The Influence of Product Quality, Service Quality and Price to Purchase Decision of SGM Bunda Milk (Study on PT. Sarihusada Generasi Mahardika Region Jakarta, South Tangerang District)

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Abstract: This study is intended to Analyze the Influence of Product Quality, Quality of Service and Price to the purchase decision. The design of this research is quantitative by using the method. The population of this study is all pregnant women in south Tangerang district, amount of pregnant mother in South Tangerang regency strength 5250 people. The sample size in this study using Slovin formula with α is used is 10%, thus the sample size is 98 people. This research uses multiple linear regression analysis technique. SPSS 20.00 analysis tool. The results of this study are Product Quality, Service Quality and Important and Significant Price to Purchase Decision. There are still other factors affecting the Purchasing Decision apart from the three variables of product Quality, Quality of Servicing, and Price.
Keywords: Product quality, Quality of Service, Price, Purchase Decision.

INTRODUCTION

Along with the development of the age, the growth of the dairy industry in Indonesia each year has increased by 20 percent, while the milk category of pregnant women grows 25-30 percent per year. This amount is so large that many producers of milk pregnant women are aggressively doing marketing of its products. Viewed from the prospect of a good enough business for the management of dairy industry of pregnant women, the more milk producers of pregnant women who have sprung up with producing and marketing of pregnant women's milk in the allotment for pregnant women 0-9 month. The tight competition in the dairy industry of pregnant women also requires that producers always oriented to the interests of consumers. Various brands and innovations are served by maternal dairy producer companies provide various choices for consumers.

In 2011 the number of brands of pregnant women's milk there are 8 brands and in 2015 to 13 brands, of course with the phenomenon that makes consumers will be more difficult in determining what products will be purchased. Surely from every product has advantages and also weaknesses so that in this case a company must have good strategies so that consumers are more welcome with the product.

Every company in the maternal dairy industry competes to gain market share by offering products that are expected to meet the needs of consumers desire to get the best product. High intensity of competition in this industry causes consumers to be exposed to various types of milk nutrition for pregnant women with various variations, brands, packaging, and quality.

In dairy products of pregnant women SGM Bunda, the company concentrates on meeting the needs of the lower middle class. It is based on the consideration of the level of the Indonesian economy of the majority of middle to lower then there is a large enough market niche for pregnant dairy products for the lower middle segment in the purchase, and also based on the company's commitment to provide nutrition for the nation with the best quality With an affordable price during the golden period of growth that is in the first 1000 days of life ..

Product quality becomes one of the things that are very important in a product purchase decision process, consumers in addition to looking at brand factors, price benefits, product quality is also a consideration, therefore the company must pay attention and continue to maintain the quality of the products it releases.

In terms of purchasing decisions, consumers not only consider the quality of the product alone, but also influenced by other factors such as service quality and price. Therefore it is an interesting problem to be in carefully. A consumer will still buy SGM Bunda's milk or decide to continue to buy dairy products SGM Bunda

if the quality of its products is good, affordable prices, and good service.

Purchasing decision is the formation of references from several alternatives to form an intention to buy a cooled product. The buyer's response consists of product selection, product brand selection, design options, and also when purchases are made [1].

Product quality is characteristic of the product in the ability to meet the needs that have been determined and latent. The product is defined as everything that can be offered to the market to gain attention, expertise, usefulness, or consumption that satisfies the wants or needs [1].

In addition to product quality in order to improve purchasing decisions, as for other factors that are not less important to get serious attention is the quality of service. In this case the company is required to create a convenient service and affect the improvement of purchasing decisions.

This is in line with the opinion of Wykof in Lovelock (2010: 37), the quality of service is the level of perfection that is expected and control of the perfection to meet customer desires. In other words, there are two main factors that affect the quality of service is the expected service and services that are perceived. The implication, whether the poor quality of the waiter depends on the ability of service providers to meet customer expectations consistently.

In addition to the quality of products and quality of service in order to improve the decision of the purchasing factor Price also quite important role, Price by Kotler and Keller [1] is a sum of money in exchange for a product and service. Furthermore, the price is the amount of value that consumers redeem for the amount of benefits by owning or using a good or service. Price is a thing in the attention of modern economic consumers now, condoms put forward emotions in making decisions to buy.

Based on the background and problems, the objectives of this research are:
1) Analyzing the effect of Product Quality on Partial Purchase Decision.
2) Analyzing the effect of Service Quality on Partial Purchase Decision.
3) Analyzing the effect of Price on Partial Purchase Decision.
4) Analyzing the effect of Product quality, Service quality and Price to Purchase decision.

LITERATURE REVIEW
Buying decision
Purchasing decisions are a stage in the buyer decision-making process in which the consumer actually buys. Decision-making is an individual activity directly involved in obtaining and using the goods offered by Kotler & Amstrong producers [1].

