The Influence of Product Quality, Price and Word of Mouth on Consumer Purchasing Decisions in Furniture Stores

Ahmad Haetami [1], Aulia Januar Malik[2]
ahmadhaetami650@gmail.com[1], auliajanuar@ibm.ac.id[2]
Prodi Manajemen Institut Bisnis Muhammadiyah Bekasi[1,2]

ABSTRACT

This study aims to empirically examine the effect of product quality, price, and word of mouth on consumer purchasing decisions (an empirical study of Udin Mebel Sukajaya Store). The Udin Mebel store experienced fluctuating sales, this was caused by a new competitor opening a furniture store in the Sukajaya area. The samples taken from this study were 100 consumers of Udin Furniture Sukajaya Shop. The sampling technique in this study used incidental sampling, with the criteria that consumers had made purchases and made purchases more than once at Udin Furniture Stores. The analytical tool used is the survey method or distributing questionnaires to consumers/samples. The data analysis technique used in this study is descriptive quantitative and multiple linear regression assisted by using the SPSS version 25.0 application. The results of the study partially show that product quality, price, and word of mouth have a positive and significant effect on consumer purchasing decisions and simultaneously have an influence on consumer purchasing decisions at Udin Mebel Sukajaya Store. The coefficient of determination value is 0.452. This shows that the effect of the independent variable on the purchasing decision process is 45.2%. at the same time, the remaining 54.8% is influenced by other factors not examined in this study. Based on the results it is shown that the independent variable partially has a positive and significant influence on the dependent variable. Product quality, price, and Word of Mouth can simultaneously influence consumer purchasing decisions at the Udin Mebel Sukajaya Store.

Keywords: product quality, price, word of mouth, purchase decision

RESEARCH BACKGROUND

Based on the primary data of the sales table obtained from the survey results to the place of research, it can be seen that sales have fluctuated or fluctuated where in 2019 there was a decrease in sales of IDR 62,016.00 or in percentage of -12.25%, and in 2020 experienced an increase in the difference of IDR 442,520,000 or in a percentage of 99.65% this is a very significant increase even during the pandemic, So that business actors must also maintain the stabilization of their sales. In 2021, there was a decrease in sales, namely the difference of IDR 34,426,000 or a percentage of 22.50%, this is a threat for business actors to continue to increase their sales as best as possible, but in 2022 there is an increase in resales, namely the difference of IDR 1,290,180,000 or a percentage of +86.26%.

Udin Furniture Store experienced fluctuating sales or fluctuations due to the existence of new competitors who opened furniture stores in the Sukajaya area, where there are 4 new furniture stores meaning that consumers are faced with various choices so that previously consumers only had one choice of stores but now have many choices of stores. Product quality is also very much considered by consumers, because good product quality will get a good assessment in the eyes of consumers, and if the company offers good quality products that can meet customer satisfaction, consumers will make repeated purchases.

Price determination is a very important role for a company, this is a challenge for a company in setting selling prices, therefore companies must be able to read the market in determining prices, not only that the location of a company can also determine selling prices. Consumers will survey one by one the store by asking about prices, after that consumers will negotiate with sellers about prices This is where price comparisons occur with competitors, when the price is not suitable and cheaper than competitors, consumers will not be interested in the offers that sellers do. So this will trigger this purchase decision to have an impact on sales at this furniture Udin store.

Word Of Mouth activities are based on a person's experience in consuming a product, the satisfaction and dissatisfaction of a consumer is very influential on the impact of very influential on the impact of Word Of Mouth both positive and negative that will arise, thus affecting the company. The company's inability to adapt to fierce business competition can pose a threat to the survival of the company concerned.

Consumer satisfaction, with different levels of satisfacation will have a different influence on Word Of Mouth behavior. If consumers are not satisfied with the performance and goods and services offered from the company, there will be a negative assessment of the company itself, which in turn does not rule out the possibility of loss impacts on the company. Because the spread of Word Of Mouth is very easy to occur and widespread. This is what prompted researchers to evaluate how important Word Of Mouth is in an effort to increase consumer satisfaction which in turn will affect survival.

By paying attention to marketing activities, it is expected to influence consumer purchasing decisions. Purchasing decisions made by customer purchases involve customer confidence in a product so that a sense of accuracy arises in purchasing products. The customer's confidence in the correctness of the actions he takes. Presenting the extent to which the customer has confidence in his decision to choose a product, thus triggering repeat purchases.

