasmin consumers. This study used a multiple linear regression analysis method with the SPSS program. The results showed that product quality had a positive and significant effect on purchasing decisions seen from t count 3.025 > t table 1.99085, raw material inventory had a positive and significant effect on purchasing decisions seen also from t count 2.297 t > t table 1.99085, and simultaneously product quality and raw material inventory had a positive and significant effect on purchasing decisions seen from F count 36.266 > F table 3.11. Of all the results both partially and simultaneously have a significant value smaller than 0.05 or 0.000 < 0.05.

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Abstract

The large number of products circulating resulted in the need for various considerations for the community in making purchasing decisions. This study aims to determine and analyze the influence of product quality, raw material inventory, and product quality and raw material inventory as an attractiveness in purchasing decisions for Yasmine Chicken in Brebes Regency. Sampling technique with a questionnaire method with a total of 80 respondents. The data used is primary data obtained from Chicken Yasmin consumers. This study uses multiple linear regression analysis with the SPSS program. The results showed that product quality had a positive and significant effect on purchasing decisions as seen from t count 3.025 > t table 1.99085, raw material inventory has a positive and significant effect on purchasing decisions also seen from t count 2.297 > t table 1.99085, and simultaneously product quality and raw material inventory have a positive and significant effect on purchasing decisions seen from F count 36,266 > F table 3.11. Based on all research results, both partially and simultaneously have a significant value less than 0.05 or 0.000 <0.05.
Keywords: product quality, raw material inventory, purchasing decisions.

1. INTRODUCTION

Micro small business enterprises earn profits if the sales results are greater than the price spent on the production process, a production process that can run well and smoothly is something that is expected by all business enterprises because good and bad implementation of the production process will affect the quality of the product to be produced . The more technology and human civilization develop, the way they think as consumers buy products not only to meet their needs. However, they have started to use considerations about the quality of the products they buy as well

as considerations about price. In addition, to meet market demand with quality products and competitive prices, this is what is expected to stop competition.

This competition encourages every business actor to create excellence. A business that is able to compete and survive is a company that can provide quality products so that companies are required to continue to make improvements to the quality of their products, as well as being able to create and retain customers. Quality itself has a close relationship with the satisfaction felt by consumers. Quality plays an important role in motivating consumers or potential customers to use and make purchases of these products. Good quality and raw materials will also provide good output quality. The success of a company in processing these raw materials depends on the company's efforts to search for and carefully select the raw materials to be used in the production process. With the better quality of raw materials, it will reduce the occurrence of production errors and re-production processes.

Raw materials are one of several factors of production without raw materials the production process will not run smoothly. In addition, the company cannot meet the demands of customers for the goods produced and cannot meet production targets according to what has been planned. To get good quality raw materials, testing or testing of raw materials is carried out, so that raw materials that meet the criteria can be identified. set by Chicken Yasmine, Brebes Regency, if the quality of the raw materials is in accordance with the standards set, it is expected that there will be a good quality product. The availability of raw materials is the most important part in the production process to become materials that are ready for sale. All of this requires supervision and control in the process and sales so that the business can produce according to a predetermined plan. The most important element for a micro business enterprise to be able to plan and control production costs is raw materials, so that in accordance with the objectives, the quality and supply of raw materials is carried out for the right production process. One that affects the supply of raw materials is the raw material supplier itself.

In increasing consumer purchasing decisions, in addition to the supply of raw materials, there are also elements that are no less important for increasing consumer purchasing decisions, namely quality, with good product quality it will be the main attraction for increasing consumer purchases of these products. The Yasmine Chicken business was founded in 2018 which is one of the chicken businesses in Losari, Central Java. Chicken Yasmine provides various kinds of creations from chicken raw materials, offering the specialty of fried chicken and other chicken. However, Chicken Yasmine has similar competitors, namely Geprek Chicken and Rocket Chicken Restaurant. Apart from that, Chicken Yasmine's products have not been around for a long time, causing consumers to buy in small quantities, plus there are many competing products or similar products that have a more affordable selling price than Chicken Yasmin. However, in the last few months Chicken Yasmine has experienced an increase in purchasing decisions. Sales volume in recent months has increased. Based on this explanation, sales volume has increased in 5 months. These things are related to sales volume, namely purchasing decisions that researchers suspect are influenced by product quality and raw material supplies. Based on the background that has been presented, the authors are interested in giving the title of this study, namely "The Influence of Product Quality and Raw Material Supplies as Attractive Purchasing Decisions (Case Study of Chicken Yasmine Business, Brebes Regency)".