According to Kotler [1], there are five stages in the purchasing decision process, which are the needs, the information search, the evaluation, the alternative, the purchase decision, and the behavior after purchase. Here is a picture of the mosel of the five-stage purchase process:
• Introduction of needs
• Information search
• Alternative evaluation
• Buying decision
• Behavior after purchase product quality

Product quality
Product quality is characteristic of the product in the ability to meet the needs that have been determined and latent. The product is defined as everything that can be offered to the market to gain attention, expertise, usefulness, or consumption that satisfies the wants or needs [1].

According to Philip Kotler [1] there are eight dimensions of quality as follows: (1) performance (performance): the characteristics of operation of a major product, (2) Feature or feature (feature), (3) reliability: probability A product does not work or fails, (4) conformity with service ability specifications (7) Aesthetics: how a product is perceived and listened to, and (8) perceived quality determinations.

While Render and Herizer [2] argue that quality primarily affects the company in four ways, namely:
a. Cost and market share: Improved quality can lead to increased market share and cost savings.
b. The company's reputation: the company's reputation follows the quality it produces, the quality will come with the perception of the company's new product, its employee handling practices, and its relationship with the supplier.
c. Product liability: Organizations have a great responsibility for all the consequences of using goods or services.

Service quality
Service Quality is a dynamic condition that affects products, services, people, processes and environments that meet or exceed expectations (Tjiptono, 2008).

According to Kotler [3] the quality of service is a form of consumer assessment of the level of service in perceived (Perceived Service) with the level of service Expected Value (Expected Value).

Quality of service encourages customers to commitment to the products and services of a company

so that the impact on increasing market share of a product. Quality of service is crucial in keeping customers for a long time. Companies that have good services will be able to maximize the company's financial performance.

Higher levels of competition will cause customers to face more product alternatives, varying prices and quality, so that customers will always look for the highest value of some products and the quality of service must start from the consumer's needs and end in consumer perception [3].

According to Wykof in Lovelock (2010: 37), the quality of service is the level of perfection that is expected and control of the perfection to meet customer desires. In other words, there are two main factors that affect the quality of service is the expected service, and services that are perceived. The implication, whether the poor quality of the waiter depends on the ability of service providers to meet customer expectations consistently.

Factors affecting service quality by Pasuraman, to evaluate the quality of customer service generally use 5 (five) dimensions as follows:

a. **Tangible**
Tangible is a clear evidence that is shown through the work environment and human, work environment in the form of service facilities provided by service providers in the form of front office space, facilities waiting room, tools and caddy Mechanic, car lift, service car, and others in the form of physical appearance of service facilities Work while from the human side is the employee who perceived the customer is neatness and hygiene grooming, communication and courtesy aspect.

b. **Reliability**
Ability to deliver promised services immediately (on time, consistent, and speed of service). Complaints handling according to Tjipto (2007) regarding the speed in handling complaints are:
- Providing customer complaints.
- Provide quick and precise decisions
- Make a fair decision.

c. **Response**
That is the concern and willingness of employees in helping customers and provide fast service. This level of awareness will be seen to what extent the company can help customers. The ease of customers to communicate with the company includes:
- Willingness to submit complaints, criticism, suggestions, comments or questions.
- Have easy communication method (hot line center).

d. **Assurance**

Knowledge and attitude (responsiveness, friendliness, courtesy, friendliness) of employees and their ability to instill trust and confidentiality in service, equity fairness in solving problems as follows:
- Understand the problem and solve it with compensation.
- Compensation understanding with a focus on solving problems.
- Pay attention to the reasonable aspect of long-term cost and performance.

e. **empathy**
Level of care and attention of the company to individual customers who can expect customers. Empathy towards customers who complain includes:
- Respond to customer problems
- Take the time to listen to complaints
- Treat customers well.

Price
Price according to Kotler and Armstrong [1] is the amount of money in exchange for a product and service. Furthermore, the price is the amount of value that consumers redeem for the amount of benefits by owning or using a good or service. Price is the thing in the attention of modern economic consumers now, condoms put forward emotion in taking decision to buy. And Hermawan Kertajaya added that the cheap price does not guarantee the product will be sold but the price is too expensive will cause consumers to feel cheated if not in accordance with the perceived value available [4]. Price perception is a long way to judge whether a product has a reasonable, expensive or cheap price (Scihiffman and Kanuk, 2005): Furthermore, Sciffman and Kanuk say, the perception of the price will find value in a product and the desire to buy The product.

Pricing
According to Lupiyoadi (2006), the method of determining price should start with consideration of the purpose of the price itself, among others:
a) Endure. Surviving is an attempt to take actions that increase profitability when the company is experiencing unfavorable market conditions. This business is done for the sake of continuity of the company.
b) Forcing profit Price determination aims to maximize profit within a certain period.
c) Maximize sales Price fixing aims to build market share by making sales at a disadvantage early.
d) Prestige The purpose of pricing here is to position the company's services as an exclusive service.
e) Return on investment (ROI) The purpose of pricing is based on achieving the desired return on investment (ROI).

The Purpose of Pricing
Each goal of pricing has a different marketing strategy. The pricing strategy should be based on a deep understanding of the specific objectives to be achieved.

