THE INFLUENCE OF PRODUCT QUALITY AND CONSUMER PERCEPTION TO PURCHASE DECISION ON CANON DSLR CAMERA IN MANADO

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ABSTRACT

Marketing is very important to the success of the company, marketing is used by employers as a tool to influence consumers, especially in making a purchase of a product. Consumer purchasing decision is a very important activity for the company, as one goal obtaining profits to the company. This study aimed to determine the influence of product quality, and consumer perception to purchase decision on canon DSLR camera in Manado. Quality has a direct impact on the performance products and services and has a close relationship with the customer value and satisfaction. Consumers will reveal his behavior after the perception of what the decision will be taken in buying a product.Design research using survey, and research methods used multiple regression analysis method. It can be concluded Product Quality and Consumer Perception simultaneously influence the purchase decision Canon DSLR Camera in Manado. And in partial, Product Quality and Consumer Perception significantly influence the purchase decision Canon DSLR Camera in Manado. PT. Datascrib management need to improve product quality and perceptions of consumer, this can be done marketing activities to increase sales and market share.

Keywords: *product quality, consumer perception, and purchase decision*

INTRODUCTION

Research Background

Activities related to the shooting is believed to have existed since time immemorial, ever since the term of photography itself there. Photographing is believed to have existed since the 13th century, but there are some sources that say that this activity has been in existence long before the 13th century when the human will to see things from the dark chamber large building that houses a hole pinhole, called pinhole.

In today's era of technological advances, along with the development of digital technology is very rapid, the development of the camera was improvement. Starting from the camera obscura, Dry Plates, Kodak and the birth of movies, the compact camera and canon, analog cameras to digital cameras like the DSLR camera. Digital Single Lense Reflex (Digital SLR or DSLR) is a digital camera that uses an automatic mirror system to pass light from the lens to the viewfinder. This camera became the most advanced camera and currently the most popular, especially for the Canon brand.In Indonesia, many competing brands of DSLR cameras. Such as Canon, Nikon, Sony, Pentax, Olympus etc. But who control the market and competing only Canon and Nikon. Almost every 6 months canon always remove the latest digital camera, ranging from pocket cameras to class with a DSLR camera.

Trends, the style and appearance of continuous change from time to time to encourage the need for a digital camera that is more intelligent, qualified and innovative. In the current era of globalization, the Canon is known as one of the cameras and lenses are of high quality.According a brief description of the researchers interested in examining the extent to which the effect of product quality and consumer perceptions of the

decision to buy a CanonDSLRCamera in Manado. For that researchers took the title "The Influence of Product Quality and Consumer Perception to Purchase Decision on Canon DSLR Camera in Manado".

Research Objectives

The purpose of this study, are:

1. To find out how the effect of product quality on consumer purchasing decisions.
2. To determine how perception influence consumer purchasing decision of consumers
3. To find out how consumer perception of product quality and simultaneously influence the purchasing decisions of consumers.

THEORETICAL REVIEW

Theories

Definition of Marketing

Marketing is one of the important things that underlie the survival of a company's survival, where good marketing can do the development of the company to obtain the maximum profit for enterprises. Marketing generally interpreted as an activity that communicates the product both verbal and nonverbal to consumers. Kotabe & Helson (2004:12) Marketing is essentially a creative corporate activity involving the planning and execution the conception, pricing, promotion and distribution of ideas, product and service in an exchange that not only satisfies customers current needs but also anticipates and creates their future needs at a profit. From the definition of the experts who has been described above, it can be concluded that marketing is a social and managerial process of individuals and groups to meet their needs and wants, or to gain an advantage through the creation, supply and exchange (value) product with other parties, where it is also expected to provide satisfaction to their customers.

Product Quality

Kotler and Armstrong (2004:283) defined product quality is one of most important positioning tools. Quality has a direct impact on the performance products and services and has a close relationship with the customer value and satisfaction.

Consumer Perception

Consumers will reveal his behavior after the perception of what the decision will be taken in buying a product. According to Ruch (1967:300) perception is a process of sensory guidance (sensory) and relevant past experience is organized to give us a structured and meaningful in a particular situation. Perception is an individuals process by the which selects, organizer and interprets stimuli into a meaning full and coherent pictures of the world. More or less that perception is a process that makes a person to select, organize and interpret stimuli received into a meaningful picture about their world.

Purchase Decision

Assauri (2004:14) stated that the purchase decision is a decision-making process will be a purchase that includes the determination of what to be or not to make a purchase and the decision was obtained from previous activities. Purchasing decisions Handoko (2002:251-252) is an approach to problem solving in human activities to purchase a good or service to meet the desires and needs which consist of an introduction to the needs and desires, information search, evaluation of purchasing alternatives, purchase decision and behavior after purchase. Purchase decision is the stage in the process of decision making, the buyer where consumers would really buy (Kotler and Armstrong. 2007:93).