In consumer behavior, many factors are found that influence consumer buying decisions, factors that influence consumer purchasing decisions for a product can come from within consumers or come from outside consumers. Based on the background description of the problems that occurred above, a study entitled "The Effect of Product Quality, Price and Word Of Mouth (WOM) on Consumer Purchasing Decisions in Furniture Stores (Empirical Study on Sukajaya Furniture Udin Stores)"

Problems Statements

Based on the background of the problem that has been described, the researcher takes the formulation of the problem to be discussed in the study as follows:

1. Does product quality have a significant effect on purchasing decisions for Udin Furniture Store consumers?
2. Does price have a significant effect on purchasing decisions for Udin Furniture Store consumers?
3. Does word of mouth (WOM) have a significant effect on purchasing decisions for Udin Furniture Store consumers?
4. Does product quality, price and word of mouth together affect the purchasing decisions of Udin Furniture Store consumers?

LITERATURE REVIEW

Buying Decision

Tjiptono (in Laluyan et al., 2019) states that purchasing decision is a process in which prospective buyers recognize a problem, seek information about a particular product or brand, and evaluate whether each alternative will solve the problem well, before making a purchase decision. Consumer decisions are motives or impulses that arise towards something where buyers make purchases due to needs and desires (Senggetang et al., 2019). Kotler and Armstrong (2012) state that the consumer purchase decision process consists of five stages carried out by a consumer before arriving at a purchase decision

and subsequently post-purchase. This shows that the buying process carried out by consumers begins long before the purchase is made and has consequences after the purchase is made.

The purchase decision indicator used in this study according to (Laila & Sudarwanto, 2018). There are five indicators of purchasing decisions as follows:

1. Problem Recognition, In this stage the buyer identifies the problem or what product needs are needed,
2. Information Search, Consumers who are interested in products will look for more information and product specifications needed
3. Alternative Evaluation, at this stage consumers use information to evaluate which products to buy. This evaluation cannot be separated from the influence of product quality, price and according to consumers who have bought
4. Purchase Decision In the evaluation stage, the consumer forms a conclusion to the product that is in the set of choices
5. Post-Purchase Behavior This is the stage where the follow-up decision of the buyer after making a purchase is based on the satisfaction and likelihood of the consumer repeating the repurchase.

Synthesis according to researchers about purchasing decisions is a reason about how consumers determine to select, buy, use and utilize goods, services, ideas or experiences in order to satisfy their needs and desires. Indicators of purchasing decisions in this study are according to needs, search, accuracy in buying products, and repeat purchases.

Product Quality

According to the American Society for Quality in Kotler and Keller in the book (in Irawan, 2021) states product quality is the totality of features and characteristics of a product or service that depends on its ability to satisfy stated or implied needs. The higher the level of quality, the higher the level of customer satisfaction generated, which supports higher prices and lower costs. Consumers are satisfied if reviews show that the products they buy meet consumer requirements. Rational consumers always demand a quality product in every choice made to get a product. In this case, good product quality will provide added value in the minds of consumers (Mongi1 et al., 2020). (Laila and Sudarwanto, 2018) stated that there are five product quality indicators as follows:

1. Performance, relates to the basic operating characteristics of a product.
2. Durability, which means how long or life the product lasts before the product must be replaced.the greater the 37 frequency of consumer use of the product, the greater the durability of the product.
3. Reliability, is the probability that the product will work satisfactorily or not in a certain period of time. The less likely it is to malfunction, the more reliable the product is.
4. Aesthetics, related to how the appearance of the product can be seen from the appearance, taste, smell, and shape of the product.
5. Perceived Quality, often said to be the result of the use of measurements carried out indirectly because there is a possibility that consumers do not understand or lack information about the product concerned.

Synthesis according to researchers about product quality is based on the explanation above, product quality means focusing on creating a good product, it will bring out good product quality and also the point of view of customers about the product. Product quality indicators in this study are product function, product resistance, product age, product appearance, quality impression.

