



## Determination of Price and Service Quality on Purchasing Decisions in the Jurnal Ilmu Multidisiplin

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**Abstract:** This research discusses determination of price and service quality on purchasing decisions in the jurnal ilmu multidisiplin. Where the price in a journal is reasonable and can be found in a journal. The quality of service in journals includes the responsiveness of journal managers, journal admins so that the review process. This research uses quantitative methods, with a population of 90 authors and a sample of 40 authors who have published their articles in multidisciplinary science journals. The sampling method uses simple random sampling and processes primary data using SPSS version 27. The measurement scale uses a likert scale of one to five. The tests carried out are t-test, f-test and coefficient of determination test. The results of this study are: 1) Price affects the Purchasing Decision in the Journal of Multidisciplinary Science partially; 2) Service Quality affects Purchasing Decisions in Multidisciplinary Science Journals partially; and 3) Price and Quality of Service affect purchasing decisions in multidisciplinary science journals simultaneously.

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

### INTRODUCTION

Scientific article journals are places where researchers and academics publish their findings or the results of their research. In the journal itself there are systems and processes that must be run by the journal. Starting from the review process, the editing process, to the process of publishing scientific articles. Because of the large series that journals have to do to publish scientific articles, many journals charge a fee for processing articles that have been submitted by the author. These costs are used for various purposes of journal development, indexation and other journal purposes. In scientific journals, the more indices the journal has and is recognized by the Ministry of Education and Culture, the higher the price to be given from process to publication. Index in a journal is also needed for promotion to the rank of functional position of a lecturer. The multidisciplinary science journal itself is a journal with a multidisciplinary scope, so it can be used as a reference for the publication of articles in all scientific fields. The existence of publication journals is very necessary in supporting research

and development carried out by researchers or academics, so that the results can be accounted for and used for the common good. The research is relevant to Indonesia's vision and mission in towards a golden Indonesia in 2045. To realize a golden Indonesia in 2045, a lot of research and development is needed in various fields. Research and development is intended to make Indonesia go further and on par with other developed countries, which in terms of research and development have gone far. One of the ways that is done is to increase research for the common good.

Based on the background of the problem above, the problem formulation is determined as follows:

1. Does price affect the purchase decision in jurnal ilmu multidisiplin?
2. Does service quality affect purchasing decisions in jurnal ilmu multidisiplin?
3. Do prices and purchasing decisions affect purchasing decisions in jurnal ilmu multidisiplin?

## **LITERATURE REVIEW**

### **Purchase Decisions**

Purchasing power is an integration process used in combining knowledge to evaluate alternative behaviors and choose one of them (Prayetno & Ali, 2020). Purchasing Decisions are what influence a person to buy a product and be willing to spend some of the money (Ridwan, Mulyani, & Ali, 2020a). Purchasing decision is the stage of a buyer in making his choice and making a purchase and the products he has purchased will soon consume it (Hairiyah & Ali, 2017). Purchasing decisions are something that can be influenced by financial economics, technology, politics and promotion (Thanh Nguyen, Ali, & Agung Hudaya, 2019). So that it will create an attitude to consumers in processing every information and drawing conclusions in the form of responses that arise to the product to be purchased (Al Hafizi & Ali, 2021). Indicators of purchasing flexibility include: 1) Interest; 2) Attention; and 3) Intend (Sivaram, Hudaya, & Ali, 2019).

### **Price**

Price is an amount of money charged to consumers for a product or service offered by the seller (Sulistiorini & Ali, 2017). Price is the amount of value that consumers must pay in order to own or benefit from the services and products they sell (Hernikasari, Ali, & Hadita, 2022). Price is the amount of money that must be paid by customers for products or services that consumers want to buy (Sutiksno, S. D. U., Rufaidah, P., Ali, H., & Souisa, 2017). The price is the amount of money paid for the service, and the amount of value that consumers exchange in order to benefit from having or using the products and services offered (Adnan, Kurnaendar, Ahman, Disman, & Yuniarsih, 2022). Price is a part that sticks to each product and reflects as much as the quality of the product (Hadi, Mulyani, Ridwan, Irzon, & Andini, 2020).

Price becomes an amount of money that must be spent by buyers or consumers as an exchange rate for the benefits they have obtained in the form of products or services provided by producers or sellers (Ismail, Sova, & Limakrisna, 2022). The purpose of pricing is to obtain profit, maintain market share and reduce competition (Kristianto, Sawitri, & Achmad Harianto, 2022). Price indicators include: 1) Affordability; 2) Suitability of price to quality of service; and 3) Suitability of price to benefits (Fauzi & Ali, 2021).

