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THE IMPACT OF TIRE PRICE AND SERVICE QUALITY TO IMPROVE CAR TIRE PURCHASING DECISIONS

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ABSTRACT

The movement of transportation at this time is very advanced transportation that is often used by humans to facilitate their work is car transportation, with the rapid growth of cars encouraging the development of car tire businesses with quite fierce competition. One of them is a car tire business in Cirebon. This study uses quantitative methods with questionnaire tools. The population of this study were consumers who replaced car tires in Cirebon. The sample of this study amounted to 200 respondents with the sampling technique using purposive sampling. Data analysis techniques using SEM-PLS. The results showed that service quality has a significant impact on tire purchasing decisions compared to tire prices, this is because consumers feel more comfortable if store services communicate clearly and are easily understood by consumers.

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Introduction.

The development of technology has an impact on the increase in the number of motorized vehicles both cars and motorcycles. These motorized vehicles are used by humans as an inevitable need because they facilitate human mobilization to work. Motorized vehicles need maintenance so that the vehicle can run as desired. One of the main factors in motorized vehicles is tires. Where tires on motorized vehicles are the main factor as a driver of motorized vehicles. Tires are offered by several companies with several different brands.

Table 1. Top Brand Best Car Tire Category.

Brand	TBI	TOP
Bridgestone	38.30%	TOP
Goodyear	12.00%	TOP
Dunlop	11.50%	TOP
GT Radial	9.90%	
Federal	4.70%	

Source: Top Brand Index 2022.

From table 1 above, the tire brand is dominated by the Bridgestone brand compared to other brands. This raises Competition between companies is getting tighter, this is influenced by business changes. Every business leader needs the ability to create the right strategy to influence consumer purchasing decisions in creating customer satisfaction (Fatimah et al., 2023). Companies must be prepared to face competition in order to take over a wider market share. They must always try to meet consumer needs so that their products are better than other competitors. One strategy to overcome these problems is to offer prices that are different from competing companies so that consumers do not switch to other companies. Tire prices are offered with several variations according to the needs and desires of consumers. The availability of tires with various brands and prices offered by each company is different, the company always tries to improve the quality of the tires offered according to consumer desires at prices that can be reached by consumers. Policymaking carried out by each company is usually interested in the quality of tires at the lowest cost that allows substitution between items to meet the desires of consumers (Bai et al., 2021).

Providing different prices can increase consumer buying interest and trust in the quality of the products offered. Price is an important factor in marketing activities, because the presentation and offering of a product cannot be separated from the price offered by the company to consumers. Apart from providing prices that are different from competing companies, companies must also consider the quality of service provided by their employees. Service quality is considered a very important indicator as a decision maker in the competition for the sale of tire products offered by differentiating from competitors (Shabani et al., 2022). Service quality is the level of excellence that consumers expect for control so that it can meet customer needs (Muafa et al., 2020). Service quality has an important role in attracting consumers to purchase tires. Several factors affect service quality, such as consumer comfort when purchasing tires and the attitude of employees in providing the desired information according to consumer needs in fulfilling the tire products that consumers want (Jaiswal et al., 2022). Price and service quality are determining factors for consumers to decide which tires to choose. Consumer purchasing decisions are one of the factors in the business continuity of tire business providers. The purchase decision is the stage where consumers buy the actual product with various considerations. Buying intentions are steps that lead to consumer purchasing decisions. Companies must be able to control and manage the factors that influence consumers so that they remain in their purchasing decisions (Ayu S. et al., 2023).

Purchasing decisions are the purchasing behaviour of end consumers, both individuals and households who buy products for personal consumption. The more attractive the price and quality of services offered by the company, the greater the consumer's interest in using the product, and vice versa, if the price and quality of services are not in accordance with their wishes, consumer interest will decrease (Rybczewska et al., 2020). Thus, the price and quality of service offered by the company have a major influence on purchasing decisions.