Ahmad Haetami [1], Aulia Januar Malik[2]

The Influence of Product Quality, Price and Word of Mouth
on Consumer Purchasing Decisions in Furniture Stores

Pricing

(Bakti and Hairudin, 2021) Stating that price is a sum of money (monetary unit) and or other aspects (non-monetary) that contain certain utilities or uses, which are necessary to obtain a product. (Said, 2019) Stating that pricing is one of the important things. The company will be careful and considerate in pricing because it can affect the revenue and costs incurred. Price is a disconnection factor and needs to be decided according to the target market, product mix and competition. (Indrasari, 2019) Price is often used as an indicator of value when it is associated with perceived benefits of a good or service. The price level set will affect the quantity sold, indirectly the price also affects the costs incurred in relation to production efficiency. Therefore pricing affects total revenue and cost.

Pricing Indicators

The price indicator according to (Indrasari, 2019). There are four price indicators as follows:
1. Conformity to quality Price is often used as an indicator of quality for consumers who often choose a higher price between two goods because they see a difference in quality. If the price is higher, people tend to think that the quality is also better
2. Affordable price consumers can get the price set by the company. Products often have many types in a brand, the price varies, from the cheapest to the most expensive.
3. Attractiveness Consumers often compare the price of one product with another. In this case, the low price of the product is a consideration for consumers in buying the product.
4. Suitability of price to product benefits Price is often used as an indicator of quality for consumers who often choose a higher price between two goods because they see the difference in quality. If the price is higher, people tend to think that the quality is also better.
5. According to researchers, price is the amount of money that consumers have to pay to get a product or service. The role of price determination is quite important for the sustainability of the company, price is also the role of allocation and the role of information for consumers about the product to be purchased. Price indicators in this study are Prices according to product quality, affordable prices by consumers, price comparison, prices in accordance with consumer expectations.

Word Of Mouth

Andreas (in Listania, 2022) states that Word Of Mouth is basically a message conveyed by someone to others about the products or services of a company or the company itself in the form of comments about product performance, friendliness, honesty, speed of service, and other aspects. Prasetiyo et al. (2019) stated that Word Of Mouth is oral, written, and electronic communication between communities related to excellence or experience of buying or using products or services.

Indicators Word Of Mouth (WOM)

The word of mouth indicators according to (Babin et al., 2005) as follows:
1. The willingness of consumers to talk positive things about the quality of service and products to others.
2. Recommendation of the company's services and products to others
3. Encouragement of friends or relations to make purchases of company products and services.

Word of mouth refers to opinions expressed by others about a product or company in terms of product quality, price, promotion, and other aspects. The word of mouth indicators in this study are talking about, promoting, recommending and selling.

Research Hypothesis

H1= Product quality has a significant effect on purchasing decisions at Udin Furniture Store.

H2= Price has a significant effect on purchasing decisions at Udin Furniture Store.

H3= Word of mouth has a significant effect on purchasing decisions At the Udin Furniture store.

H4 = Product quality, price and word of mouth together influence on consumer purchasing

decisions at Udin Furniture Store.

RESEARCH METHODS

The research approach used in this study is a quantitative approach to quantitative research itself, namely managing data in the form of numbers obtained from statistics, and assisted through survey methods or distributing questionnaires to consumers / samples as an analytical tool. The research method used in this study is quantitative descriptive researchers looking for information and collecting data in the form of numbers from statistical data results from questionnaires distributed then described the relationship between product quality, price, and word of mouth on purchasing decisions at Udin furniture stores.

The variables to be studied are product quality, price, word of mouth as an independent variable and purchasing decision as a dependent variable. The population in this study is consumers who buy products, both buying products at the location of the Udin furniture store or buying products online through social media such as whatsaap, The sample taken from this study was 100 consumers of Udin Mebel Sukajaya Store. The sampling technique in this study uses incidental sampling, with the criteria of consumers having made purchases and making purchases more than once at Udin Furniture Stores. The analytical tool used is the survey method or distributing questionnaires to consumers / samples. The data analysis techniques used in this study are quantitative descriptive and multiple linear regression assisted using SPSS application version 25.0.

The subject matter of this section is: (1) research design; (2) population and sample (research target); (3) data collection techniques and instrument development; (4) and data analysis techniques. For research that uses tools and materials, it is necessary to write down the specifications of the tools and materials. Tool specifications describe the sophistication of the tools used while material specifications describe the types of materials used.