There are three categories of pricing specific destinations.

a) Destination-oriented income Almost most of the businesses are income-oriented, only the service companies that usually focus on the break-even point.

b) Destination-oriented capacity Some business sectors usually align between demand and supply by taking advantage of the hotel's maximum production capacity and flights, for example, which will lower prices during the off-season and will raise prices during peak or holiday season.

c) Customer-oriented goals Usually the pricing given in the representative enough to accommodate all types of customers, market and differences in purchasing power. Can by using the system of discounts, bonuses and others. This goal orientation helps positioning and differentiate the company [4].

In pricing, an effective manager must know the buying behavior associated with different types of customers. Nagle and Holden (2002) in Vban (2009) mention there are types of consumers based on price sensitivities, namely:

- **Price Buyers**:
  Price Buyers is individuals / consumers whose purchasing decisions are based on the lowest price. Consumers of this type do not care about the quality problems of the products they buy. Consumers like this always start the buying process at the lowest price that has been prepared. There are several energy that can be used for this type of consumer, among others, increase their willingness to buying. Price buyers usually. Price buyer, usually a large market segment, negotiation becomes an important factor so as not to lose to consumers of this type.

- **Relationship buyer**:
  Is a consumer who has a strong preference for one brand. They have a good experience with the brand and do not want to pursue new alternatives. For these types of buyers, maintaining the relationships that have occurred with the recall of past performance is very important.

- **Value buyer.**
  Individuals / consumers of this type look at the quality and value of the product purchased. They will try different alternatives to get the best buy and sell between price and other aspects. Unlike price buyers who only focus on price, value buyers also want to try new products or services as long as they feel the value can be received. When negotiating with consumers of this type, the difference in the value of each product sold must be considered.

- Individuals / consumers of this type do not try to distinguish between each brand. They minimize the effort of brand evaluation or negotiation when time is urgent. However to be profitable,

companies should have different prices for different consumer types.

Price Roles

According to Lichtenstein, Ridgway and Netemeyer in Budiadi [10] there are seven conceptions related to interpretation and price perception. Five of the seven conceptions negatively affect purchasing probabilities with higher prices and are referred to as negative roles. The five concepts that have a negative role are:

1. Price Consciousness (price awareness)

The purpose of price awareness is consumer awareness of the importance of low prices in buying products. The lower the price, the more chosen according to price preference.

2. Value conciousness (awareness of the physical value of production)

It is the consumer's awareness of the importance of the value of the product as measured by price to the physical form. The lower the price is considered the higher the value of the product, so it is preferred.

3. Coupon Proneness

An increase in the tendency to respond to a purchase offer because the coupon form of a purchase offer positively influences the purchase evaluation.

4. Sale proneness (Discounted Price)

It is an increasing tendency to respond to a purchase offer because the form of sale at which the price is presented positively influences the purchase evaluation. These variables are related to consumer perceptions of products that are priced in discounted prices. Discounts are considered profitable because the price is lower than the semen.

5. Price

The extent to which a person becomes a source of price information for different types of products and places to shop for the lowest price, start a consumer discussion, and respond to consumer demand for market price information. While two other concepts have a positive role are:

1. Price quality scheme

Price-quality hubs are related to the assumption that the price of a product is proportional to its quality. The higher the price the more selected, because it is considered to reflect the quality of the better.

2. Prestige Scheme

Price and prestige relate to the assumption that the purchased product shows status or prestige. The higher the price will be chosen because it is considered to give prestige.

Conceptual Framework

From the theoretical review of product quality, price, corporate image to purchasing decision and inter-dimensional relationship analysis and supported by previous research, stating the relationship of influence of X and Y variable as follows:

1. X1 effect on Y According to: a) Owusu Alfred [5]; b) Benekee, Justin; Flynn, Ryan, Greig, Tamsin; Nuakiwa, Melissa (2013); and c) Shaharudin; Mansor, Suhardi Wan; Hasan, Anita Abu; Omar, Maxna Wan, Harrun, Etty Harnixza [11].

2. X2 effect on Y According to: a) Madiba, Glen and Roberts- Lombard, Mornay (2011); b) Jakson, Eric; Narasiman, Ram (2010); and c) Juha Munnukka [6]

3. X3 effect on Y According to: a) Manuel Sanches Peres [9]; b) Jehad S. Aldhehay yat [11]; and c) Santosh Sah [12].

From the data of interrelationships in the dimension according to previous research above it can be made the following frame of thought:
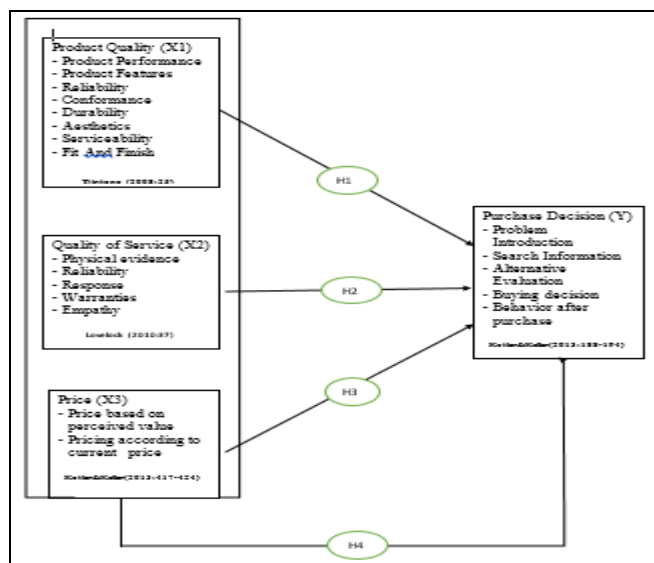