### **Service Quality**

Service quality is the desired level of excellence and control over the existing advantages in meeting consumer expectations (Okta Pradita & Arifin Sitio, 2020). Service quality is something that is upheld by consumers and is judged by how sellers or organizations provide the best service to consumers or buyers (Subaebasni, Rinawati, & Anoesyirwan Moeins, 2019).

With good service to consumers, they can judge and decide to stay or turn to other sellers or producers who provide better service quality (Sari, Mulyani, & Jaya, 2019). Service quality is an important basis in serving consumers directly. Service quality is closely related to customer satisfaction later (Ridwan, Mulyani, & Ali, 2020b).

The quality of service will provide an invitation to customers in establishing a profitable relationship in the long term with the company (Athar, Sutanto, & Kusmayadi, 2020). Service quality is an advantage in the form of service that is desired and expected by consumers. Service quality indicators include: 1) Security; 2) Access; and 3) Communication (Ricardo, 2021).

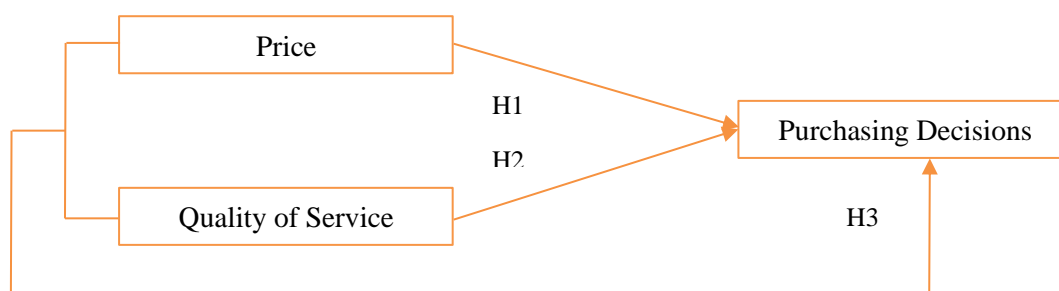
**Previous Research**

**Table 1. Previous Research**

No	Author (year)	Results of Previous Research	Similarities with this study	Differences with the study
1	(Khaira, Saputra, & Syarief, 2022)	Price Perception and Service Quality influence Purchasing Decisions in Yard Corner Cafes	Discussing Service Quality and Purchasing Decisions	There are differences in the locus of the study, namely in the Courtyard Corner Café
2	(Fauzi & Ali, 2021)	Product quality and price affect purchases and purchasing decisions for Samsung smartphone consumers in Jakarta City	Discuss pricing and purchasing decisions	There are differences in the object and locus of research
3	(Ali, Narulita, & Nurmahdi, 2018)	Service quality, brand image and promotion influence purchasing decisions at MCU Eka Hospital	Discuss service quality and purchasing decisions	There is a difference in locus, namely at MCU Eka Hospital
4	(Wydyanto & Rafqi Ilhamalimy, 2021)	Service quality and product quality affect purchasing decisions and customer satisfaction	Discusses service quality and purchasing decisions	There are differences in the variables of consumer satisfaction and product quality
5	(Hashim & Ali, 2022)	Cashback promotion and electronic service quality affect consumer satisfaction at OVO Digital Money in Jakarta	Discussing the quality of service	There are differences in the object of study, namely in OVO Digital Money
6	(Setyadi, Ali, & Imaroh, 2017)	Service quality and customer satisfaction affect brand image	Discussing service quality	There are differences in the variables of consumer satisfaction and brand image

**Conceptual Framework**

Based on the background and literature review above, the researcher determines the conceptual framework as follows:



**Picture 1. Conceptual Framework**

Based on the conceptual framework above, price and quality of service influence purchasing decisions. In addition to the two exogen variables that influence purchasing decisions, there are other factors that influence purchasing decisions in the jurnal ilmu multidisiplin, namely:

- 1) Product Design: (Mahaputra & Saputra, 2021), (Ali, Narulita, et al., 2018), (Sivaram et al., 2019), (Ariella, 2018).
- 2) Product Quality: (Wydyanto & Rafqi Ilhamalimy,2021), (Hermawan, 2021), (Ricardo, 2021).
- 3) Promo: (Safitri,2022), (Munawar & Mahaputra,2022), (Fathurahman & Sihite,2022), (Hashim & Ali, 2022).