DISCUSSIONS AND RESULTS

Multiple Regressions Linear Test Results

In order to test the effect of the independent variable on the dependent variable, multiple regression analysis is used. The calculation was carried out with the SPSS .0 program and obtained the following results:

Tabel 1 Regression Coefficient Result

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.042	5.330		.571	.570
Product Quality (X1)	.429	.078	.487	5.485	.000
Price (X2)	.343	.138	.219	2.478	.015
WOM (X3)	.187	.072	.197	2.603	.011

Data processed by Researchers via SPSS (2023)

Ahmad Haetami [1], Aulia Januar Malik[2]

In the table regarding the results of SPSS processing, a multiple regression equation can be made as follows:

$$Y = 3.042 + 0.429\ X1 + 0.187\ X2$$

From the results of the equation above, it can be interpreted that:
1. The value of the constant is 3.042. This means that without the influence of the independent variables, namely Product Quality (X1), and Price (X2), the value of the dependent variable, namely Purchase Decision (Y), remains constant at 3.042.
2. The regression coefficient value of Product Quality (X1) of 0.429 This means that every increase of one unit of the Product Quality variable (X1), will result in an increase in the Purchase Decision variable (Y) of 0.429 units assuming that other factors are constant or fixed.
3. The regression coefficient value of Price (X2) is 0.187. This means that every increase of one unit of the Price variable (X2), will result in an increase in the Purchase Decision variable (Y) by 0.187 units assuming that the other factors are constant or fixed.
4. The regression coefficient value of WOM (X3) is 0.135. This means that every increase of one unit of the WOM variable (X3), will result in an increase in the Purchase Decision variable (Y) of 0.135 units assuming that the other factors are constant or fixed.

Hypothesis Test Results
T-Test
This test is to find out whether the independent variable has its own or partial influence on the dependent variable. To test the hypothesis is done by looking at the significance value where if the sig value is less than 0.05 then it is said to have a partial effect.

Tabel 2. T-Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.042	5.330		.571	.570
	Product Quality (X1)	.429	.078	.487	5.485	.000
	Prices (X2)	.343	.138	.219	2.478	.015
	WOM (X3)	.187	.072	.197	2.603	.011

Data processed by Researchers via SPSS (2023)

From table 2 above can be explained:

This test is to find out whether the independent variable has its own or partial influence on the dependent variable. To test the hypothesis is done by looking at the significance value where if the sig value is less than 0.05 then it is said to have a partial effect.

Variable Price (X2):
In accordance with the calculation results of the t test conducted with the help of the SPSS program above, the Price variable (X2) obtained a significance value of 0.015. So, this significance value is smaller than the ☐ value which is 0.05. value (sig < α = 0.015 < 0.050) then the independent variable, namely Price (X2), partially has a positive and significant effect on the dependent variable, namely Purchase Decision (Y).

WOM variable (X3)

In accordance with the calculation results of the t test conducted with the help of the SPSS program above, the variable WOM (X3) obtained a significance value of 0.011. So, this significance value is smaller than the ☐ value which is 0.05. value (sig < α = 0.011 < 0.050) then the independent variable, WOM (X3), partially has a positive and significant effect on the dependent variable, namely Purchase Decision (Y).

F-Test Results

In this hypothesis test using the F test is used to measure the level of significance influence together (simultaneously) between independent variables which include Product Quality (X1), Price (X2) and WOM (X3) on Purchasing Decisions (Y). The F test testing is as follows:

Tabel 3. F-Test Results

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1077.609	3	359.203	26.384	.000[b]
	Residual	1306.981	96	13.614		
	Total	2384.590	99			

a. Dependent Variable: Buyng Decisions (Y)

b. Predictors: (Constant), WOM (X3), Price (X2), Product Quality (X1)

Data processed by Researchers via SPSS (2023)

The results of the F Test calculation carried out with the help of the SPSS program above, obtained a significance value of 0.00, so this significance value is smaller than the ☐ value of 0.05. Because the value (sig < α = 0.00 < 0.05) then the independent variables namely Product Quality (X1), Price (X2) and WOM (X3) simultaneously have a positive effect on the dependent variable, namely Purchase Decision (Y).