This research is different from other studies in terms of the object of research where previous studies examining the same variables mostly on public transportation research objects (Rizka Yohana Tirae Putri, 2020), (Syifa Salwa Kusuma et al. 2022), (Indah Arifatul Hidayah, 2022), Agus Sriyanto and Desty Albiaty (2016), (Rachman, 2017), (Irzaldi, 2020), (Indah Arifatul Hidayah, 2022), it is still rare to examine the supporting equipment for transportation in this case car tires. So that this research will provide benefits for consumers who will change car tires.

Literature Review.

Price.

Price is an exchange rate that can be equated with money or other merchandise for the benefit of goods or services for a person or group at a certain time and place. Price is defined as the cost of money charged by producers to consumers (Taufik et al., 2023), Prices are set by considering manufacturing costs and additional allowances for sales, promotional or marketing costs, producer profit margins, costs and profit margins incurred in the production supply chain (Kamphuis & Kanavos, 2021). Price changes are affected by different market conditions at the same time, but these conditions are hidden and need to be inferred (Preckler & Espín, 2022). If one can calculate the relevant parameters of the state and transition matrix, one can predict the price trend and set one's own trading strategy at the same time (An, 2023). Price is the amount of money charged for a product or service or the amount of value that consumers exchange for the benefits of owning or using the product. Prices are units of currency or other units of measure (other goods and services) that are exchanged to obtain ownership or use of goods or services. The term price is used to assign economic value to a product or service. In other words, a consumer buys a product if the sacrifice (ie money and time) is proportional to the benefits he wants to receive from the production of the goods or services offered by the company. Price is an important factor in the marketing mix, so that the marketing carried out runs optimally and the products offered are easily obtained by consumers who need them. The price indicator contains several main elements of price activity, namely price lists, discounts, rebates, and payment periods.

To evaluate price can have a big influence on consumers when choosing a product or a particular store or seller (Roos Lindgreen & Vermeulen, 2023). The greater the benefits a person feels from the product, the greater the exchange value of the product in his eyes, and the greater the means of exchange he is willing to sacrifice when making a purchase (Sun et al., 2020). The price factor is a factor that is first considered and then adjusted to the capabilities possessed. Based on the price set, consumers decide whether or not to buy the product. (Gunawan & Herdinata, 2021) that there is a price variable that has a positive effect on purchasing decisions.

Service Quality.

Service quality plays an important role in attracting consumers (Jaiswal et al., 2022). Service quality represents the relationship between customer expectations for service and brand perceptions of the service received (Shabani et al., 2022). In terms of service, the concept of service orientation is closely related to the concept of market orientation. If service orientation emphasizes aspects of an organization's service practices, policies and procedures, while market orientation focuses more on matching the organization's unique capabilities with customer needs to achieve business goals. Service is also defined as a service (Romero-Torres et al., 2023). Service quality is a very complex discussion because assessing service quality is different from product quality, especially its intangible nature (Intangible) and simultaneous production and consumption. The quality of service of a company can be known by comparing consumer perceptions of the services provided with the services expected by consumers in accordance with the characteristics of the service provided by the company (Curatman et al., 2021). The dimensions of service quality Tjiptono san Gregorius (2017), namely, Reliability (reliability), namely the ability to serve customers accurately and satisfy consumers. Responsiveness, namely employees who help consumers with responsive service. Assurance, namely employees who have the skills, knowledge and attitude to trust easily so as to avoid consumer doubts. Empathy, namely making it easy to build relationships, communicate effectively, and attract customer attention. Physical evidence, namely staff, availability of premises, equipment, and communication facilities.

The good or bad quality of the service offered depends on the service provider's ability to consistently meet customer expectations (Djakasaputra et al., 2021). In the service business, attitude and service are very important aspects to determine the quality of the services produced. The definition of quality can also be distinguished according to the point of view of producers and consumers. The definition of quality according to the manufacturer is conformity where the manufacturer provides certain specified tolerances for critical dimensions and for each part produced (Ayaad et al., 2022). In the service sector, quality is maintained by following service standards. From the consumer's point of view, quality means value, i.e. how well a product or service fulfills its

purpose at the price the consumer is willing to pay. Velimirovic et al (2022) service quality has an influence on purchasing decisions at automotive repair shops.

