

**EFFECT OF PRODUCT QUALITY, PRICE PERCEPTION, AND ATTITUDE OF CUSTOMER TOWARDS HERBALIFE PRODUCT PURCHASE DECISION (STUDY ON THREE CIGANJUR NUTRICIDI HOUSEHOLDS, SOUTH JAKARTA)**

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**Abstract** - his study aims to determine and analyze the effect of product quality, price, and consumer attitudes on purchasing decisions for Herbalife products (a case study of three nutrition houses in Ciganjur, South Jakarta). The research method used is a survey method, using a questionnaire as a data collection tool. The population in this study were all consumers in the Three Healthy Homes Nutrition Club Ciganjur, South Jakarta. The sample used was 100 samples. The analysis tool used is SPSS. n general, it is concluded that there is a positive influence on product quality, price, and consumer attitudes towards the decision to purchase Herbalife products at Three houses Club Ciganjur, South Jakarta.

**Keywords:** Product Quality, Price, Consumer Attitude, Buying decision.

**Abstrak**– Peneliti ini bertujuan untuk mengetahui dan menganalisis pengaruh kualitas produk, persepsi harga, dan sikap konsumen terhadap keputusan pembelian produk Herbalife (studi kasus pada tiga rumah nutrisi di ciganjur jakarta selatan). Metoda penelitian yang digunakan adalah metoda survei, dengan menggunakan kuesioner sebagai alat pengumpulan datanya. Populasi dalam penelitian ini adalah semua konsumen di Tiga Rumah Sehat Nutrisi Club Ciganjur Jakarta Selatan. Sampel yang digunakan adalah 100 orang sampel. Alat analisis yang digunakan adalah SPSS. Secara umum disimpulkan bahwa terdapat pengaruh positif kualitas produk, harga, dan sikap konsumenterhadapKeputusan Pembelian Produk Herbalife di Tiga Rumah Sehat Nutrisi Club Ciganjur Jakarta Selatan.

**Kata Kunci:** Kualitas Produk, Harga, Sikap Konsumen, Keputusan Pembelian

## PRELIMINARY

### Background

People around the world are starting to realize the importance of maintaining health. Various methods are used to get optimal health. According to the World Health Organization (WHO), the definition of health is a state of well-being which includes physical, mental and social conditions that are not only free from disease or disability. So in analogy, mental health is not only free from distraction but rather a feeling of being healthy, prosperous and happy (well being), there is harmony between thoughts, feelings, behavior, being able to feel happiness in most of one's life and being able to overcome the challenges of daily life.

One way to maintain health is to consume healthy nutrients made from natural ingredients or also known as herbs. Herbs or herbs are something that is created by nature that is useful as a supplement to restore the function of the performance of organs that have decreased their productivity and have not been touched by chemical products or other similar synthetic substances, so they are safe to use so that herbal products do not expire. Herbal products generally realign all the functions of the human body as an inseparable unit because herbs have the ability to repair the system in the human body and can work on all cells and molecules in the parts that are needed only while the rest will be excreted through urine and other sewers. and not stored in the body.

The herbal product business has increased and is a promising business in the market. This increase triggers competition between similar product companies. Therefore, a product distribution pattern has developed that relies on communication links through human networking (social networks). The marketing system in question is Multi Level Marketing (MLM). Multi Level Marketing (MLM) is a sales method that distributes goods or services through a network by distributors, where the product distribution channel is shortened so that it is from the producer.

to the consumer as the end user. Many companies in Indonesia have practiced the MLM system and it offers a great opportunity for anyone who wants to earn extra income or start researching a new career. One MLM company that sells herbal products and is quite well known is Herbalife. Health and weight management are the main factors for a more attractive appearance. This presents a challenge for companies to issue their best products to meet consumer demand. Many companies issue daily nutritional products in the form of powdered and liquid milk to help maintain weight balance. One of the companies that issued this product is PT Herbalife with its superior product Nutritional Shake which contains complete nutrition as a substitute for daily meals which is useful for repairing cells in the body and managing body weight such as increasing, losing and maintaining weight. Herbalife's rapid growth has made it considered the leading herbal based nutrition company. The Herbalife company has grown from 1980 to the present, the ingredients used by the company in Herbalife products are safe for consumption in the long term, so that many consumers have confidence in the Herbalife family products. According to a survey conducted by the Frontier consulting group, Herbalife was ranked as the fifth top brand index in 2019 with the special diet milk category. Herbalife competitors with similar products are WRP (Women Rejuvenation Program), Tropicana Slim, Diabetasol, L-men and Entrasol. The survey results are presented in table 1.