Multiple Correlation Analysis Results

Used to calculate the degree of closeness of the relationship between the independent variable and the dependent variable. Multiple correlation analysis is used to measure the degree of closeness of the relationship between the independent variable (independent) and the dependent variable (dependent). The value of the coefficient of simultaneous determination which is the result of squaring the correlation coefficient shows the percentage of influence of the independent variable simultaneously on the dependent variable. The results of SPSS calculations regarding multiple correlation analysis are shown in the table below:
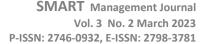
Table 4 Correlation Coefficient

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.672[a]	.452	.435	3.690	1.989

a. Predictors: (Constant), WOM (X3), Price (X2), Product Quality (X1)

b. Dependent Variable: Keputusan Pembelian (Y)

Data processed by Researchers via SPSS (2023)

Ahmad Haetami [1], Aulia Januar Malik[2]

The Influence of Product Quality, Price and Word of Mouth
on Consumer Purchasing Decisions in Furniture Stores

In the table above it is known that the value of the correlation coefficient (R) is 0.672 or close to 1. This means that there is a strong and unidirectional relationship between the independent variables which include Product Quality (X1), Price (X2) and WOM (X3) to the dependent variable, namely Purchase Decision (Y), meaning that if the independent variable which includes Product Quality (X1), Price (X2) and WOM (X3) is increased, then the dependent variable namely Purchase Decision (Y) will also increase, and vice versa.

Multiple Determinant Analysis (R2)
Used to calculate the ability of regression models to explain changes in variables depending on variations in independent variables. If R2 gets closer to 1 or 100%, it means that the regression model is better at explaining the variability of dependent variables. The percentage of influence of the independent variable on the dependent variable is indicated by the coefficient of simultaneous determination (RSquare¬). In this study the magnitude of R Square was 0.452. This means that the rise and fall of the dependent variable, namely Purchase Decision (Y), is influenced by independent variables, namely Product Quality, Price and WOM by 45.2%. While the remaining 54.8% was influenced by other variables outside this study.

RESULTS AND DISCUSSIONS
The Impact of Product Quality to Consumers Buying Decisions
This study has presented data on product quality, price and word of mouth on consumer purchasing decisions at Toko Udin Mebel, researchers will first discuss the influence of product quality on purchasing decisions. Researchers have found findings about the effect of product quality. In accordance with the calculation results of the t test conducted with the help of the SPSS program, the Product Quality variable (X1) obtained a significance value of 0.000. So, this significance value is smaller than the α value which is 0.05. Because the value (sig $< \alpha = 0.000 < 0.05$) then the independent variable, namely Product Quality (X1) partially has a positive and significant effect on the dependent variable, namely Purchase Decision (Y). So the results of these findings product quality has a positive and significant influence on consumer purchasing decisions.

This is in line with the results of Pata et al's research, (2021) which states that product quality has a positive and significant influence on consumer purchasing decisions with a calculated t value of 0.020, this value is smaller than the α value of 0.05. The comparison with previous research by looking at the results of the t-test of the coefficient value. In this study the product quality variable (X1) has a dominant influence on the purchase decision variable (Y), the value of Coefficients 429 is away from the value of α 0.05, while the previous study with the value of Coefficients 167 is close to the value of α 0.05

The Impact of Pricing to Consumers Buying Decisions
Tjiptono and Chandra (in Bakti and Hairudin, 2021) State that price is a sum of money (monetary unit) and or other aspects (non-monetary) that contain certain utilities or uses, which are needed to obtain a product. Supported by theories related to prices on purchasing decisions according to Indrasari (Indrasari, 2019) Price is often used as an indicator of value when the price is associated with the perceived benefits of a good or service. The price level set will affect the quantity sold, indirectly the price also affects the costs incurred in relation to production efficiency.

Because pricing affects total revenue and total costs, pricing decisions and strategies play an important role in every company. Sumiati in marpaung et al, (2021) price is an important component of a product, because it will affect producer profits. Price is also one of the determinants of a company's productivity because price determines how much the company profits from selling its products, whether in the form of goods or services, setting prices too high will cause sales. Based on the results of the calculation of the price variable t test conducted with the help of the SPSS program, the Price variable (X2) obtained a significance value of 0.015. So, this significance value is smaller than the $\square$ value which is 0.05. value (sig $< \alpha = 0.015 < 0.050$) then the independent variable, namely Price (X2), partially has a positive and significant effect on the dependent variable, namely Purchase

Decision (Y). So it can be concluded that price variables have a positive influence on the purchasing decisions of consumers of Udin Mebel Store.