**Research Hypothesis**

1. H1 = Price has a significant effect on the Purchase Decision partially.
2. H2 = Quality of service has a significant effect on purchasing decisions partially.
3. H3 = Price and Quality of Service have a significant effect on purchasing decisions simultaneously.

**RESEARCH**

This research uses quantitative methods, with a population of 90 authors and a sample of 40 authors who have published their articles in multidisciplinary science journals. The sampling method uses simple random sampling and processes primary data using SPSS version 27. The measurement scale uses a likert scale of one to five. The tests carried out are t-test, f-test and coefficient of determination test. Primary data is obtained from a google form questionnaire that is distributed to authors who have published in the jurnal ilmu multidisiplin. The primary data is then inputted into Microsoft Excel and used to perform data analysis. The data obtained have been tested for validity and reliability, and are declared valid and reliable. Questions asked to the author about the price and quality of service in the jurnal ilmu multidisiplin (Ali, H., & Limakrisna, 2013).

**RESULT AND DISCUSSION**

**Result**

**T-Test**

**Table 2. Coefficients**

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	14,302	3,594		3,979	<.001
PRICE	,216	,106	,256	2.041	,048
SERVICE. QUALITY	,433	,093	,586	4,681	<.001

The t-test uses a significant value of alpha ( $\alpha$ ) = 5%. The measurement results based on the output of SPSS version 27, obtained t-table values =  $(0.05/2) = 0.025$  and  $df = n-k-1 = (n-2-1) = (40-2-1)$ , so the t-table result is 2.021. The result of the t-count > t-table (2,041 > 2,021) and the alpha significance value ( $\alpha$ ) is 0.048 (<) 0.05. So Price has a significant effect on the Purchase Decision partially. The result of the t-count > t-table (4,681 > 2,021) and the alpha significance value ( $\alpha$ ) is 0.001 (<) 0.05. So the quality of service affects the purchasing decision partially.

**F-Test**

**Table 3. Anova**

Type	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	125,262	2	62,631	13,384	<.001 <sup>b</sup>
Residual	173,138	37	4,679		
Total	298.400	39			

a. Dependent Variable: PURCHASE. DECISION

b. Predictors: (Constant), SERVICE. QUALITY, PRICE

If the significant value < 0.05, the independent variable has a significant effect on the dependent variable. Based on the results of the table above, significance values were obtained by  $0.001 < 0.05$ . So independent variables have a significant effect on dependent variables simultaneously. This means that price and quality of service affect purchasing decisions simultaneously (H3 is accepted). Based on the output of SPSS 27 above, an F value of 13,384 > 10.00 was obtained. So price and quality of service affect purchasing decisions simultaneously.

**Coefficient of Determination**

**Table 4. Model Summary**

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,648 <sup>a</sup>	,420	,388	2.163

a. Predictors: (Constant), SERVICE. QUALITY, PRICE

Based on the model summary table above, an r-square value of 0.420 or (42%) was obtained. This shows the percentage of influence of independent variables, namely price and quality of service on dependent variables, namely purchasing decisions of 42%. This means that  $1 - 0.420 = 0.580$  or 58% is influenced by other variables that were not studied in this study.

**Discussion**

Based on the results of the test above and the literature review, the researcher discussed the influence between variables as follows:

**1. The Effect of Price on Purchasing Decisions in the jurnal ilmu multidisiplin.**

Price has a positive and significant effect on purchasing decisions, so what publishers of jurnal ilmu multidisiplin must do are: 1) Affordability: meaning that the publisher needs to pay attention to the price that will be given to the author when he wants to publish in a jurnal ilmu multidisiplin; 2) The suitability of prices with the quality of services: with the prices provided, jurnal ilmu multidisiplin must provide quality for their services in the form of service or communication; and 3) Suitability of price to benefit: meaning that with the price given, the author benefits for example by indexing journals on copernicus, garuda and google scholar (Khaira et al., 2022). If jurnal ilmu multidisiplin are able to provide affordability, price conformity with service quality and price suitability with benefits, it will have an impact on: 1) Interest: where every journal visitor or author will be interested in publishing in multidisciplinary science journals because of the affordability of the price provided; 2) Attention: make jurnal ilmu multidisiplin reference in publishing and can be done more than once; and 3) Intention: meaning that consumers who were previously only interested in looking

through the weight of journals, are now beginning to intend or want to send research for publication in jurnal ilmu multidisiplin (Fauzi & Ali, 2021).