Fig-1: conceptual framework

Research hypothesis

Based on the main subject of research and goals to be achieved, then the made as a hypothesis is as follows:

1) H1: The product quality partially influences the purchasing decision of maternal milk product of SGM Bunda.

2) H2: Quality of service partially influence the purchase decision of maternal milk product of SGM Bunda.

3) H3: Price affects partially on purchasing decision of maternal milk product of SGM Bunda.

4) H4: Product quality, Quality of service, and Price influence simultaneously to decision of purchasing dairy product of pregnant woman SGM Bunda.

RESEARCH METHODOLOGY

The type of research used in this study is conclusive research, conclusive research is research done to help decision makers in determining, evaluating, and choosing the best alternative to take in certain situations. Conclusive research aims to test the hypothesis and test the influence of one variable to another variable. Characteristics of this research is that the information needed must be clearly defined, the research process is formal and structured, the number of large and representative sample, and data analysis done qualitatively. The results of the conclusive research are

conclusions that can be made as input (input) for decision making [7]. Conclusive research is classified into two types: descriptive and causal research.

In this research, research that will be done is in descriptive type. According to Sugiono [13], the type of descriptive research is research done to determine the value of independent variables, either one variable or more without making comparisons, or connect with other variables. Meanwhile, according to Malhotra [7] descriptive research is research that aims to describe or describe a characteristic or function of a thing.

Understanding descriptive method according Sugiyono [13] is a method that is used to describe or analyze a research results but not in use to make broader conclusions. Descriptive method is used to describe the formula of the first, two and three problems.

The unit of analysis of this research is all pregnant women in Tangerang Selatan region, which amounts to 208 people consisting of 5250 pregnant women. Quantitative analysis method, with analytical tool with multiple linear regression, The equation $=$, Where Y is the Purchase Decision variable, Coefficient variable Product Quality (X_1), Quality of Service (X2)

and Price (X3). SPSS application data analysis tool version 20.00.

After analyzed by multiple linear regression, followed by test of determination analysis (R Square), partial test of hypothesis (t test) and simultaneous (test F) with 5 percent error tolerance level. Before multiple linear regression process in the first test instrument (questionnaire) with validity and reliability test and classical assumption.

RESULT AND DISCUSSION
Result
Multiple Linear Regression Equation

Statistical analysis used in this research is multiple linear regression analysis. This analysis is used to know the influence of independent variables ie Product Quality, Service Quality, and Price to the dependent variable that is Purchase Decision and the influence of the independent variable with the dependent variable simultaneously. Regression equation can be seen from table of test result of coefficients as follows.

Table 1: Multiple linear regression

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.027	.078		.348	.729		
	Kualitas Produk	.832	.067	.811	12.471	.000	.182	9.240
	Kualitas Pelayanan	.308	.061	.293	5.060	.000	.103	9.687
	Harga	.133	.029	.144	4.670	.000	.365	2.740

a. Dependent Variable: Keputusan Pembelian

Source: SPSS 20.00

Based on table 1. above, seen in column B, the first line shows the independent variable (a) and the next line is the independent variable coefficient (b). Thus, the multiple linear regression equation, can be arranged as follows:

$Y = a + b_1X_1 + b_2X_2 + b_3X_3$
$Y = 0,027 + 0,832X_1 + 0,308X_2 + 0,133X_3$

Information :
Y= Buying decision
a   = Constants
X_1 = Product quality
b_1 = coefficient X_1
X_2 = Service quality
b_2 = coefficient X_2
X_3 = Price
b_3 = coefficient X_3

The above regression equation can be explained as follows:

A. Constant 0.027; Meaning that if Product Quality (X1 ¬), Quality of Service (X2), and Price (X3) is 0, then Purchase Decision (Y1) value is 0.027.

B. The regression coefficient of product quality variable (X1) is 0,832; It means if Product Quality has increased one unit, then Purchase Decision (Y1) will experience an increase of 0,832 assuming value of other independent variable remain.

C. Regression Coefficient of Service Quality Variable (X2) is 0,308; It means if Quality of Service has increased one unit, then Purchase Decision (Y1) will experience increase equal to 0,308 assuming value of other independent variable remain.

D. Regression Coefficient of Price Variable (X3) equal to 0,133; It means that if Price increases one unit, then Purchase Decision (Y1) will experience an increase of 0.133 assuming the value of other independent variables remain.

Determination Analysis

The coefficient of determination is a value that describes how much the change of the dependent variable can be explained by the change of the independent variable. The results can be seen in the following table.