This is in line with the results of research conducted by (Nurjanah, 2019) Based on the results of the T test, it was obtained that price variables have a significant effect on Purchasing Decisions. The results of this study showed a calculated t value of 2.435 > t table 2.006 with a significant level of 0.618. By using a significance limit of 0.05 and a signification value of 0.009, statistically it can be shown that the price in this study has a positive and significant effect on purchasing decisions in Kertakannel SMEs. Thus the price variable in the previous study had the most dominant influence with a value not close to the value of α 0.05, while in this study with a significant value of 0.015. So in this study it is necessary to pay attention to the role of price on consumer purchasing decisions

The Impact of Word of Mouth (WOM) to the Consumers Buying Decisions
The influence of Word Of Mouth with purchasing decisions is also very important its role in marketing communication will also encourage a consumer to make a purchase decision, through consumer recommendations who buy products at a business actor, because consumers feel the various benefits of a product purchased, so that from these benefits consumers will feel satisfied with the product purchased, And finally consumers will talk about their satisfaction to other consumers, thus attracting consumers to buy the product, indirectly helping to make purchasing decisions to consumers. (Marlius, 2022).

Andreas (Listania, 2022) stated that Word Of Mouth is basically a message conveyed by someone to others about the products or services of a company or the company itself in the form of comments about product performance, friendliness, honesty, speed of service, and other aspects. Supported by theories related to price to purchasing decisions according to Sumardy (in Prasetiyo et al., 2019) Stating that they do not care about small or large companies, Word of Mouth remains a marketing practice dominating purchasing decisions. However one thing we should know about Word of Mouth will not only be spread but good news can also spread bad news, if some bad news spreads then otherwise the company will suffer losses because the will even reduces the purchase decision preventing the purchase decision. So it can be concluded that Word of Mouth also influences purchasing decisions.

This study has exposed data on word of mouth d on consumer purchasing decisions at Udin Furniture Store, Researchers have found findings about the influence of word of mouth. In accordance with the calculation results of the t test conducted with the help of the SPSS program above, the word of mouth variable (X3) obtained a significance value of 0.011. So, this significance value is smaller than the value which is 0.05. value (sig < α = 0.011 < 0.050) then the independent variable, WOM (X3), partially has a positive effect on the dependent variable, namely the purchase decision.

This is in line with the results of research conducted by (Pata et al., 2021) Word of mouth (WOM) has a positive and significant influence on customer purchasing decisions at UD. Four Kupang Princesses with a significance value of 0'047. Supported by research (Fajriati, 2021) Word of Mouth variables have a partial positive and significant effect on consumer buying interest. So it can be concluded that if consumers at the Udin Mebel Store feel the satisfaction of the purchase, and talk about and then recommend their experience, this has a positive influence on the purchase decision at the Udin Furniture Store.

The Impact of Product Quality, Pricing and Word of Mouth Simultaneously to the Consumers Buying Decisions
Product quality, price, and information are often considered by people when they decide to buy goods or services. This influences customers' decisions about what they buy. (Lotulung et al., 2015) Supported by theories related to product quality, price and word of mouth to purchasing decisions according to Nurjanah (2019) when someone decides to buy goods or services, they usually consider

Ahmad Haetami [1], Aulia Januar Malik[2]

The Influence of Product Quality, Price and Word of Mouth
on Consumer Purchasing Decisions in Furniture Stores

product quality, price, and information they hear from others. This affects consumer purchasing decisions.

In this study has exposed data on product quality, price and word of mouth to consumer purchasing decisions at Udin Furniture Store, Researchers have found findings according to the results of the F Test calculation conducted with the help of the SPSS program above, obtained a significance value of 0.00, so this significance value is smaller than the ▢ value of 0.05. Because the value (sig < α = 0.00 < 0.05), the independent variables namely Product Quality (X1), Price (X2) and WOM (X3) simultaneously affect the dependent variable, namely Purchase Decision (Y). This is in line with the results of research conducted by (Pata et al., 2021) (Lotulung et al., 2015) and (Liana et al., 2016) stating that product quality, price and word of mouth together can influence consumer purchasing decisions.