Product quality

Quality is the suitability of product use (*fitness for use*) to meet customer needs and satisfaction. The suitability for use is based on the following five main characteristics: technology, namely strength or durability; psychological, namely the image of taste or status; time, namely reliability; contractual, namely the existence of a guarantee; and ethics, namely courtesy, friendliness and honesty.

According to Garvin, a product is a dynamic condition related to products, people or labor, processes, and the environment that meets or exceeds customer or consumer expectations. Meanwhile, Feigenbaum explained that product quality is closely related to market, money, management, man, motivation, materials, and machine and mechanization. Product quality is the customer's assessment of the advantages or features of a product or service as a whole. Positive consumer perceptions of the product quality of a food will have an impact on consumer choices in

purchasing decisions, the indicators used to measure product quality in this study are taste, texture, aroma, taste, physical appearance of food and portions, product quality is the understanding that the product is offered by the seller has more selling value that is not owned by competing products. The expert opinion explained that the quality of a product is not only determined by the constituent components of the product concerned, but also influenced by external factors such as market conditions, financial situation, and management performance in marketing a product which shapes market perceptions of the quality of the product offered.

The six dimensions of product quality in his managing quality book are as follows:

a. Performance or performance (performance)
   Related to the performance or performance of the main functional aspects (principal) of a product or service, for example, the main performance of a mobile phone is being able to receive and make calls with a clear voice, clean and healthy food in restaurants, acceleration and the speed of the vehicle, the ability to cool and freeze water (ice cubes) in the refrigenator.
b. Reliability
   Reliability reliability related to the ability of a product to continue to function within a certain period of time and conditions. A product that is declared to have low reliability can be seen from how often the product cannot function properly within a certain period of time.
c. conformance
   Conformance conformance, related to the extent to which the product or service conforms to the established specifications. For example, is the food cooked by the restaurant chef according to the customer's order?
d. Ability or ability (serviceability)
   Serviceability or serviceability, related to the ease of getting service, speed of service, and accuracy and competence in responding to and resolving consumer complaints.
e. Aesthetics
   Aesthetics aesthetics, related to the appeal of the five senses to a product. For example, beautiful to look at, smooth finish, taste, smell, and so on.
f. Perceived quality
   The perceived quality is related to the feelings and experiences of consumers in using certain products and brands. This dimension is classified as subjective, because it relates to the product reputation that has been built by a particular brand or company.

Raw Material Inventory

Inventory is the main merchandise in a trading company. Inventories are included in the company's current assets which play an important role in generating company profits. In general, the term inventory is used to indicate goods held for resale or used to produce goods to be sold. Inventories are goods stored for use or sale in the future. Every company that carries out production activities will require an inventory of raw materials with the availability of raw material supplies, so it is hoped that a company can carry out the production process according to consumer needs or requests. Apart from that, with an adequate supply of raw materials available in the warehouse, it is also hoped that it can expedite the company's production activities and can avoid raw material shortages.

Factors that affect the supply of raw materials are caused by sources of raw materials, transportation, weather and climate storage and raw material prices. In general, the factors that affect the failure to achieve the procurement of raw material supplies are caused by several factors, namely the source of raw materials that are in great demand, the environment and the weather. Inventory has several important functions that add to the flexibility and operation of a company, including: to provide stock to meet anticipated demand, balance production with distribution, gain profits and quantity discounts, because buying in large quantities there is usually a discount, hedging against inflation and price changes, avoiding stock shortages that can occur due to weather, supply shortages, quality, delivery inaccuracies, and maintaining continuity of operations by way of inventory in process. For a trading company, what is meant by inventory is all traded goods which until the balance sheet date are still in warehouses or have not yet been sold. for manufacturing

companies (which produce goods) the inventory on hand includes raw goods inventory, work-in-process inventory, and finished goods inventory.