Purchase Decision.

The purchase decision is a cognitive process that combines memory, thinking, information processing and decision evaluation (Macall et al., 2021). The purchase decision is the stage of the process in making a decision where consumers actually buy a product (Nurchasanah & Udayana, 2023). Purchasing decisions are consumer decisions regarding matters of purchasing a product through stages carried out by consumers before making a purchase, which include perceived needs, activities before making a purchase, behaviour when using it, and feelings after making a purchase. Consumer views can influence making purchasing decisions, when a consumer thinks a product is of the desired quality and quality, it can influence purchasing decisions (Siregar & Nurmahdi, 2021). Kotler and Armstrong (2008: 181) there are four consumer indicators in making purchasing decisions, namely, 1). Steadiness to buy after knowing product information. 2). Deciding to buy because of the most preferred brand. 3). Buying because it suits your wants and needs. 4). Buying because of recommendations from others. Buyers must make decisions about what products to buy, what aspects to buy, when to buy, where to buy and how to use them (Hanaysha, 2022). Purchasing decisions are individual actions that are directly involved in determining which brands are most sought after and ultimately purchased (Wang et al., 2023).

Factors that influence purchasing decisions there are three main factors that influence consumer decision making, namely (1) psychological factors, (2) situational factors and (3) social factors. Psychological factors include perception, motivation, learning, attitude and personality. Consumers gain experience based on their own experiences and the experiences of others (Zirena-Bejarano et al., 2022). After buying and consuming a product, consumers feel satisfied or dissatisfied. If consumers are satisfied, they will make repeat purchases next time. Conversely, if consumers are not satisfied, they will not buy again. Situational factors include the condition of purchasing facilities and infrastructure, time of purchase, product users, and conditions at the time of purchase. The conditions of commercial premises and infrastructure include parking lots, buildings, outdoor and in-store spaces, air conditioning, lighting, places of worship etc. Shopping time can be morning, noon, afternoon or evening. The right time to buy is different for everyone. The influence of Social Factors includes laws / regulations, family, social class and cultural reference groups.

Method.

This research method uses quantitative research. Quantitative research methods can be interpreted as research methods based on the philosophy of positivism which are used to study certain populations or samples, sampling techniques are usually randomized, research instruments are used to collect data, data analysis is quantitative / statistical which aims to test the hypothesis that has been set (Edmonds & Kennedy, 2017). The population in this study were all tire shops located in the city and district of Cirebon. The sample of this study used a non-probability sample, because the researcher did not get the detailed identity of the respondents needed in making the sampling frame. Non-probability method using purposive sampling technique (Purposive Sampling). Purposive sampling is a sampling technique based on specific criteria, namely people who are considered experts. Purposive sampling is a sampling technique based on certain considerations. The sampling technique in the study used the Hair formula, et al. Hair's formula is used because the population size is not known for sure and suggests that the sample size is 5-10 times the indicator variable. So that the number of indicators is 20 times 10 ($20 \times 10 = 200$). So through calculations based on this formula, the sample size of this study was 200 people who came from consumers of tire shops in the city and district of Cirebon. The data analysis technique in this research uses Structural Equation Modeling- Partial Least Square (SEM-PLS) (Sarstedt et al., 2020) stating that PLS-SEM looks for relationships between constructs to assess the predictiveness between these constructs.

Result and Discussion.

Research Result.

Respondent Demographics.

To find out the profile of the respondents of this study, it can be seen in Table 2 below:

Table 2. Respondent Demographics.

Category	Description	Total	Percent (%)
Gender	Male	120	59,4 %
	Female	80	41,1%
Age	18-25 Years	129	62,3%
	25-35 Years	48	23,2%
	35- 45 Years	18	8,7%
	45- 60 Years	5	2,3%

Source: primary data processed, 2024.

Table 2 shows that consumers who buy tires are dominated by male gender as much as 59.4% with an average age of 18-25 years. This is because in general, tire consumers are men who can support their daily work.