CONCLUSIONS AND SUGGESTIONS
Conclusions
Based on Descriptive Analysis shows that respondents' perceptions of variable question items:

1. Product Quality (X) shows that the average (mean) answers of each respondent have a value of 3.52 – 3.80. So that the perception of respondents can be said to be high because the value of means lies between 3.1 – 4.00, then the descriptive analysis can be stated that respondents have a good perception of Product Quality.
2. Price (X2) shows that the average (mean) of respondents' answers each has a value of 4.04 – 4.38. So that the perception of respondents can be said to be high because the value of means lies between 3.1 – 4.00, then the descriptive analysis can be stated that respondents have a good perception of prices in the company.
3. Word Of Mouth (X3) shows that the average (mean) of each respondent's answers has a value of 4.04 – 4.38. so that the respondent's perception can be said to be high because the value of means lies between 3.1 – 4.00, then the descriptive analysis can be stated that respondents have a good perception of WOM in the company.
4. Product Quality (X1) Product quality has a positive and significant influence on consumer purchasing decisions. This can be seen from the partial test (t test) where the significance value is 0.000. So, this significance value is smaller than the ▢ value which is 0.05. Because the value (sig < α = 0.000 < 0.05. This proves that performance, durability, conformity with specifications, features, reliability, aesthetics and the impression of quality provided by the company can influence consumer decisions on product quality.
5. Price (X2) Price has a positive and significant effect on consumer purchasing decisions. This can be seen from the partial test (t-test) significance value of 0.015. So, this significance value is smaller than the value which is 0.05. value (GIS < α = 0.015 < 0.050). This proves that prices according to product quality, price comparison, affordable prices by consumers, prices in accordance with consumer expectations, affect consumer purchasing decisions on prices.
6. Word Of Mouth (X3) Word Of Mouth has a positive and significant influence on consumer purchasing decisions. This can be seen from the partial test (t test) where the significance value is 0.011. So, this significance value is smaller than the ▢ value which is 0.05. value (GIS < α = 0.011 < 0.050). This shows that discussing, promoting, recommending, selling can influence consumer purchasing decisions of Toko Udin Mebel Sukajaya.
7. Product quality, price and word of mouth together influence consumer purchasing decisions at Toko Udin Mebel Sukajaya. This can be seen from the results of the simultaneous test (F test), obtained a significance value of 0.00, so this significance value is smaller than the α value of 0.05. Because the value (sig < α = 0.00 < 0.05) then the independent variables namely Product Quality (X1), Price (X2) and WOM (X3) simultaneously affect the dependent variable, namely Purchase Decision (Y). So that consumers will buy products as needed, provide benefits for consumers, while providing accuracy in buying products, and consumers will make repeat purchases.

Suggestions

Based on the results of data analysis and conclusions that have been stated in this study, the author provides several suggestions in the hope that they can provide benefits and input for related parties, suggestions that can be given by researchers as follows:

1. The researcher suggested to the company Udin Mebel Store based on the partial t test that the Word Of Mouth variable has the lowest influence value on consumer purchasing decisions, so the researcher suggested expanding marketing media which is currently only with whatsapp and Word Of Mouth media can market products with other media such as Facebook, Instagram and can even enter products into e-commerce applications such as shopee lazada, and Tokopedia. So that the reach of consumers is wider not only around the Sukajaya area.

2. For Toko Udin Mebel companies, based on the results of this study, judging from the variable t-test value, product quality has the most dominant influence on consumer purchasing decisions at Toko Udin Mebel. It is expected to maintain and improve product quality and provide the best products to increase consumer trust in the company Toko Udin Mebel, one of the efforts that can be done by choosing manufacturers or distributors who produce products with the best product quality, secondly re-checking products before delivery to consumers, third ensuring the safety of product quality during the delivery process to consumers and finally maintaining and Caring for product displays to be clean and neat so that product quality is maintained.

3. For Toko Udin Mebel companies, it is expected that companies must continue to perceive prices in accordance with the quality of the products offered, but do not reduce company profits and must have prices that are competitive with similar companies so that consumers are interested in buying products offered by the company.

4. Researchers advise the Udin Mebel Shop company to pay attention to other variables or dimensions that are not in this study. to get a better picture of the development strategy for the company Toko Udin Mebel.

Suggestions for Further Research

Further research is expected to pay attention and develop other factors and other variables in order to obtain varied results and obtain wider results. And for further research, it must be able to multiply in reading theories so that thinking is broader. Suggestions are prepared based on research findings that have been discussed. Suggestions may refer to practical action, the development of new theories, and/or advanced research.

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Ahmad Haetami [1], Aulia Januar Malik[2]

The Influence of Product Quality, Price and Word of Mouth
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