Hypothesis

Hypothesis interpreted as provisional estimates or opinions that are still weak so it needs to be verified. The hypothesis used, are:

H_1 : Product Quality and Consumer Perception simultaneously supposed to influence the purchasing decision of the Canon DSLR in Manado.

H_2: Product Quality supposed to influence the purchase decision of the Canon DSLR in Manado.

H_3: Consumer Perception supposed to influence the purchase decision of the Canon DSLR Camera in Manado.
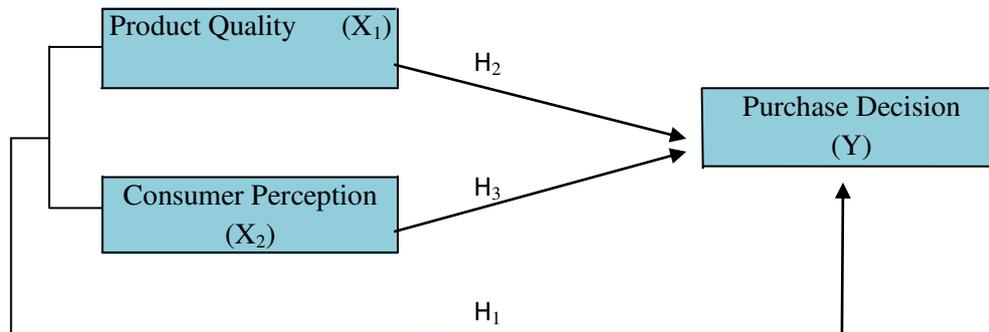
Conceptual Framework

Figure 1 Conceptual Framework
Source : Data Process 2014

RESEARCH METHOD

Type of Research

     This study aims to analyze the Product Quality and Consumer Perception that influence consumer purchasing decisions Camera Canon DSLR in Manado. The study aims to clarify the effect of explanatory one variable to other variables. This study will look at the effects and the causal relationship between the independent variable, namely, Product Quality and Customer Perception of the dependent variable is purchasing decision of the Canon DSLR in Manado. This study also is a correlation study, the research sought to see whether the Product Quality and Customer Perception correlated or not, and how these relationships (Indriantoro & Supomo, 2000:25). Survey conducted by the research design and shape of the test with the "causal relationship studies" or research that analyze the quality or cause the deficit between Product Quality and Customer Perception with consumer purchasing decision of the Canon DSLR in Manado. Sugiyono (2009:11) states associative research is a research that aims to understand the relationship between two or more variables.

Time and Place of Research

     The experiment was conducted in Manado, North Sulawesi. Bringing research license, annual sales data retrieval PT.Datascrib Branch Sales Office in Manado, additional data collection to complement the research and retrieval of documentation. The time period from August to October 2014 adapted to the needs of research.

Population and Sample

     Population is generalized to the object/subject which have a certain quantity and characteristic that is required by researcher to studying and to gain conclusion (Sugiyono 2009:55). The population in this research is all Customer Canon DSLR Camera in Manado. The sample is part of a number of characteristics possessed by the population (Sugiyono, 2009: 91). As part of the population, the sample gives a true picture of the population. The sample in this study were taken from the owners of the Canon DSLR cameras in Manado as many as 100 respondent.

Data Collection Method

     There are two types of data that are used to make an appropriate result, which is primary and secondary data. For this research will be used the primary data and secondary data. The primary data get from respondents. The secondary data is taken from books, journal, and relevant literature from library and internet. These secondary data were used in the background, literature review, research method, analysis and discussions.

Operational Definition and Measurement of Research Variables

1. Product Quality (X_1): Product Quality is product ability to implement the functions of product.
2. Consumer Perception (X_2): Consumer Perception is how to respond or shadow consumer about a product.
3. A decision-making process will include determining what purchases to buy or not to make a purchase and the decision was obtained from previous activities (Handoko, 2000:75).

Random distribution of questionnaires to the consumer, where all variables in this study were measured with a Likert scale models .This scale are used to measure attitudes, opinions, and perceptions of a person or a group of social phenomenon. With the Likert scale, the measured variables can be translated into an indicator variable. Then the indicators used in the form of a statement or question. For the purposes of quantitative analysis, the answer can be filled scores as strongly agree 5 point, agree 4 point, hesitation 3 point, disagree 2 point, and strongly disagree 1 point.

Data Analysis Method

The method of analysis used in this study is multiple linear regression, including multiple correlation coefficient, coefficient of multiple determination and the t test and F test associated with these conditions, the data obtained will be processed using the software SPSS (Statistical Package for Social Science).