The result of the  $t\text{-count} > t\text{-table}$  ( $2,041 > 2,021$ ) and the alpha significance value ( $\alpha$ ) is 0.048 ( $<$ ) 0.05. So price has a significant effect on purchasing decisions partially. Where price is one of the conditions contained in jurnal ilmu multidisiplin. When the author wants to publish his research in the journal, the author needs to pay a processing fee of the amount that has been set (**H1 accepted**).

## **2. The Effect of Service Quality on Purchasing Decisions in the jurnal ilmu multidisiplin.**

The quality of service has a positive and significant effect on buyers' decisions, so what must be done by jurnal ilmu multidisiplin is: 1) Security: which provides a sense of security that can be in the form of protection of personal data in the form of passwords; 2) Access: where jurnal ilmu multidisiplin need to provide easy access to search engines and ease of use of the website (user interface); and 3) Communication: meaning that the exchange of information between the journal and the prospective author will have an impact on the purchase decision. The sooner the journal responds to questions asked by prospective authors, the problem will be resolved quickly and can decide on a purchase quickly (Setyadi et al., 2017). If the jurnal ilmu multidisiplin is able to implement security, ease of access and communication, it will affect purchasing decisions which include: 1) Interest: meaning that prospective authors will be interested in submitting the results of their research to jurnal ilmu multidisiplin; 2) Attention: means that the author will be interested in publishing in jurnal ilmu multidisiplin; and 3) Intention: where the prospective author will plan to publish in the journal and make a reference for future publications (Ali, Evi, & Nurmahdi, 2018).

The result of the  $t\text{-count} > t\text{-table}$  ( $4,681 > 2,021$ ) and the alpha significance value ( $\alpha$ ) is 0.001 ( $<$ ) 0.05. So the quality of service affects the purchasing decision partially. Where the quality of service is the main concern in a business or service company. When the author gets good service, the author will be quick to decide his choice in the journal (**H2 accepted**).

## **3. The Effect of Price and Service Quality on Purchasing Decisions in the jurnal ilmu multidisiplin.**

Price and quality of service have a positive and significant effect on purchasing decisions, so what jurnal ilmu multidisiplin must do is: 1) Provide competitive prices: where jurnal ilmu multidisiplin as much as possible provide competitive prices for processing; 2) Responsive: where every author who needs more information regarding the publication process, the jurnal ilmu multidisiplin must be quick to respond to any questions that arise; and 3) Informative: meaning that all information needed for the publication process must be listed on the journal website, so that prospective authors can get good information. If jurnal ilmu multidisiplin can apply competitive, responsive and informative prices, it will affect purchasing decisions which include: 1) Interest: where the author will be interested in publishing in jurnal ilmu multidisiplin; 2) The author makes a submission: where the author will decide his choice to submit to the publication system that has been provided in the journal; and 3) Author loyalty: where with good price and quality of service, there will be a sense of loyalty to the author and will republish the journal (Setyadi et al., 2017).

The result of the  $t\text{-count} > f\text{-table}$  ( $13,384 > 10,00$ ) with an alpha significance value ( $\alpha$ ) of  $0.001 < 0.05$ . So price and quality of service have a significant effect on purchasing decisions simultaneously. This means that with competitive prices and good service quality will have a big influence in making authors decide to buy in jurnal ilmu multidisiplin (**H3 accepted**).



## CONCLUSION

Based on the literature review and discussion above, the researcher determined the following conclusions:

1. Price affects purchasing decisions, meaning that with affordability, the suitability of price with the quality of service and suitability for benefits will affect the purchase decision. The cheaper and higher the quality of the journal, the author will be quick in deciding on a purchase. And vice versa, if a journal offers an expensive price and does not match its quality and benefits, the author will be reluctant to decide on a purchase in a journal.
2. Service Quality affects purchasing decisions, meaning that with good service, especially communicative, informative and responsive, the author will be quick in deciding on purchases or publications in multidisciplinary science journals.
3. Price and quality of service affect purchasing decisions, meaning that price and quality of service become an inseparable unity in service services. Competitive prices and good service will increase trust in potential consumers so that it is easy to decide on a purchase.

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