Validity and Reliability Test.

Validity analysis is carried out to describe the relationship between indicators and latent variables.

Table 3. Convergent validity.

Construct	Measurement Item	Loading	Description
Price (H)	H1	0.82	VALID
	H2	0.77	
	H3	0.85	
	H4	0.84	
	H5	0.84	
	H6	0.87	
	H7	0.79	
	H8	0.82	
	H9	0.81	
Service Quality (KP)	KP1	0.87	VALID
	KP2	0.83	
	KP3	0.87	
	KP4	0.84	
	KP5	0.86	
	KP6	0.88	
	KP7	0.84	
	KP8	0.81	
Purchase Decision (KPN)	KPN1	0.71	VALID
	KPN2	0.77	
	KPN3	0.70	
	KPN4	0.70	
	KPN5	0.72	
	KPN6	0.83	
	KPN7	0.83	
	KPN8	0.73	
	KPN9	0.80	
	KPN10	0.79	

Source: primary data processed, 2024.

From table 3 above, it can be seen that convergent validity measures the magnitude of the correlation between constructs and latent variables. Evaluation of the convergent validity of individual checks can be seen from the loading factor. Loading Factors describe the magnitude of the correlation between each measurement item (indicator) and its construct. Measurement can be said to be valid if the loading factor has a value > 0.6 for each indicator in descriptive research. Table 3 shows factor loading with a value > 0.6. Therefore, it can represent the construct to conduct research and variable indicators are declared valid. Meanwhile, to find out the reliability can be seen in table 4 below:

Table 4. Composite Reability.

Construct	Measurement Item	Loading	Cronbach Alpha	Loading Range	Composite Reability	Number of Item
Price (H)	H1	0.82	0.94	0.82 –	0.94	9
	H2	0.77		0.77 –		
	H3	0.85		0.85 –		
	H4	0.84		0.84 –		
	H5	0.84		0.84 –		
	H6	0.87		0.87 –		
	H7	0.79		0.79 –		
	H8	0.82		0.82 –		
	H9	0.81		0.81		
Service Quality (KP)	KP1	0.87	0.94	0.87 –	0.94	8
	KP2	0.83		0.83 –		
	KP3	0.87		0.87 –		
	KP4	0.84		0.84 –		
	KP5	0.86		0.86 –		
	KP6	0.88		0.88 –		
	KP7	0.84		0.84 –		
	KP8	0.81		0.81 –		
Purchase Decision (KPN)	KPN1	0.71	0.92	0.71 –	0.92	10
	KPN2	0.77		0.77 –		
	KPN3	0.70		0.70 –		
	KPN4	0.70		0.70 –		
	KPN5	0.72		0.72 –		
	KPN6	0.83		0.83 –		
	KPN7	0.83		0.83 –		
	KPN8	0.73		0.73 –		
	KPN9	0.80		0.80 –		
	KPN10	0.79		0.79 –		

Source: primary data processed, 2024.

From table 4 above, it can be seen that the composite reliability value shows > 0.70. Therefore, all items of the displayed variables are reliable. In PLS the reliability test is strengthened by Cronbach alpha, where the value generated by all constructs can be believed to be very good, namely > 0.6. Based on the results of Table 4, all construct indicators are reliable or meet the reliability test.

Evaluation of Measurement Model (Iner Model - Structural Model).

The results of the measurement model evaluation can be seen in table 5 which shows the magnitude of the influence of each dependent variable on the independent variable. The results of the calculation of the total influence between variables can be seen below:

Table 5. Total Effect.

	KPN
H	0.14
KP	0.83

Source: primary data processed, 2024.

From table 5 above, it can be seen that the results of the measurement model evaluation show that purchasing decisions are partially influenced by 14% of the price. Service quality partially affects 83% purchasing decisions.

Table 6. R-Square Value.

	R Square
KPN	0.84

Source: primary data processed, 2024.