Multiple Linear Regression Analysis

Multiple linear regression analysis is a method that is used to describe the relationship of a dependent variable with two or more than two independent variables. The method used in this study is a multiple linear regression, following the opinion (Rangkuti, 2001: 66-67) namely:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e$$

Y   : Purchase Decision X_2 : Consumer Perception $\beta_1\beta_2$: Regression coefficient

X_1 : Product Quality β_0 : Intercept Y   e : Rrror (Residual)

RESULT AND DISCUSSION

Result

Validity Test

The result of the test the validity of acquired three output the first is variable product quality (X_1), variable consumer perception (X_2), and purchase decision (Y). Based on the results in the, it can be seen that the questions are considered valid and invalid, where the question is valid scores> 0.3, while the question invalid <0.3 Wibowo (2012:36). From the results it can be concluded that the questions on product quality (X_1), consumer perception (X_2) and purchase decision Variables declared valid because of> 0.3.

Reliability Test

The output can be known from the value of reliability (Alpha Cronbanh's) for each variable. For a varible Product Quality (X_1) cronbach's alpha value of 0,668 and Consumer Perception (X_2) cronbach's alpha value of 0,664, because the variables has a value above 0.60 so it can be explained that these variables have a high reliability. For a variable Purchase Decision (Y) cronbach's alpha value of 0,450, because it has a value of 0,450 so it can be explained that these variable have no sufficient enough reliability.

Classical Assumption Test Result
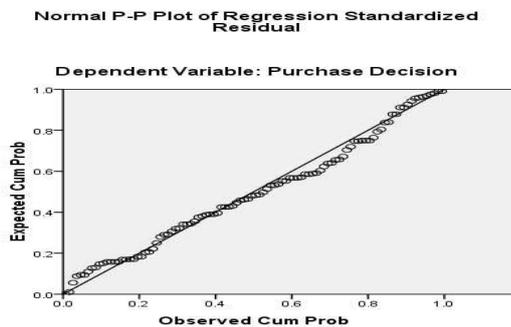
Normality Test

Figure 2. Normality

Source :SPSS data process 17, 2014

From the figure can be known that the dots spread around the line and follow a diagonal line, and residual on the model of the regression distributed in an abnormal manner

Multicollinearity Test

Table 1. Multicollinearity

Model		Collinerity Statistics	
		Tolerance	**VIF**
1	Product Quality	.732	1.366
	Consumer Perception	.732	1.366

Source :SPSS data process 17, 2014

Data in the table above shows that the value of output in the model coefficients Multicollinearity said not happen because all VIF <10.
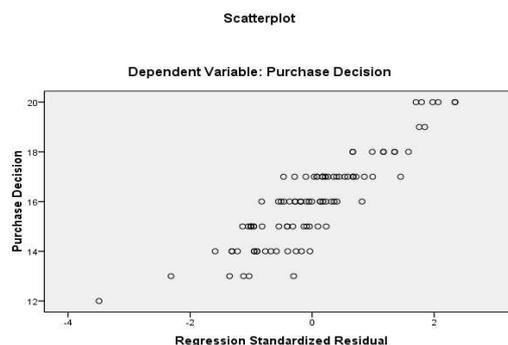
Heteroscedasticity Test

Figure 3. Heteroscedasticity

Source :SPSS data process 17, 2014

Heteroscedasticity occurs when there is no similarity standard deviation value of the dependent variable in each variable independen. Detectionto see whether there is a certain pattern in the image graphic. Based on the detection result that there is a spread of, and does not form a specific pattern, so there is no heteroscedasticity.

Simultaneously (F-Test)

Table 2. F-test Result

Model	Sum of squares	Df	Mean Square	F	Sig.
1 Regression	66.195	2	33.098	13.227	.000[b]
Residual	242.715	97	5.502		
Total	308.910	99			

Source :SPSS data process 17, 2014.

The results of table 2, the testing is done by comparing the calculation results with a significant level of significance level of 0.05 (5%) with the following criteria:
1.IfFcount (sig) ≥ α 0.05 then Ho is rejected and Ha accepted.
2.IfFcount (sig) <α 0.05 then Ho is accepted and Ha rejected.

Calculations show that the number F of 13.227 with a significant level of 0.000 <0.05 then Ho is accepted and Ha rejected. This means that the variable Product Quality (X_1), and consumen Perception (X_2), to Purchase Decision (Y) Canon DSLR Camera in Manado, so the hypothesis that allegedly Product Quality and Consumer Perception together (simultaneously) the effect on Purchase Decision Canon DSLR Camera in Manado acceptable.

