Strategy Analysis of Product Selling Prices and Product Quality on Purchase Decisions and Its Impact on Wuling Confero LMPV's Customer Loyalty in Jabodetabek

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Abstract: This research has purpose to deep dive the impact caused by product selling price strategy as well as product quality on purchase decisions and its effectiveness towards consumer loyalty. The population used in this study were all Wuling Confero LMPV users in Jabodetabek with total sample of 190 respondents. Quantitative methods has been used as the research design. The techniques which applied for collecting data is by the use of survey methods through questionnaires. And it proceed with assists of PLS-SEM analysis method. Its results show that: 1) Selling price and product quality have significantly positive impact on purchase decisions and consumer loyalty 2) purchase decisions have significantly positive effect on consumer loyalty 3) purchase decisions play an important role in mediating the effectiveness of Selling price and product quality on consumer loyalty.

Keywords: Price, Product Quality, Purchase Decision, Customer Loyalty

INTRODUCTION

This days, the competition that happen in automotive world is not only competition in terms of price but it has developed into an overall competition of the entire marketing mix, where companies are take on each others to stick the brand image of product as deep as possible into the minds of consumers (Ibrahim, 2014). Indonesia as one of the most potential markets with a large population as well as the largest number of vehicle users in the world, has attracted the automotive industry players to put Indonesia as their main target market.

Quoted from data which released from the Central Statistics Agency (BPS), the number of vehicles in Indonesia during 2014 has amounted to 114,209,260 units, while in 2015 it was high up into 121,394,185 units. In 2016 it increased until 129,281,079 units, while it decreased to 111,571.239 units in 2017. However, the car sales condition during the pandemic only reached 600,000 units, which far behind from the initial estimate of 1,050,000 units (Dahwilani, 2020).

Wuling Motors is a vehicle brand from China that produces two car brands in Indonesia, namely Wuling Confero S and Wuling Cortez. Based on data from the Association of

Indonesian Automotive Industries (Gaikindo) in 2018, Wuling's sales always increase every month. This is inseparable from the role of Wuling Cortez which focuses on the medium MPV segment and Wuling Confero on the LMPV segment, so it can compete against the Toyota Kijang Innova, Toyota Avanza, Mitsubishi Xpander, Daihatsu Xenia, Suzuki Ertiga, Honda Mobilio, Honda BR-V and Nissan Grand Livina (Amanda & Nurseto, 2018).

Referring to the data from Gaikindo, in July 2017 Wuling was placed in 11th position through the wholesales of 5,050 units or 0.5% from market share and began to develop in the following year which was advanced in 9th position with sales (wholesales) of 17,002 units or 1,5% from market share. In 2019, Wuling remained at 9th position with sales (wholesale) of 22,343 units or 2.2 percent from market share. However, at the beginning year of Covid-19 pandemic in 2020, Wuling has experienced massive decline in sales (wholesales) of 6,581 units or 1.2 percent market share and fell to 10th position. But In 2021, Wuling's improved its conditions which had an impact to their sales that began increased and penetrate sales (wholesales) of 10,973 units or 2.8% from market share (Gaikindo in Pratiwi & Harahap, 2022).

The emergence of wuling sales, especially Wuling Confero, cannot be separated from the pricing strategy which set by Wuling Motors. Ferdian & Rasyid (2021) defined through their latest report that the sales of Wuling Confero have doubled, even reaching 40% increase from the sales target. Nanda as the Digital Executive of Wuling Motors said that these increase was occurred due to an OTR (On The Road) promo price which subsidy by tens millions rupiah in an effort to anticipate the relaxation of 0 percent PPnBM (Ferdian & Rasyid, 2021). In addition, there is a video showing the dented condition of Xenia and Wuling Cortez where there is no visible damage after the collision in Surabaya which has led to higher trust from consumers in the quality of products which offered by Wuling Motors (Jemadu, 2022).