Table 2: Coefficient of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.983[a]	.967	.966	.09192

a. Predictors: (Constant), Harga, Kualitas Pelayanan, Kualitas Produk

b. Dependent Variable: Keputusan Pembelian

Source: SPSS 20.00

From the table 2 above can be seen that the value of correlation coefficient (R) is 0.983 this indicates that the independent variable has a positive influence that is equal to 98.3% of the dependent variable. R square value obtained is 0.967 and the value of determinant coefficient is 96.7% it shows that the influence of all independent variables to the dependent variable of Purchase Decision is 96.7% and the rest of 3.3% is influenced by other factors.

T Test (Partial)

Test T or test of significance is a hypothesis testing that is used to test the significance of the influence of independent variables to the dependent variable in the regression model that has been produced

in partial. The basis for decision making in this test is as follows:

- H0: There is no significant effect of the independent variable on the dependent variable.
- Ha: There is a significant effect of the independent variable to the dependent variable.
- If the value of t arithmetic <t table and significance value> 0.05, then H0 accepted and Ha rejected.
- If the value of t arithmetic> t table and significance value <0.05, then H0 is rejected and Ha received.

The result of hypothesis test of t test in this research can be seen in table below.

Table 3: t Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.027	.078		.348	.729		
	Kualitas Produk	.832	.067	.811	12.471	.000	.182	9.240
	Kualitas Pelayanan	.308	.061	.293	5.060	.000	.103	9.687
	Harga	.133	.029	.144	4.670	.000	.365	2.740

a. Dependent Variable: Keputusan Pembelian

Source: SPSS 20.00

From the result table 3. t test above it can be concluded the result is as follows.

1. From result of t test above it is known that product quality variable (X1) t value count is 12,471 > 1,98 (t table), where t t value is bigger than t table, it can be stated that variable of product quality X1) affect the purchase decision variable (Y). Then from the t test results in the table at the known value of significance is 0,000 <0.05, it can be concluded that Ha accepted and reject H0 or product quality (X1) partially significant effect on the purchase decision variable (Y). The coefficient of variable product quality (X1) is positive, which means showing a positive effect, where the higher the quality of the product the higher the purchasing decision, it means Ha answered.

2. From the results of the t test above is known that the variable quality of service (X2) t value is 5,060> 1.98 (t table), where the value of t arithmetic greater than t table, it can be stated that the quality of service variables X2) affect the purchase decision variable (Y). Then from the result of t test in table at the known value of significance is 0,000 <0,05, hence can be concluded that Ha accepted and reject H0 or service quality (X2) partially have significant effect to purchase decision variable (Y). The coefficient of variable quality of service (X2) is positive, which means showing a positive influence, where the higher the quality of service

the higher the purchasing decision, it means Ha missed.

3. From the results of the t test above is known that the variable price (X3) t value is 4.670> 1.98 (t table), where the value of t arithmetic greater than t table, it can be stated that the price variable (X3) Affect the purchase decision variable (Y). Then from the results of t test in the table above is known significance value is 0,000 <0.05, it can be concluded that Ha accepted and reject H0 or Price (X3) partially significant effect on the purchase decision variable (Y). Price variable coefficient (X1) is positive, which means showing a positive influence, where the higher the price the lower the purchase decision, it means Ha missed.

From the above explanation, it can be concluded that all independent variables are product quality (X1) and service quality (X2) and Price (X3) influence to dependent variable ie purchasing decision (Y) partially.

Test F (Simultaneous)

This test is used to determine the effect of all independent variables simultaneously to the dependent variable. F test is done simultaneously to prove the initial hypothesis (t test). The basis for the decision making on this test is:

- H0: There is no significant effect of the independent variable simultaneously on the dependent variable.
- Ha: There is a significant effect of the independent variables simultaneously on the dependent variable.

- If value F count <F table and significance value> 0,05, then H0 accepted and Ha rejected.
- If value F count <F table and significance value> 0,05, then H0 accepted and Ha rejected.

The results of hypothesis testing F test in this study can be seen in the table below:

Table 4: Test F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.645	3	7.882	932.810	.000^b
	Residual	.803	95	.008		
	Total	24.447	98			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Harga, Kualitas Pelayanan, Kualitas Produk

Source: SPSS 20.00

From the results of F test in table 4., it can be seen that F count is 932,810> 2.70 (F table), where the value of F arithmetic is greater than F table, it can be stated that the three independent variables are Product Quality (X1) Quality of Service (X2), Price (X3) simultaneously affect the dependent variable purchase decision (Y).

Then from the results of the F test above can be seen that the significance value is 0,000 <0.05, where the significance level of the F test can be greater than the level of significance in the set that is equal to 0.05, it can be stated the three independent variables Namely product quality (X1), Quality of service (X2), and Price (X3) simultaneously have a significant effect on the dependent variable that is customer satisfaction (Y).