Test Partially (T-test)
Table 5. t-test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.626	1.697		4.495	.000
Consumer Perception	.217	.082	.242	2.638	.010
Product Quality	.289	.075	.351	3.831	.000

Source :SPSS data process 17, 2014

The calculation result obtained table:
1. The value of the variable t count for Product Quality (X_1) of 2.638 is greater than ttable value of 1.984 with a significant level of 0.000 <0.05, so that Ho is rejected means Product Quality (X_1) significantly affects the Purchase Decision (Y), so the hypothesis acceptable alternative.
2. The value of the variable t count for Consumer Perception (X_2) of 3.831 is greater than ttable value of 1.984 with a significant level of 0.010 <0.05, so that Ho is rejected means Consumer Perception (X_2) significantly affects the Purchase Decision (Y), so the hypothesis acceptable alternative.

Multiple Linear Regression Analysis
Table 2. Multiple Regression Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.628	1.697		4.495	.000
Consumer Perception	.217	.082	.242	2.638	.010
Product Quality	.289	.075	.351	.3.831	.000

Source :SPSS data process 17, 2014

Form of the regression equation can be written as follows:

Y = 7.626 + 0,217X$_1$ + 0,289X$_2$ + e

The results of the multiple regression equation above gives the sense that:

1. The constant value of 7.626 gives the sense that if the factors Product Quality, and Consumer Perception is not done or equal to zero (0), the amount of the Purchase Decision is 7.626 units.
2. For Product Quality variable (X$_1$) regression coefficient is positive, it can be interpreted if the Product Quality (X$_1$) up 1 unit, then the Purchase Decision (Y) will increase by 0.217.
3. For the Consumer Perception variables (X$_2$) regression coefficient is positive, it can be interpreted if the Consumer Perception (X$_2$) up 1 unit, then the Purchase Decision (Y) will increase by 0.289.

Discussion

PT. Datascrib is a company engaged in the distribution of office supplies. As the growth and development of the technology that was followed by an increase in the need for a complete office supplies, PT. Datascrib expanding them with a product that offers Canon DSLR cameras. To achieve and maintain market, these companies need a good quality product and can learn the perception of consumers. Product quality and consumer perceptions influence the customer purchase decision on Canon DSLR cameras so this will also affect the company's turnover. To achieve a large market share, then the quality of products, and consumer perception is a strategy that can be used, but it must also be followed by a good quality of work of employees in serving the prospective customers and ultimately consumers without a doubt making purchasing decisions were also later will impact the consumer to make a purchase repetitive or recommend to other consumers Canon DSLR cameras.

The results of research showing the value of the variable t count for Product Quality (X1) of 2.638 is greater than ttable value of 1.984 with a significant level of 0.000 <0.05, so that Ho is rejected means Product Quality (X$_1$) significantly affects the Purchase Decision (Y), so the hypothesis acceptable alternative. And the value of the variable t count for Consumer Perception (X$_2$) of 3.831 is greater than ttable value of 1.984 with a significant level of 0.010 <0.05, so that Ho is rejected means Consumer Perception (X$_2$) significantly affects the Purchase Decision (Y), so the hypothesis acceptable alternative. So, Product Quality and Consumer Perceptions simultaneously influence the purchase decision Canon DSLR Camera. And in partial, Products Quality, and Consumer Perception significantly influence the purchase decision Canon DSLR cameras in Manado.

The results in this study are consistent with research Tamunu (2014) who found that the variable quality of the product has positive influence on consumer purchase decisions, and also on consumer perception variables, the results are consistent with research Lomboan (2013) who found that the positive effect on the perception variable decision consumer purchases. In this study, the study population is consumers who use Canon DSLR cameras are distributed to 100 responden Result from multiple linear regression testing is known that, the variable quality of products, and Consumer Perception simultaneously influence the buying decision Canon DSLR.Dan in partial Quality products and Consumer Perceptions significantly influence the purchase decision Canon DSLR.Dan can be said that the regression model in this study is good.

CONCLUSION AND RECOMMENDATION

Conclusion

The results of research and discussion, it can be concluded as follows:

1. Product quality has a significant and positive influence on purchasing decisions Canon DSLR Cameras in Manado.
2. Consumer Perception has a positive and significant influence on purchasing decisions Canon DSLR Cameras in Manado.
3. Product Quality and Consumer Perceptions simultaneously influence the purchase decision Canon DSLR Camera. And in partial, Products Quality, and Consumer Perception significantly influence the purchase decision Canon DSLR cameras in Manado.

Recommendation

The results of the discussion in this study, the authors give advice as input:

1. For companies, need to improve product quality and perceptions of consumers. This can be done by improving further the quality of product and service quality for consumers and conduct marketing activities to increase sales and market share.

2. For further research, assessment should be done by way of deepening or develop research variables, so as to obtain other findings for the development of science.

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