These facts are strengthened by the results of pre-survey research which conducted by the author to 21 respondents whereas from 95.24% of respondents agreed that Wuling Confero pricing strategy was suitable for Wuling Motors, so it can be interpreted that pricing strategy is one of factors that suspected to have impact on consumer's decisions to purchase and certainly their loyalty to Wuling Confero. In addition, 88.89% of respondents also agreed if the quality of Wuling Confero products offered by Wuling Motors is superb, Thus it can be concluded that product quality is one of factors that is thought to have an influence on consumer's decision to purchase as well as their loyalty to Wuling Confero product in Jabodetabek.

Furthermore, previous research from Nurrohman (2018) found that price has significantly positive influence on consumer purchase decisions. Nurrohman (2018), and Herdian et al. (2018) also defined that product quality has significantly positive influence on consumer purchase decisions. Yusuf et al. (2019) found that product quality has an impact on boosting the loyalty of consumer. Meanwhile, Nanda & Indriyani (2018) declared that price had no impact on consumer purchasing decisions. Yusuf et al. (2019) explained that if the selling price had no correlation with consumer loyalty. While Wantara & Tambrin (2019) argues that product quality which had no influence on consumer loyalty.

According to the phenomenon and those previous studies which still have the gap in its results that lead to conduct another research relates to similar theme. Through this research, the authors intend to examine further relates to the effectiveness of selling price and product quality in affecting the decisions to purchase of Consumer as well as its impact on consumer loyalty. The role of purchasing decisions as a mediating variable still has not been found by many other researchers, so that correlation would be a novelty of this research and it is highly expected to increase the loyalty of consumer towards Wuling Confero product in Jabodetabek.

LITERATURE REVIEW
Consumer Loyalty

Consumer loyalty quoted from Priansa (2017) is define as customer's long-term commitment in the form of behavior that is stick to a product or service or company and will be consumed/used continuously. Customer loyalty could be seen as the strength ties between individual relative attitudes and repeat returns, so companies need to focus on the value of products, services and even better if its could be exceed the performance of products/services itself in order to encourage customers to continue repurchases to its products (Prasetyo & Ariawan, 2021). Furthermore, Kotler & Keller (2016), argues that this loyalty of consumer can be measured by their willingness to repurchase the existing products of the company's brand, and have a tendency to resist towards negative comments which arise regarding the company as well as their willingness to give their recommendation about certain products they buy to others.

Decision to Purchase

Purchase decisions are behaviors which shown by decision-making in buying and using goods and services (Tusyanah et al., 2018). Purchasing decisions are refers to a kind of decision which studies why customers buy a particular brand (Shah et al., 2012). Salem (2018) defines that purchase decisions as a thought process that lead consumers to identify needs, generate options and choose certain products/brands. Furthermore, Kotler & Armstrong (2021) stated that the purchase decisions as decision-making process which consists of five stages, namely first one is the need of recognition, second is information search, the third is an alternative evaluation, the fourth is the purchase decision and the fifth is after-purchase behavior.

Product Quality

Quality is a dynamic condition that affecting products, services, people, processes and the environment that should be match or exceed expectations (Tjiptono, 2015). Quality provides a special formula for customers to establish long-term mutually benefit ties with companies (Gunawan & Prasetyo, 2020; Prasetyo et al., 2021; Situmorang et al., 2020). Product quality is the totality and characteristics of a product or service that depend on its ability to satisfy or implied needs (Wiharso et al., 2022). Kotler & Keller (2016) define the product quality as the ability of a product to perform its functions and this capabilities which includes durability, reliability and accuracy produced by the product as a whole. Meanwhile, based on Kotler & Armstrong (2021) product quality is seen as the capacity of a product to perform its functions, which cope of several aspects such as reliability, durability, accuracy, ease of operation and product repair, not to forget to mention other valuable attributes. Furthermore, Lupiyoadi & Hamdani (2011) stated that to assess the quality of product, companies need to consider product performance, its variety, reliability, product suitability, product durability, serviceability, product aesthetics, and perceived product quality.