Inventory management (inventory control) is an activity related to planning, implementing and supervising the determination of material requirements so that operational needs can be met on time and supplies can be optimally suppressed. Inventory control is a very important managerial function, because the physical inventory of many companies involves the largest rupiah investment in current assets. If a company invests too much in inventory, it results in excess holding costs, and may have an opportunity cost (funds can be invested in more profitable investments). Likewise, if the company does not have sufficient inventory, it can result in costs from material shortages.

Raw materials are all raw materials including all materials used in manufacturing companies, except for materials that are physically combined with the products produced by these manufacturing companies. Raw materials are one of the most active elements of a company which are continuously procured, modified and resold. Factors that affect the amount of inventory are: a) estimates of the use of raw materials, raw material prices, and inventory costs. Raw material inventory indicators: economic order quantity, raw material purchases, ordering, storage, raw materials based on needs, re-checking raw material inventories.

Buying decision

Purchasing decision is a consumer's decision to buy a product after previously thinking about whether or not it is appropriate to buy the product by considering the information that he knows reliably about the product after he has witnessed it. Purchasing decisions are thoughts where individuals evaluate various options and decide on a choice of a product from many choices. Purchasing decision is the stage in the buyer's decision-making process where the consumer actually buys. The purchase decision is defined as a choice of two or more alternative choices. Purchasing decision is a process in which the consumer recognizes the problem, seeks information about a particular product or brand and evaluates each alternative well to solve the problem, which then leads to a purchase decision. From this understanding, it can be concluded that purchasing decisions are a decision-making process that begins with the introduction of a problem, then evaluates it and decides on the product that best suits your needs.

Factors that influence customer purchasing decisions are the emotional bonds that exist between customers and producers after customers use products and services from companies and find that these products or services provide added value. The value dimension consists of: a) emotional value, utility derived from feelings or affective or positive emotions arising from consuming the product, b) social value, utility derived from the product's ability to enhance consumers' social self-concept, and c) functional value is the value obtained from product attributes that provide functional utility to consumers. This value is directly related to the functions provided by the product or service to consumers.

Five stages in making a buying decision. An overview of the purchasing decision process, as follows: a) need recognition: is the first stage of the buyer's decision process, where the consumer is aware of a problem or need; b) information search is the stage of the buyer's decision process where consumers want to find more information; consumers may only increase attention or actively search for information, c) alternative valuation: is the stage of the buyer's decision process where consumers use information to evaluate alternative brands in a group of choices; d) purchase decision It is the buyer's decision about which brand is most preferred, but two factors can exist between purchase intention and purchase decision; e) post-purchase behavior: is the stage of the buyer's decision process in which consumers take further action after purchase, based on their satisfaction or dissatisfaction.

Indicators in determining purchasing decisions, namely:

a. Stability in a product
   When making a purchase, the consumer chooses one of several alternatives. Existing choices are based on quality, quality and other factors that provide stability for consumers to buy the products needed. Good product quality will build consumer enthusiasm so that it supports consumer satisfaction.
b. Habits in buying products

Habit is the repetition of something continuously in purchasing the same product. When consumers have made a purchase decision and they feel the product has stuck in their minds, the benefits of the product have been felt. Consumers will feel uncomfortable if they buy other products.

c. Speed in buying a product
Consumers often make decisions using simple choice rules (heuristics). Heuristics is a process that is carried out by someone in making a decision quickly, using a general guideline in only part of the information.

2. RESEARCH METHODS

Quantitative research method is the research method used in this research. Quantitative research method is an analysis that emphasizes the discussion of data and research subjects by presenting data systematically in the form of numbers and does not conclude the results of the study. Data analysis techniques in this study used instrument tests which included validity and reliability tests, classic assumption tests which included normality tests, multicollinearity tests, and heteroscedasticity tests, hypothesis tests which included t tests and F tests and correlation tests of determination. There are 3 variables in this study, namely the independent variable with product quality as (X1) and raw material inventory (X2), and the dependent variable as purchasing decisions (Y). The following is a picture of the conceptual framework model of this research.