Table 6 above shows that the structural model is evaluated using R-square (R^2) for the dependent construct with its independent constructs, with the criteria for limiting the value there are three classifications, namely 0.67; 0.33; and 0.19. From Table 6 below, there is an R-Square value for the Purchase decision variable of 0.84 or 84%, which means that the Purchase decision can be explained simultaneously through price and service quality.

Goodnes of Fit (GoF) aims to show the extent to which the accuracy and validity of the entire model functions as validation in PLS-SEM, it must be tested using the Goodness of Fit (GoF) hypothesis test.

Table 7. Goodness of Fit (GoF).

	Saturated model	Estimated model
SRMR	0.059	0.059
d_ ULS	1.294	1.294
d_g	1.704	1.704
Chi-square	1.347.610	1.347.610
NFI	0.751	0.751

Source: primary data processed, 2024.

From table 7 above, it can be seen that Goodness of Fit evaluates measurement and structural models as well as simple measurements for overall model prediction with the following criteria:

1. Standardized Root Mean Square Residual (SRMR) The PLS model is declared to have met the criteria for the fit model test if the SRMR value is < 0.1 (Vicenzo, 2016: 55).
2. Normal Fit Index (NFI) the score range is 0 to 1 where the closer to 1 the better the model built.

It can be seen from table 7, the SRMR value is $0.059 < 0.1$ and the NFI value is 0.751 (closer than 1) so it is concluded that the data has described the overall model or the model fits the data.

The Path Diagram Structural Model can be seen from the figure below:

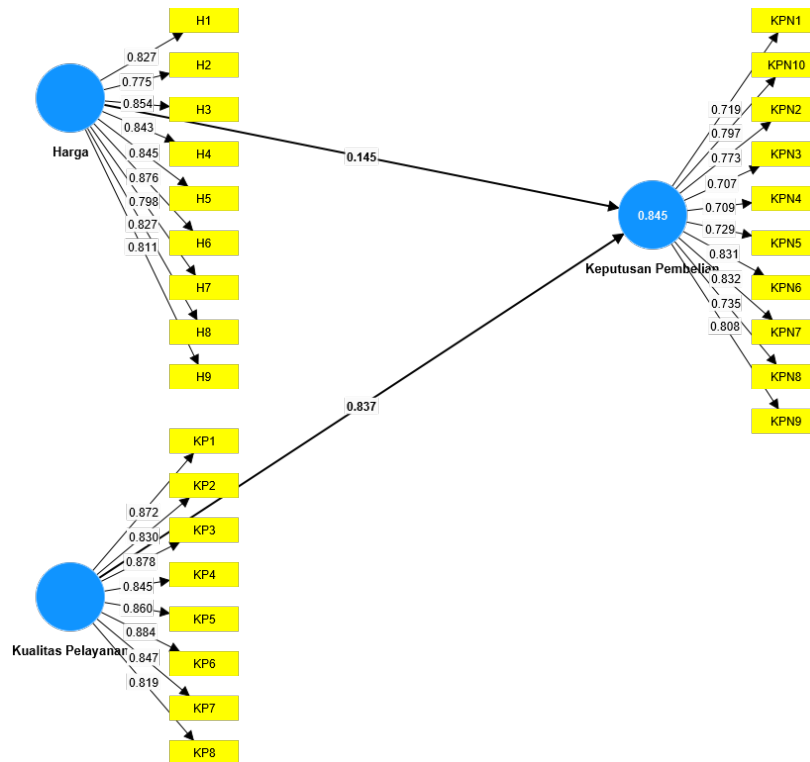


Figure 1. Evaluation of the Measurement Model. (Outer Model - Measurement Model).

Hypothesis Test.

The research hypothesis is a temporary answer to the formulation of research problems (Meiva, 2020). This test calculates the difference between the values of two variables in each case and tests whether the mean difference amounts to zero. The paired-samples T-test is also used to test the hypothesis that there is no difference between two variables. Data can come from two measures of the same subject or one measure of a pair of subjects (Muhid, 2020). The results of hypothesis testing can be seen in Table 8 below:

Table 8. Path Coefficient and Hypothesis Testing.