**Table 1:** Top Brand Index data by brand in 2019 and 2020

No.	Merk	TBI (%)	
		2018	2019
1	WRP	42.1%	40.6%
2	Tropicana Slim	59.4%	73.6%
3	Diabetasol	24.2%	35.1%
4	Entrasol	21.3%	23.6%
5	Herbalife	33.9%	35.4%

Sumber: [www.topbrand-award.com](http://www.topbrand-award.com), 2020

Based on Table 1, the increase in top brands owned by Herbalife in 2018 shows that consumer confidence in Herbalife products has been recognized by consumers. Brand shows product identity related to the promotion of a product and product quality in the minds of consumers. However, the position of Herbalife's top brand products is still below several competitors that issue similar products. In terms of price, Herbalife products can be said to have a relatively high price compared to the four other similar products, which can be seen in appendix 1. So that companies need to create and improve their strategies to attract consumers to trust more in their products and convince consumers that the prices set by the company indeed according to the quality and benefits of consuming Herbalife Nutritional Shake products.

The factors that affect customer satisfaction with a product can come from within the consumer or from outside the consumer (Qomariah, 2018). Customer satisfaction is defined as the level of a person's feelings after comparing the performance (or results) he feels compared to his expectations (Lupiyoadi, 2013). This comparison between expectations and performance will result in feelings of pleasure or disappointment in the mind of the customer. If the performance matches or even exceeds expectations, the customer will feel happy or satisfied (Qomariah, 2015). Conversely, if the performance is below expectations, then the customer will feel disappointed or dissatisfied. Customer satisfaction is the overall attitude shown by customers for goods or services after they acquire and use them (Mowen and Minor, 2001).

The American Marketing Association (Tjiptono, 2014) defines a brand as a name, term, sign, symbol, or design, or a combination thereof, which is intended to identify goods and services of a seller or group of sellers and to differentiate it from competitors' goods or services. According to (Kotler and Armstrong, 2012), a good brand image is to provide good quality products for consumers. A successful brand has great potential to generate even more profits if the company is able to use the brand aggressively and continuously through various means such as brand expansion or line expansion. Value is an order that is used as a guide by individuals to weigh and choose alternative decisions in certain social situations because the quality offered is relatively higher than competitors will affect the level of consumer loyalty, the higher the perceived value perceived by the customer, the greater the likelihood of a relationship ( transactions) (Tjiptono, 2007).

From the problems and descriptions above, the authors are interested in examining the Effect of Product Quality, Price Perception and Consumer Attitudes on Purchasing Decisions of Herbalife Products.

## DISCUSSION

### **Theoretical basis**

#### **Definition of Marketing**

Marketing is one of the main activities that need to be carried out by a company, be it a goods or service company in an effort to maintain its business continuity. According to (Kotler and Armstrong, 2014) defines marketing, namely Marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return, which means that marketing is a process where companies create value for customers and build relationships. customers to capture value from customers in return.

#### **Understanding Marketing Management**

According to (Kotler and Armstrong, 2014) defines marketing management, namely Marketing management as the art and science of choosing target markets and building profitable relationships with them, which means marketing management is the art and science of choosing target markets and building profitable relationships with them. (Buchari Alma, 2013) suggests marketing management that marketing management is the activity of analyzing, planning, implementing and supervising all activities in order to achieve the marketing level in accordance with the objectives set by the company.

#### **Product quality**

Products are the most basic marketing mix tool, where consumers have hopes of fulfilling their needs and wants through a product. So that the fulfillment of these needs and desires is closely related to product quality. Quality in the view of consumers has different characteristics that differ from one consumer to another. . according to (Kotler and Armstrong, 2014), defines product quality as follows "The characteristics of a product or service that bear on its ability to satisfy stated or implied customer needs". In this opinion, product quality is a characteristic of a product or service that supports its ability to satisfy customer needs.

#### **Definition of Price**

According to (Assauri, 2014), price is the only element of the marketing mix that generates sales revenue, while the other elements are only the cost element. Based on the above opinion, it can be concluded that. Price is the amount of money charged for a product that consumers exchange for the advantages of the product.

#### **Consumer Attitude**

Consumer attitudes are an important factor that will influence purchasing decisions. According to (Nugroho, 2008) attitude is a mental and nervous system related to readiness to respond. According to Schiffman and Kanuk (Sangadji and Sopiah, 2013), attitude is the essence of feeling someone likes or dislikes a certain object.

#### **Consumer Purchasing Decisions**

Schiffman and Kanuk in (Sangadji, 2013) define a decision as choosing an action from two or more alternative choices. A consumer who wants to choose must have an alternative choice. A decision without a choice is called "Hobson's Choice". Meanwhile, Kotler and Keller (2016: 240) argue that in the evaluation stage consumers form a preference for brands in the selection set. In some cases, consumers may decide not to formally evaluate each brand.