Price

Price is refers to measurement tool for customers in determine the decisions of purchase when consumers confuse in assessing the quality of a product that has high complexity offered by the company (Nanda & Indriyani, 2018). Price is a component which directly impact to company profits. Meanwhile, from a consumer's point of view, price is often use as indicator of value which associated with the perceived benefits of an item or service. Value in other word can be defined as comparison between the benefits obtained from a product and price paid (Rohaeni, 2016). Price is an element of the marketing mix which naturally flexible whereas it can change at any time based on time and place. As from company's view, the

price is seen as Major key due to its important role in determined company's profits through price fixing. Price has two main roles in purchase decision-making process, namely the role of allocation and the role of information (Tjiptono, 2015). Moreover, Tjiptono (2015) also describe the price dimension which include price affordability, price compatibility to product quality, price competitiveness and price compatibility to its benefits.

Theoretical Framework

According to theories explanations above and those phenomena occurred as well as some gaps from previous research, the authors has designed 7 (seven) hypothesis which were described through this theoretical framework and would be tested in this study to reveals the connection between research variables.
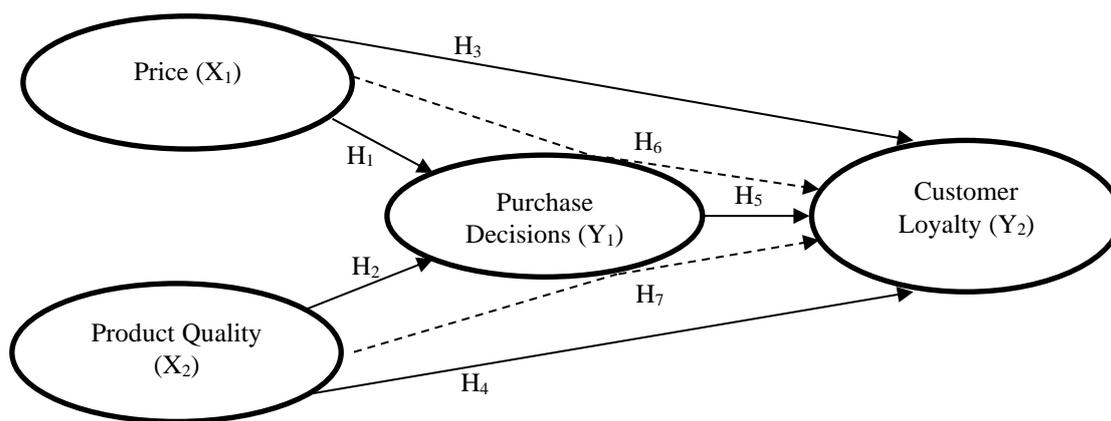
Figure 1. Explains Theoretical Framework

RESEARCH METHODS

The design that used in this research is causality analysis (cause and effect) through quantitative as approach. The unit of analysis in this study is Wuling Confero users which located in Jabodetabek who purchase products from 2017 to 2022. Independent variables of this study are price and product quality. While The dependent variable, which is those variable which affected by the independent variable is consumer loyalty. As for mediating variable is variable which stand and connected the independent and dependent variables, so the independent variable do not directly affect the change or emergence of dependent variable, namely purchase decision. The population used are those Wuling Confero users in the Greater Jakarta area With sampling techniques based on theory of Hair et al. (2018), therefore it was obtained 190 samples which passed from calculation data through 38 indicators multiplied by 5. The data collection technique in this study used questionnaire with the use of Likert scale of 5, which later the data would be analyzed by the assist of PLS-SEM through outer model and inner model tests to prove the research hypothesis.