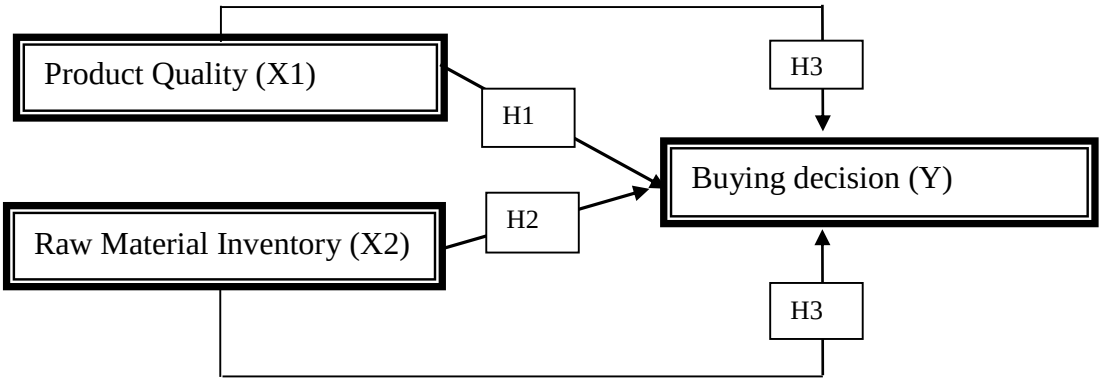

Figure 2. Thinking Framework

Population and Sample

This research was conducted or took place at the Yasmine Chicken Business, Brebes Regency. The time for this research was carried out starting from February 2021 until it was completed. The type of research used in this study is a casual associative research type using a quantitative approach. Casual research is research that aims to determine the effect of two or more variables . This study describes the relationship of influencing and being influenced by the variables studied using a quantitative approach because the data to be used to analyze the relationship between variables is expressed by numbers or a numerical scale . Population is a generalization area consisting of objects or subjects that have certain quantities and characteristics that are applied by researchers to be studied and then conclusions drawn. The population in this study only took consumer data for 2021 from January to May, totaling 400 people. The sample is part of the number and characteristics possessed by the population. In this study, the researcher used the Slovin formula because in sampling the number must be representative so that the results of the research can be generalized and the calculation does not require a table of the number of samples but can be done using simple formulas and calculations. The Slovin formula for determining samples with a tolerable error rate of inaccuracy due to sampling errors is still tolerable, namely 10% = 0.1. The total population in this study was 400 people, so the percentage of allowance used was 10% and the results of the calculations could be rounded up to achieve suitability, so a sample of 80 respondents was obtained. The type of data used in this study uses primary data with data collection techniques using a questionnaire consisting of multiple choices. Each item provides 5 (five) answer choices or a score

which is commonly called a Likert scale and respondents can choose from these 5 (five) answer choices. The following is a table of Likert scale scores and data collection instruments in this study.

Table 1. Research Variable Indicators

No	Indicator	Rating Score (+)	Rating Score (-)
1	Strongly agree	5	1
2	Agree	4	2
3	Simply Agree	3	3
4	Don't agree	2	4
5	Strongly Disagree	1	5

Source: From various references

Table 2. Research Instruments

Variable	Definition	Indicator
Product Quality (X_1) David Garvin in Fandy Tjiptono (2016),	Product quality is the characteristic of a product in its ability to meet predetermined needs and has latent properties.	a. Product taste b. Product freshness c. Product characteristics d. Conformity of product presentation e. Product consistency f. Ease of presentation g. The attractiveness of the product aroma h. Impression of product quality
Raw Material Inventory (X2) Sofyan Atsauri (2004)	Inventory control is one of the activities of a sequence of activities that are closely linked to each other in the entire production process of the company in accordance with what has been planned beforehand, both in terms of time, quantity, quality and cost.	a. Receipt of raw materials b. Storage of received raw materials c. Quantity d. Price e. The amount of raw materials available f. Standard of inventory
Decision Purchase (Y) Kotler and Armstrong (2014),	Purchasing decisions are thoughts where individuals evaluate various options and decide on a choice of a product from many choices. The purchase decision is the stage in the buyer's decision-making process where the consumer actually buys.	a. Stability in a product b. The quality obtained from the purchase decision c. Consumer Satisfaction d. Give recommendations to others e. Make repeat purchases

3. RESULTS AND DISCUSSION

a. Validity and Reliability Test

The following are the results of testing the validity and reliability for each indicator for each research variable.