Then it can be concluded that Ha accepted and reject H0 or the three independent variables simultaneously have a significant effect on the dependent variable. The coefficient of a variable is positive, which means showing a positive effect, where the higher the quality of the product, the quality of service, and the higher price also the purchase decision. This means Ha missed.

Inter digital Correlation

Inter-dimensional correlation test aims to find out how the interrelationships in Dimensions on independent variables with dimensions on related variables. Is it true that in whole there is a significant relationship or influence of independent variables to the dependent variable, also will be followed a significant relationship also between the dimension of the independent variable with the dimension of the dependent variable.

From the results of correlation processing between dimensions shown in table 5. correlation matrix can be known as follows:

Correlation of product quality variable dimension (X1) to purchase decision (Y).

- From table 5., Correlation of product quality variable dimension (X1) to purchase decision (Y), found points as follows:
- The performance dimension correlates most strongly with alternative evaluation dimensions compared to the dimensions of other independent variables; With a correlation value of 0.901.
- The feature dimension correlates most strongly with the purchasing decision dimension as compared to the dimensions of other independent variables; With a correlation value of 0.961.
- The strongest correlated reliability dimension with post-purchase behavior dimension as compared to the dimensions of other independent variables; With a correlation value of 0.947.
- The dimension of conformity correlates most strongly with the post-purchase behavior dimension as compared to the dimensions of other independent variables; With a correlation value of 0.849.
- Dimensions of endurance correlate most strongly with post-purchase behavior dimension compared to other independent variable dimensions; With a correlation value of 0.658.
- Service dimension correlates most strongly with problem / requirement recognition dimensions compared to other independent variable dimensions; With a correlation value of 0.903.
- The most strongly correlated aesthetic dimension with problem / requirement recognition dimension compared with other independent variable dimensions; With a correlation value of 0.807.

The above points Shows the correlation test results on the variable of product quality to the purchase decision variable. The result of the correlation shows that each dimension of product quality variable with

purchasing decision are mutually correlated strongly with positive value.

In the table, the correlation between dimensions of product quality (X1) with customer satisfaction (Y), it is seen that the most dominant dimension is the service capability dimension (X1.2) with purchasing decision in terms of purchase decision

(Y1.4) with coefficient value equal to 0.959 which means it has a strong correlation value. This means that the quality of the Feature product is that the dairy products of SGM Bunda have complete flavor variant as well as complete nutrition and meet the needs of consumers in accordance with the wishes of consumers of milk SGM Bunda affect the desire of customers to make purchasing decisions dairy products SGM Bunda.

Table 5: Inter Digital Correlation

Correlations

	Y1.1 Pengenalan Masalah/Kebutuhan	Y1.2 Pencarian Informasi	Y1.3 Evaluasi Alternatif	Y1.4 Keputusan Pembelian	Y1.5 Perilaku Pasca Pembelian
X1.1 Kinerja	.632	.503	.893	.819	.641
	.000	.000	.000	.000	.000
	99	99	99	99	99
X1.2 Fitur	.526	.458	.549	.959	.585
	.000	.000	.000	.000	.000
	99	99	99	99	99
X1.3 Kehandalan	.601	.466	.615	.589	.942
	.000	.000	.000	.000	.000
	99	99	99	99	99
X1.4 Kesesuaian	.526	.501	.554	.500	.841
	.000	.000	.000	.000	.000
	99	99	99	99	99
X1.5 Daya Tahan	.613	.508	.623	.444	.652
	.000	.000	.000	.000	.000
	99	99	99	99	99
X1.6 Kemampuan Pelayanan	.902	.593	.563	.568	.579
	.000	.000	.000	.000	.000
	99	99	99	99	99
X1.7 Estetika	.800	.801	.586	.620	.694
	.000	.000	.000	.000	.000
	99	99	99	99	99
X1.8 Kualitas yang Dirasakan	.610	.484	.597	.626	.872
	.000	.000	.000	.000	.000
	99	99	99	99	99
X2.1 Keberwujudan	.625	.542	.623	.497	.732
	.000	.000	.000	.000	.000
	99	99	99	99	99
X2.2 Keandalan	.710	.502	.878	.525	.590
	.000	.000	.000	.000	.000
	99	99	99	99	99
X2.3 Daya Tanggap	.479	.510	.503	.878	.453
	.000	.000	.000	.000	.000
	99	99	99	99	99
X2.4 Jaminan	.503	.435	.615	.819	.768
	.000	.000	.000	.000	.000
	99	99	99	99	99
X2.5 Empati	.650	.554	.643	.583	.899
	.000	.000	.000	.000	.000
	99	99	99	99	99
X3.1 Harga Berdasarkan Persepsi	.591	.417	.529	.321	.432
	.000	.000	.000	.001	.000
	99	99	99	99	99
X3.2 Harga Berdasarkan Harga Tetap	.537	.551	.505	.431	.545
	.000	.000	.000	.000	.000
	99	99	99	99	99

Source: SPSS 20

Correlation of service quality variable dimension (X2) to purchasing decision (Y).

From table 5., Correlation of dimension of service quality variable (X2) to purchase decision (Y), found points as follows:
- The strongest perceived quality dimension correlates with post-purchase behavior dimension compared to other independent variable dimensions; With a correlation value of 0.869.