FINDINGS AND DISCUSSION
Findings

Based on the distribution of questionnaires, the majority of Wuling Confero LMPV consumers in Jabodetabek are male (84.21%), aged between 31 to 40 years (56.84%), have jobs as private employees (51.58%) and have been using Wuling Confero LMPV between 1 to 2 years (49.47%). This indicates that the majority of Wuling Confero LMPV users in Jabodetabek are men who are in productive age and have a high mobility.

Elicited from the validity test results through convergent validity, it was found that all research indicators had loading factor value of more than 0.7, so it could be said that to be valid (Hair et al., 2018). Then, based on reliability test results, it was found that all research

variables had Cronbach's alpha value are more than 0.6 with composite reliability value of more than 0.7 so it could be declared as reliable (Hair et al., 2018).

Table 1. Explains the Summary of Outer Model Test Results

Variable	Loading Factor	Cronbach's Alpha	Composite Reliability
Price	0.714-0.863	0.918	0.934
Product Quality	0.720-0.826	0.958	0.962
Purchase Decisions	0.739-0.869	0.920	0.935
Consumer Loyalty	0.787-0.866	0.907	0.929

Based on the results of R-Square test, it is proven that purchase decisions and consumer loyalty have adjusted R-Square values of 0.843 and 0.826, respectively. This indicates that both purchase decisions and consumer loyalty are hugely affected by independent variables with massive impact of 84.3% and 82.6%.

Table 2. Summary of R-Square Test Results

Dependent Variable	R Square	R Square Adjusted
Purchase Decisions	0.845	0.843
Consumer Loyalty	0.829	0.826

Meanwhile, the GoF test results has scored of the value of 0.734 which indicates that the mixing performance from the measurement model and structural model could be said as good due to its value which more than 0.36 (Ghozali, 2014). Then, from the calculation results, the predictive relevance value in this study is 0.973, which higher than 0 by means as good because it is close to 1 (Ghozali, 2014).

The results from hypothesis test indicates that price and product quality have positive and significant impact on purchase decisions as well as the loyalty of customer, purchase decisions have significantly positive affect on consumer loyalty and purchase decisions play such a strategic role in mediating the effect of price and product quality on consumer loyalty. This proven by the overall test which shows p-value which smaller than 0.05 with t-statistic that larger than t-table (1.97).

Tabel 3. Ringkasan Hasil Uji Hipotesis Menggunakan Bootstrapping

Relationship	Original Sample	Sample Mean	Std. Deviation	T-Statistics	P-Values	Information
Direct Impact						
Price -> Purchase Decisions	0.275	0.267	0.081	3.382	0.001	Supported
Product Quality -> Purchase Decisions	0.677	0.686	0.068	9.895	0.000	Supported
Price -> Consumer Loyalty	0.238	0.232	0.093	2.545	0.011	Supported
Product Quality -> Consumer Loyalty	0.376	0.387	0.120	3.142	0.002	Supported
Purchase Decisions -> Consumer Loyalty	0.339	0.334	0.087	3.889	0.000	Supported
Indirect Impact						
Price -> Purchase Decisions -> Consumer Loyalty	0.093	0.091	0.041	2.279	0.023	Supported
Product Quality -> Purchase Decisions -> Consumer Loyalty	0.230	0.227	0.058	3.981	0.000	Supported

Lastly, quoted from the inter-dimensional correlation matrix test, it was revealed that the affordability dimension on the price variable has the highest correlation with the decision dimension on the purchase decision variable which equal to 0.761 with a strong ties level. The feature dimension on product quality variable has the highest correlation with the

decision dimension on the purchase decision variable, which equal to 0.809 in categorized as very strong ties level. The dimension of competitiveness on the price variable has the greatest connection with the referrals dimension of customer loyalty variable which equal to 0.743 and catagorized as strong correlation level. The dimension of service ability of the product quality variable has the highest correlation with the retention dimension of customer loyalty variable which equal to 0.758 and categorized as strong correlation level. The decision dimension of purchase decision variable has the highest bond to the retention dimension on the customer loyalty variable which then equal to 0.802 with deepest correlation level.