Product Quality Validity and Reliability Test Results (X_1)

Question Items	R count	R table	Information
X1.1	0.671	0.312	Valid
X1.2	0.727	0.312	Valid
X1.3	0.548	0.312	Valid
X1.4	0.727	0.312	Valid
X1.5	0.435	0.312	Valid
X1.6	0.566	0.312	Valid
X1.7	0.701	0.312	Valid

X1.8	0.722	0.312	Valid
X1.9	0.708	0.312	Valid
X1.10	0.715	0.312	Valid
X1.11	0.710	0.312	Valid
X1.12	0.726	0.312	Valid
X1.13	0.626	0.312	Valid
X1.14	0.714	0.312	Valid

Source: SPSS Output Results

Based on table 3 it appears that the value of r is calculated > r table, meaning that all statements for the Product Quality variable (X_1) are valid, so it can be concluded that all statements for the Product Quality variable (X_1) are valid to be used in the data analysis process.

Table 4. Instrument Validity Test of Raw Material Inventory Variables (X2)

Question Items	R count	R table	Information
X2.1	0.687	0.312	Valid
X2.2	0.591	0.312	Valid
X2.3	0.700	0.312	Valid
X2.4	0.705	0.312	Valid
X2.5	0.503	0.312	Valid
X2.6	0.700	0.312	Valid
X2.7	0.711	0.312	Valid
X2.8	0.448	0.312	Valid
X2.9	0.570	0.312	Valid
X2.10	0.477	0.312	Valid
X2.11	0.321	0.312	Valid
X2.12	0.529	0.312	Valid

Source: *SPSS Output Results*

Based on table 4. it appears that the value of r is calculated > r table, meaning that all statements for the Raw Material Inventory variable (X 2) are valid, so it can be concluded that all statements for the Raw Material Inventory variable (X 2) are valid to be used in the data analysis process.

Table 5. Purchasing Decision Variable Instrument Validity Test (Y)

Question Items	R count	R table	Information
Y1	0.856	0.312	Valid
Y2	0811	0.312	Valid
Y3	0.798	0.312	Valid
Y4	0.743	0.312	Valid
Y5	0.645	0.312	Valid
Y6	0.663	0.312	Valid

Source: *SPSS Output Results*

Based on table 5. it appears that the value of r is calculated > r table, meaning that all statements for the Purchase Decision variable (Y) are valid, it can be concluded that all statements for the Purchase Decision variable (Y) are valid to be used in the data analysis process.

The reliability test aims to determine whether the questionnaire that has been made is reliable or not. To find out if an instrument is reliable, it can be tested using the *Cronbach Alpha formula (α*). The instrument can be said to be reliable and can be processed at a later stage if the *Cronbach Alpha value (α*) > 0.6, if the measuring instrument has *a Cronbach Alpha (α*) < 0.6 then

the measuring instrument is not reliable. The results of calculating the reliability of the instrument using the *SPSS program* are obtained:

Table 6. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.898	14
.816	12
.849	6

Source: *SPSS Output Results*

Based on table 3.5 it appears that the value of *Chronbach's Alpha* > 0.6 or 0.898 > 0.6 means that the Product Quality Variable (X_1) is Reliable, the value of *Chronbach's Alpha* > 0.6, or 0.816 > 0.6 means the Raw Material Supply Variable (X_2) is Reliable, and *Chronbach's Alpha value* > 0.6 or 0.849 > 0.6 means that the Purchase Decision Variable (Y) is Reliable.

b. Assumption Test Classic

Normality test _

The data normality test aims to determine whether the data used in the study is normally distributed. Good data used in research is normally distributed data. It can be seen from the PP Plot image as follows:

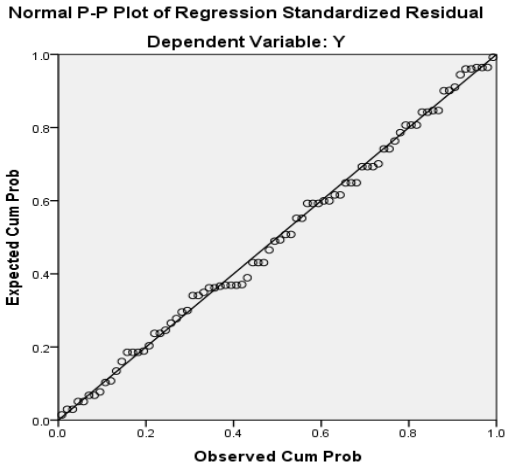

Figure 2. PP Plot Diagram for Normality Test Results

Based on the picture above it can be seen that the data spreads around the diagonal line and follows the direction of the diagonal line, this indicates that the data is normally distributed.