- The dimension of embodiment is highly correlated with the post-purchasing behavior dimension compared to the dimensions of the other independent variables; With a correlation value of 0.750.
- The strongest correlated reliability dimension with alternative evaluation dimensions is compared with the dimensions of other independent variables; With a correlation value of 0.886.

- The dimension of responsiveness is strongest correlated with the post-purchase behavior dimension compared to the dimensions of other independent variables; With a correlation value of 0.911.
- The correlated guarantee dimension is strongest with the purchasing decision dimension as compared to the dimensions of other independent variables; With a correlation value of 0.833.
- The empathy dimension correlates most strongly with the post-purchase behavior dimension as compared to the dimensions of other independent variables; With a correlation value of 0.903.

The above points Shows the correlation test results on the variable quality of service to the purchase decision variable. The result of correlation shows that each dimension of service quality variable with purchasing decision correlate strongly with positive value.

In the table, the correlation between service quality dimension (X2) with customer satisfaction (Y), it is seen that the most dominant dimension is empathy dimension (X2.5) with purchasing decision in terms of post purchase behavior (Y1.5) with coefficient value equal to 0.899 which means it has a strong correlation value. This means that the quality of empathy service is that employees are always open to receive complaints from consumers of milk products in accordance with the wishes of SGM milk consumers Mother influences the desire of customers to make purchasing decisions of milk products Mother Bunda.

Correlation of variable price dimension (X3) to purchase decision (Y).
From table 5.8, Correlation of Price Variable Dimension (X2) to purchasing decision (Y), found points as follows:

- Price dimensions based on perceptions are strongest correlated with problem / requirement recognition dimensions compared to other dimensions of independent variables; With a correlation value of 0,591.
- Price-based fixed price dimensions are strongest correlated with information search dimensions compared to other independent variable dimensions; With a correlation value of 0.551.

The above points Shows the correlation test results on the Price variable against the purchase decision variable. The result of the correlation shows that each dimension of price variable with purchasing decision correlates each other with positive value.

In the table, the correlation between price dimension (X3) and customer satisfaction (Y), shows that the most dominant dimension is price dimension based on perception (X3.1) with purchasing decision in case of problem / need recognition (Y1.1) with value

Coefficient of 0.591 which means having a moderate correlation value. This means that the price variables on the price dimension based on perception that the price of SGM Bunda products affordable by consumers in accordance with the wishes of milk consumers Mother Affect the desire of the customer to make purchasing decisions dairy products SGM Bunda.

Discussion of Research Results
In this section will be explained about the discussion of the results of the analysis that has been done, namely the influence of each independent variable to the dependent variable that has been analyzed. In this study can be seen that all independent variables have a significant effect on the dependent variable. The explanation is as follows.

Quality of Product Affects Purchase Decision
The result of T test calculation for the influence of product quality variable to purchase decision variable is 0,000 <0,05. That is, product quality has a positive and significant effect on purchasing decision. The results of this study, in line with research conducted by:
1) Alfred [5] that product quality affects consumer purchasing decisions.
2) Beneke, Justin: Brito, Alex & Garvey, Kerry-Anne [14] that product quality has a positive and significant effect on purchasing decisions.
3) Djumarno, Lies, & Ali Hapzi, [15] that the product has a positive and significant effect on purchase decision either partially or simultaneously.

This indicates that the majority of the community, choose the milk SGM Bunda because it has a complete flavor variant and complete nutritional content to meet consumer needs.

Service Quality Affects Purchase Decision
The result of T test calculation for the influence of service quality variable to purchase decision is 0,000 <0,05. That is, the quality of service has a positive and significant impact on purchasing decisions. The results of this study, in line with research conducted by Peres [9] that service quality positively affects purchasing decisions.

Consumers see the biggest points of service quality provided by employees are employees are always open to receive complaints from customers, give personal attention to customers, employees are always open, and understand the specific needs of its customers.

Influential Price on Purchase Decision
The result of T test for the influence of price on purchasing decision is 0,000 <0,05. That is, prices have a positive and significant effect on purchasing decisions. The results of this study, in line with research conducted by:

1) Munnukka [6] that prices have a positive effect on purchasing decisions.
2) Djumarno, Lies, & Ali, Hapzi., [15] that Price has a positive and significant effect on purchasing decision either partially or simultaneously.
3) Madiba, Glen and Robert-Lombard, Mornay (2011) Price has a positive and significant effect on purchasing decision.

Price is something quite relative for most people in choosing a product. However, some people choose to consume milk SGM Bunda because the price of dairy products SGM Bunda affordable by consumers and comparable with the quality offered.