Discussion

Build up from the test results, it is describes that price has positive and significant impact on purchase decisions. Meaning that the high and low prices offered highly affect the decisions of consumer in buying Wuling Confero. This results is in line with the research by Herdian et al. (2018) and Prayitno (2019) who argues that price perceived by consumers will influence their decisions to buy, so companies need to set prices that are competitive so they could compete with other competitors. Price is thought to be useful in measuring purchase decisions when consumers have difficulty to assessing the quality of a product which have a high complexity offered by the company (Nanda & Indriyani, 2018). Price is a components that has a direct influence to company profits. Quoted from the consumer's point of view, price is often used as standard indicator of value when price is associated with the perceived benefits of an item or service. Price is the amount of money charged for a product/service, or the amount of value exchanged by consumers for the benefits of owning or using the product. Setting a price too low can cause the company lose huge sum of money, a conversely setting price that is too high can cause the product have a bad result in sales in fork of the decrease in sales, therefore pricing should be adjust to the intended target consumer (Nurrohman, 2018).

Based on test results, it proven that product quality has significantly positive influence on the decisions to purchase. Meaning the higher the quality of the products offered will increase the consumer's decision to buy Wuling Confero. This results are in line with the research from Astaki & Purnami (2019), Maghfiroh (2019), Nurrohman (2018), Prayitno (2019), and Yoo et al. (2015) who revealed that product quality has positive and significant affect on purchase decisions. Quoted from Kotler & Armstrong (2018) who argues that product quality is the ability of a product to perform its functions including durability, ease of use, and repair as well as other valuable attributes. Furthermore, Kotler & Keller (2016) also suggested that this product quality as the whole characteristics and distinctive of a product or service in its ability to satisfy /implied needs. Good or bad quality of a product usually determined the consumer's decision to purchase or not. If the quality is good then the consumer will decide to buy, and vice versa if the product quality is worse then the consumer will not buy. Septiani et al. (2022) stated that a product is anything that can be offered to the market to get attention, be purchased, used, or consumed which can fulfill need or satisfy, companies need to consider the quality aspect offered because it will have an impact to their decision to use or buy the product.

Manifested from the test results, it is known that price has significantly positive influence on consumer loyalty. This means that the high and low prices offered highly affect to the loyalty of Wuling Confero consumers. This results is confirmed by the research of Rosmina et al. (2021) who revealed that customer perceptions of price will have an impact to increasing their loyalty. For a company, price plays an important role, this because the company generates profits through price fixing. Daryanto (2013) defines that price is the amount of money billed for a product or the amount of value exchanged by consumers for the benefits of owning or using a product. As for each company has a different policy in setting prices which adjusted to the goals that need to be achieved by a company regarding market

placement. If the company has made its choice on a target market with a certain market placement, it will lead to affect the consumer loyalty. Wantara & Tambrin (2019) revealed that setting price based on consumers expectation will causing satisfaction of consumer which lead them to loyalty to the products offered. This can be explored as management strategy to increase consumer loyalty.

Elicited from the test results, it can be viewed that product quality has significantly positive influence on consumer loyalty. Meaning that the higher the quality of the products offered will increase the loyalty of Wuling Confero consumers. The results of this research is supported by the research of Yusuf et al. (2019) who found that product quality has significantly positive impact on consumer loyalty. Yusuf et al. (2019) in his research has stated that aspects of product quality that meet consumer expectations or even exceed consumer expectations are the key and major reason why consumers to be loyal. Yusuf et al. (2019)) also added that product quality is an important component in designing marketing strategies, so consumers will get their satisfaction and certainly affect to their loyalty. Product quality is the totality and characteristics of a product or service that bear on its capacity to satisfy or implied needs. Products are core of marketing activities, products are the company's result that can be sold to consumers in order to achieve company goals (Nanda & Indriyani, 2018). Improving quality can be achieved by implementing procedures which create better product work or function for long term (Wijaya, 2018). With the maximum quality offered in one product, it will have an impact on consumer loyalty.