Normality test

This is also based on the Kolmogorov-Smirnov statistical test . The results of data analysis are as follows:

Table 7. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		80
Normal Parameters [a,b]	Means	.0000000
	std. Deviation	1.97758196
Most Extreme Differences	absolute	056
	Positive	056
	Negative	-.039

Test Statistics	056
asymp. Sig. (2-tailed)	.200 [c,d]
a. Test distribution is Normal.	

Source: SPSS Output Results

From table 7. above it can be seen that the value of the Kolmogrov-Smirov table is 0.200 > 0.05. This means that the data is normally distributed. The assumption of normality in this analysis is fulfilled.

Multicollinearity Test

The following are the results of the multicollinearity test in this study, which can be seen in the table below:

Table 4. Multicollinearity Test Results

Coefficients [a]							
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
Model	B	std. Error	Betas			tolerance	VIF
1 (Constant)	3,951	1955		2021	047		
X1	.115	.050	.264	2,297	024	.507	1971
X2	.275	.065	.486	4,229	.000	.507	1971
a. Dependent Variable: Purchase Decision							

Source: From processed data

From the calculation results in the table of multicollinearity test results, the independent variables show that the value of the VIF table for product quality and raw material supply variables has a value of 1.971, where the value is <10, and the *tolerance value* is 0.507 where 0.507 > 0, 1. Thus it can be concluded that the regression model does not have multicollinearity, meaning that there are independent variables that are mutually tolerant.

Heteroscedasticity Test

Following are the results of the heteroscedasticity test in this study which can be seen in the graphic plot image below :

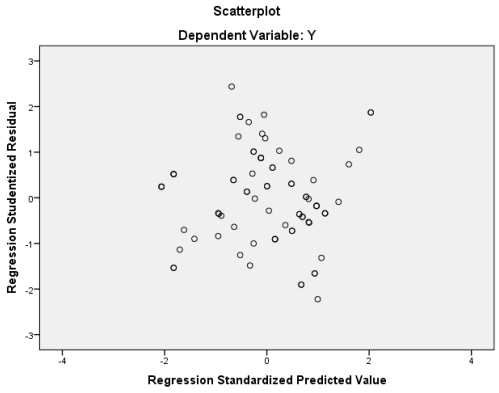

Figure 3. Diagram of the results of the bag heteroscedasticity test

Judging from the results of the heteroscedasticity test with the scatterplot graph, it can be seen that the points spread randomly and are spread both above and below the number 0 on the Y axis. Thus it is stated that this regression model does not show symptoms of heteroscedasticity .

c. Hypothesis Test

Hypothesis testing is done by t test and F test to predict the magnitude of the relationship between independent variables (independent) namely product quality (X_1), raw material inventory (X_2), with the dependent variable, namely the purchase decision (Y).

t test

Following are the results of the t test in the study which can be seen in the table below:

Table 5 . Multiple Regression Analysis Test Results (t test)

Coefficients [a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	3,951	1955		2021	047
	Product Quality	.115	.050	.264	2,297	024
	Raw Material Inventory	.275	.065	.486	4,229	.000
a. Dependent Variable: Purchase Decision						