Product Quality, Quality of Service, and Price have an effect on purchasing decision

Based on the results of research analysis on the effect of product quality, service quality, and price to the decision of purchasing milk product of pregnant woman SGM Bunda in obtaining information simultaneously the three independent variables have a positive and significant influence on purchasing decisions, it can be viewed based on test regression coefficient Of 0.027 and F test results simultaneously. Based on the results of regression coefficient testing obtained R square results that the magnitude of the influence of these three variables to the purchase decision is 96.7%. Thus, by looking at the magnitude of the influence of these three variables on the purchase decision, it is fitting that these three variables become a special attention for the company PT. Sarihusada Generasi Mahardika Tangerang Selatan region in order to increase sales of milk products of pregnant women SGM Bunda.

The results of this study are in line with previous research conducted by:
1) Beneke, Justin: Brito, Alex & Garvey, Kerry-Anne (2014) that product quality has a positive and significant effect on purchasing decisions.
2) Djumarno, Lies, & Ali Hapzi , [15] that the product has a positive and significant effect on purchase decision either partially or simultaneously.
3) Peres [9] that the quality of service has a positive effect on purchasing decisions.
4) Madiba, Glen and Robert-Lombard, Mornay (2011) Prices have a positive and significant effect on purchasing decisions.
5) Djumarno, Lies, & Ali Hapzi, [15] that Price has a positive and significant effect on purchasing decision either partially or simultaneously.

CONCLUSIONS

Based on the results of research and discussion that has been described in the previous chapter, then obtained the following conclusions.
1. Product Quality has a positive and significant effect on Purchase Decision of SGM Bunda in South Tangerang Region. This means the better the quality

of the product resulting from performance aspects, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality (Perceived quality), then the purchase decision will increase the milk SGM Bunda, as well as the declining product quality then the purchase decision will decrease.
2. Quality of Service has a positive and significant effect on the decision of Purchase of Milk SGM Bunda in Tangerang Selatan area. This means that the better the quality of service provided from the aspects of tangible, reliability, responsiveness, assurance and empathy, then the decision to purchase milk of Mother will increase, Quality of service then the purchase decision will decrease.
3. Prices have a positive and significant effect on the decision of Purchase of milk SGM Bunda in South Tangerang area. This means that the more affordable price given from the aspect of the price based on the perceived value, and price fixing according to the current price, then the purchase decision of milk of mother will increase, so also the more expensive price then the purchasing decision will decrease.
4. Quality of product, service quality, and price influence simultaneously to purchasing decision of milk of SGM Bunda in south Tangerang area, the three independent variables have positive and significant effect to purchasing decision, meaning that if the three independent variable is better then purchasing decision will increase .

Suggestion

Based on these conclusions then based on the benefits and usefulness of research, can be suggested as follows.

Suggestions for Theoretical Aspects

This research proves the influence of product quality, service quality and price to purchase decision of milk of Mother of Bunda in south Tangerang.

This study confirms that purchasing decisions can occur if the customer's perceived mutuality is achieved and even exceeds expectations, based on product quality, service quality and price that will influence purchasing decisions that will ultimately have an impact on purchasing decisions.

Suggestions for further research is for more studies on other factors that also influence purchasing decisions, because in this study studied only limited to the influence of product quality, service quality and price to the purchase decisions course. Hopefully in the next research can discuss about the influence of brand image, promotion, brand image and others to the purchase decision.

Hopefully the results of this study can be used for the development of marketing management knowledge, especially for product quality, service quality, and price variables in influencing purchasing decisions.

Suggestions for Practical Aspects (Useful)
1. This research shows that the decision of purchasing SGM Bunda in south Tangerang area is influenced by product quality, service quality, and price. This can be a recommendation for the future PT Sarihusada Generasi Mahardika can pay more attention to aspects of product quality, service quality, and Price where the three aspects will affect the purchase decision of milk SGM Bunda in South Tangerang area.

2. For PT Sarihusada Generasi Mahardika considering that product quality variables have significant influence for purchasing decision, it is expected to improve the quality aspect of SGM Bunda product especially from quality of endurance product that is PT Sarihusada Generasi Mahardika expected to pay attention to durability from outside packaging of milk product of SGM Bunda So as not easy dent and dairy products SGM Bunda does not clot if reused after being kept long enough, This is very important because the endurance of SGM products Mother determines the purchase decision so that milk consumers Mother can determine the decision in terms of purchase of milk products SGM Bunda In south tangerang region.

3. For PT Sarihusada Generasi Mahardika considering service quality variables have a significant influence for purchasing decisions, then all aspects of service quality needs to be improved again. Aspects that need to be more attention is the aspect of the assurance that in the form of employees must have adequate knowledge to answer consumer questions. Guarantees provided by employees to milk consumers Mother Bunda in answering consumer questions and also employees consistently be polite to consumers. This is very important because this guarantee is very decisive so that consumers can take a decision to purchase milk SGM Bunda.

4. For PT Sarihusada Generasi Mahardika considering price variables have a significant influence for purchasing decisions, then all aspects of the price need to be improved again. Aspects that need to be more attention is the aspect of price based on the perceived value of the product Price SGM Bunda is proportional to the quality of products on offer. Price based on perceived value given by employee employees to consumers of milk SGM Bunda, is very important because the price based on the perceived is very decisive that consumers can make purchasing decisions of milk SGM Bunda.

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