	H	T Statistics	Result	P Values
KP->KPN	H1	19.510	Accepted	0.000
H->KPN	H2	2.921	Accepted	0.004

Source: Primary data processed, 2024.

In table 8 above, it can be seen the calculation using bootstrapping, where the test results of the estimated coefficient of KP on KPN with a t value of 19.510 and a p value of $0.000 < 0.05$ so that H1 is accepted, which means that the direct effect of KP on KPN is statistically significant. Furthermore, the test results of the estimated coefficient of H on KPN with a t value of 2.921 and a p value of $0.004 < 0.05$ so that H2 is accepted.

Discussion.

The Effect of Price has a Direct Effect on Purchasing Decisions.

Price has a direct effect on purchasing decisions, it can be seen from table 5 above that prices partially influence purchasing decisions. Price is the main factor considered by consumers to make purchases, generally consumers are attracted by competitive and relatively cheap prices in accordance with the desired product quality. Price is often used as an indicator of value when the price is related to the perceived benefits of a good or service. In other words, if the perceived benefits of consumers increase, the value will also increase, so that the increasing price of a product will decrease consumer purchasing power, on the other hand, when a product is offered at a relatively low price, consumer purchasing power will increase and purchasing decisions will increase. Tire shops in Cirebon offer prices that are competitive and relatively cheap with tire shops in other areas with the same quality products offered.

This research is in line with research conducted by Sri Wahyuni and Jonianto (2016) that price has a significant positive influence on purchasing decisions. According to (Rizka Yohana Tirae Putri, 2020) states that price has a positive effect on purchasing decisions. Research conducted by (Syifa Salwa Kusuma et al. 2022) if the price has a positive influence on purchasing decisions. According to Research (Indah Arifatul Hidayah, 2022) states that price has a positive effect on purchasing decisions.

Service Quality has a Direct Effect on Purchasing Decisions.

From the test results conducted above, it can be seen that service quality has a direct and significant effect on purchasing decisions. In the results of hypothesis testing table 7 above, it is known that service quality significantly influences purchasing decisions. Service quality has an important role in attracting consumers, where service quality represents the relationship between customer expectations for service and brand perceptions of the services received such as store cleanliness, comfort, and service provided by each employee in order to increase consumer purchasing decisions. If the service received or felt is as expected, then the service quality is categorized as good and satisfying. Conversely, when the service received is lower than expected, the service quality is categorized as poor. Service quality is expected to be the superior power of tire business actors in Cirebon to attract potential customers.

In line with research conducted by Agus Sriyanto and Desty Albiaty (2016), it states that service quality partially has a significant influence on purchasing decisions. Research conducted by (Rachman, 2017) states that service quality has a positive and significant effect on purchasing decisions. According to (Irzaldi, 2020) in his research states that service quality has a positive and significant effect on purchasing decisions. According to research (Indah Arifatul Hidayah, 2022) states that service quality has a positive effect on purchasing decisions.

Conclusion.

Based on the research results above, it can be concluded that price has a partial effect on tire purchasing decisions at Cirebon tire shops, but service quality is proven to directly have a significant effect on tire purchasing decisions at tire shops in Cirebon. Thus, if the quality of service is improved by tire shops in Cirebon for consumers, the purchasing decision for tire products at tire shops in Cirebon will increase. Furthermore, price and service quality have a direct effect on purchasing decisions. Price does not affect significantly because many consumers are more concerned with product quality as offered by tire stores in Cirebon, although the management of each tire shop in Cirebon still needs to consider offering promo prices to attract customer buying interest. The results of the study provide an overview of every tire shop in Cirebon to provide promo prices and improve service quality such as store cleanliness, comfort, and service provided by each employee in order to increase consumer purchasing decisions. The results of this study can also be used as reference material for further research by adding product quality and promotion variables.

For consumers who will change tires, they should first look for information regarding what tire brand to choose and then compare the prices available from each store because consumers are relatively looking for tire products at relatively cheap prices in accordance with the quality of the products that consumers want and the quality of service provided by each tire shop in Cirebon.

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