Source: From processed data

Based on the t-test results table above, it can be seen that the significance value of the product quality variable is 0.0 24 < 0.05, then there is a significant influence on the purchasing decision variable and the significance value of the raw material inventory variable is 0.000 > 0.05, then there is a significant influence on the purchasing decision variable.
Based on the t test results table above, it can be seen that:

a. First Hypothesis Testing (H_1)
   Based on the t test results table above, it can be seen that the significant value of the product quality variable on purchasing decisions of 0.000 <0.05, so it can be concluded that H1 is accepted, which means there is an influence on product quality variables significantly to the dependent variable purchase decision ..
b. Second Hypothesis Testing (H_2)
   Based on the t-test results table above, it can be seen that the significant value of the raw material inventory variable on purchasing decisions is 0.000 <0.05, so it can be concluded that H2 is accepted, which means that there is a significant influence of the raw material inventory variable on the dependent variable on purchasing decisions.
c. Testing the third hypothesis (H_3)
   Based on the table of F test results above, it can be seen that the significant value is 0.000 <0.05, so it can be concluded that H3 is accepted, which means that there is a significant influence of product quality and raw material supply variables on the dependent variable of purchasing decisions.

Multiple Regression Test

Multiple regression tests are used to analyze the effect of several independent variables on the dependent variable. The variables to be tested are product quality (X_1), raw material inventory (X_2), and purchasing decisions (Y). To make it easier to test, the researcher presents these data in tabular form as follows:

Table 6 . Multiple Regression Analysis Test Results

Coefficients [a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	3,951	1955		2021	047
	Product Quality	.115	.050	.264	2,297	024

	Raw Material Inventory	.275	.065	.486	4,229	.000
a. Dependent Variable: Business Income						

Source: Processed data

Based on the results of the analysis above, it is obtained a regression model of the influence between product quality (X_1), raw material inventory (X_2), with the dependent variable, namely the purchase decision (Y).

as follows :

Y = a + b1x1 + b2x2

$Y = 3.951 + 0.115X_1 + 0.275X_2$

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

a. The constant value (a) has a positive value of 3.951. The positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable. This shows that if all the independent variables which include product quality (X1), raw material inventory is 0 percent or does not change, then the value of the purchase decision is 3.951.
b. The regression coefficient value for the product quality variable (X1) is 0.115. This value indicates a positive (unidirectional) effect between product quality and purchasing decisions. This means that if the product quality variable increases by 1%, then the purchase decision variable will decrease by 0.038. Assuming that other variables remain constant.
c. The regression coefficient value for the raw material inventory variable (X2) is 0.275. This value indicates a positive (unidirectional) effect between raw material inventory variables and purchasing decisions. This means that if the raw material inventory variable increases by 1%, then on the other hand the purchasing decision variable will decrease by 0.038. Assuming that other variables remain constant.

Following are the results of the F test in the study which can be seen below:

Table 7 . Multiple Regression Analysis Test Results (F test)

ANOVA [a]						
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	553,587	2	276,794	36,266	,000 [b]
	residual	122,331	80	1,748		
	Total	675,918	78			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Product Quality, Raw Material Inventory						

Source: From processed data

Based on the results of the simultaneous test above, the sig values for the product quality and raw material inventory variables are significant 0.008 , _ It means more low from 0.05. Mark F count 36.266 more big from markF table (36,266 > 3.25) then H0 is rejected thus the third hypothesis states the second variable free simultaneously influential significant to variable bound proven.

Determination Correlation Test

The following are the results of the correlation correlation test in the study which can be seen in the table below below

Table 8 . Determination Correlation Test

Summary models				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,905 [a]	,819	,814	1.322

a. Predictors: (Constant), Product Quality and Raw Material Inventory

Source: From processed data

Based on the determination correlation test table above, it can be seen that the R square value is 81.90%, it can be concluded that the independent variables of product quality and raw material supply affect the dependent variable in purchasing decisions, the remaining 19.10% is influenced by other variables not examined in this study. this research.

4. CONCLUSION

Based on the results of the discussion, it can be concluded that: there is a significant effect of the product quality variable on the purchasing decision variable with a significance value in the t test of 0.000 which means <0.05, there is a significant influence of the raw material inventory variable on the purchasing decision variable with a value the significance in the t test is 0.000 which means < 0.05, there are two independent variables that significantly influence the dependent variable product quality and raw material supply with a significance value in the F test of 0.00 0 which means <0.05. Based on the results of the study showed that the quality of the product and the high quality of production can improve people's purchasing decisions l. Likewise, an adequate supply of raw materials can increase people's purchasing decisions. Furthermore, in further research it can identify other variables that can influence the purchase decision such as price, competitors, service quality and so on.

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