Based on test results, it is viewed that purchase decisions have significantly positive influence on consumer loyalty. By means that the higher the decision to purchase which shown by the consumer, the higher the consumer's loyalty to Wuling Confero. These results are confirm the research by Dewa & Yahya (2018), and Raharjo (2013) who found that purchase decisions have positive and significant affect on consumer loyalty. This revealed is also in line with the research by Sulistiani (2017), Tjahjaningsih & Yuliani (2009), and Zainuddin (2011) who discovered that customer loyalty can be built through purchase decisions. The decisions to purchase itself could be refers to behaviors shown by decision-making units in purchasing, through goods and services (Tusyanah et al., 2018). Purchase decisions is also considered as decisions why customers buy a particular brand (Shah et al., 2012). Purchase decision, today is the focal point of the company. Most large companies do research on consumer buying decisions in great detail to answer questions about what, where and how and reasons behind their actions towards products.

According to the test results, it is known that purchase decisions play strategic role in influencing prices on consumer loyalty. By means that purchase decisions have an important role in influencing Wuling Confero purchase decisions. The results of this research were also confirm the research by Dewa & Yahya (2018), Komarudin (2019), and Raharjo (2013) who found that price has positive and significant effect on consumer loyalty, both directly and indirectly. Through these findings, companies are required to highlight the price as main factor set by the company, therefore it can improve the interest of consumer in their purchase decisions which will have an impact to consumer loyalty itself.

In accordance with the test results, it can be viewed that the decisions to purchase plays an important role in influencing product quality on consumer loyalty. This finding has common with other research results by Komarudin (2019), Raharjo (2013), Sulistiani (2017), Tjahjaningsih & Yuliani (2009), and Zainuddin (2011) who discovered if the price has positive and significant affect on consumer loyalty, both directly and indirectly. Through these findings, companies are required to recognize the products quality factor of Wuling Confero, so they can lift the decisions to purchasing of consumer and lead to consumer loyalty on Wuling Confero itself.

CONCLUSION

Build up from the findings and discussion that has been described above, those can be concluded if the price has positive and significant impact on purchase decisions, product quality has positive and significant affect on the decisions of purchase, price has positive and significant affect on consumer loyalty, product quality has positive and significant affect on loyalty of consumers, price has positive and significant affect on consumer loyalty, and product quality has positive and significant affect on purchase decisions which affecting consumer loyalty as well.

Elicited from the analysis towards research results and conclusions above, the suggestions for this research could be written as follows: 1) Wuling companies are advised to produce car prices which is more affordable by giving discounts or any additions in order to attract the decisions of consumer to purchase the products or potential Wuling Confero buyers which will have an impact to increasing Wuling Confero sales 2) Wuling companies are advised to maintain and maximize their product quality , such as by adding new features and innovations to Wuling Confero products in order to get more value than other LMVP and not forget to mention that The company should be able to manage complaints from the users 3) Wuling companies are advised to improve its efficiency of Price in order to increase consumer loyalty and certainly reach market prices below than other LMPV so it advances them to continue to compete and have a selling points to offered 4) Wuling companies are also advised to maintain better product quality, especially maintaining after-sales relations with their consumers, so that consumers would feel welcomed and satisfied in continue using the service point at Wuling authorized dealers 5) Wuling company is advised to create an affordability prices by offering special discount for loyalty members as gifts for Wuling users in the form of member get member to buy Wuling, loyal consumers certainly will have no objections to recommend the product they use to their closest people 6) Wuling companies are advised to innovate appropriately and continue to learn from new competitors in the LMVP class, so it won't make them look so outdated and 7) Wuling Company is expected to maintain their current sales database and continue to communicate well by registered Wuling consumers in their database, for example to wishing birthday, listens to consumer complaints and never being tired of listening criticism which is help to improve.

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