#### **Research Hypothesis Development**

A hypothesis is a provisional statement or the most probable conjecture that remains to be sought. The hypotheses in this study are:

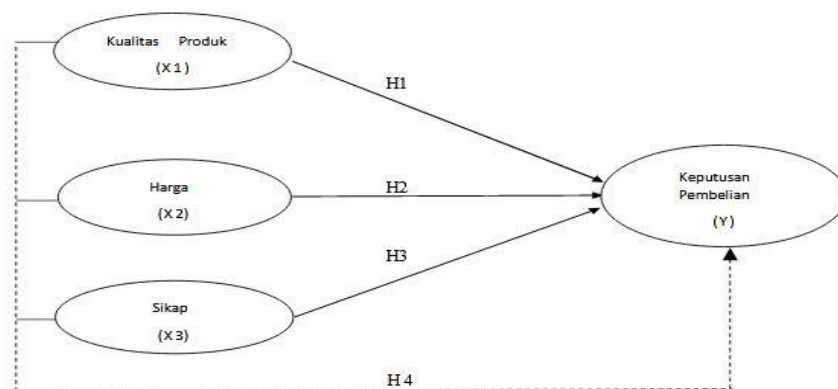
H1: It is suspected that there is an effect of product quality on purchasing decisions for Herbalife consumers at the Ciganjur Nutrician Club.

H2: It is suspected that there is a price influence on Herbalife purchasing decisions for consumers at the Ciganjur Nutrician Club house.

H3: It is suspected that there is an influence of consumer attitudes on Herbalife purchasing decisions for consumers at Ciganjur Nutrician House.

H4: It is suspected that there is an influence on product quality, price, and consumer attitudes towards purchasing decisions for Herbalife consumers at the Ciganjur Nutrician House.

### Research Conceptual Framework



**Image 1.**conceptual framework

Source: Theory Study Based on Image 1. Quality, price and attitude simultaneously influence and partially influence purchasing decisions.

## RESEARCH METHODS

### Research Strategy

The research strategy used is causal associative. According to (Sugiyono, 2018) "casual associative research is research that is intended to reveal problems that are causal in nature between two or more variables." In this case the researcher intends to determine the effect of the variable Product Quality (X1), Price (X2), and Attitude (X3) on purchasing decisions (Y) at Tiga Rumah Nutrician Club Ciganjur.

### Research population

The population according to (Sugiyono, 2017) states that the population is an area of generalization of objects that have certain qualities and characteristics that are determined by researchers to be studied and then draw conclusions. Population determination is an important stage in research. The population can provide information or data that is useful for a study.

### Research Samples

The sample is part of the population that is expected to represent the population in the study. According to (Sugiyono, 2017) the sample is part of the number and characteristics of the population. The sample was conducted because the researcher had limitations in conducting research both in terms of time, energy, funds and a very large population. Then the researcher must take a truly representative sample (can represent). The technique used to determine the sample of this study is purposive sampling. In principle, in purposive sampling, the sampling of members of the sample is based on special selection. (According to Sugiyono, 2010) the definition is: a technique for determining research samples with certain considerations that aim to make the data obtained later can be more representative. So that every consumer who purchases herbalife products has the same right to become a respondent of this research. So that the number of samples is based on (Roscoe in Sugiyono, 2013) that a sample size of more than 30 and less than 500 is sufficient to be used in a study. According to (Nazir, 2005), the number of samples is determined based on personal considerations provided that the sample is sufficiently representative of the population considering time and cost. Therefore, with reference to the opinion of Roscoe and Nazir, the number of samples in this study was 100 respondents.

### Data and Data Collection Methods

The type of data used in this study is primary data. According to (Sugiyono, 2013) understanding data is a data source that directly provides data to data collectors. Primary data sources, namely individual respondents, focus groups, the internet can also be a source of primary data if the questionnaire is distributed via the internet. From this study, primary data were obtained from the results of filling out the questionnaire for three healthy club nutrition houses. The aim is to determine the effect of product quality, price and consumer attitudes on purchasing decisions for herbalife products. In order for this study to obtain accurate data and relevant information from Herbalife users in three healthy homes for nutrition club ciganjur, South Jakarta, the method of data collection used in this study is :

#### 1. Library Research

Library research is carried out based on books related to the problems to be discussed in order to obtain theories and definitions that will be used in this research.

#### 2. Questionnaire

Questionnaire is a data collection technique which is done by giving a set of questions or written questions to respondents to answer them. The questionnaire is an efficient data collection technique, if the researcher knows exactly which variables to measure and knows what the respondent can expect. Questionnaires are also suitable if the number of respondents is large enough and spread over a large enough area. Questionnaires can also be in the form of closed or

open questions, and can also be given to respondents directly or sent via the internet and also by post. Sugiyono (2017: 142).

### **Operational Variables**

In the research instrument used for data collection in the form of a questionnaire. The research instrument is compiled from indicators of quality, price, attitude and purchase decisions in statements with 4 (four) alternative answers. In the statement used the Likert scale to measure the quality, price, attitudes and purchasing decisions of a person or group of people about social phenomena. The questionnaire used is very personal and confidential, there are also options for answers with a certain score. Where the answer for each instrument item matches the weighted value as in the following table.

**Table 2** Questionnaire Answers Score

No.	Pernyataan	Pernyataan	Bobot Nilai
1	Sangat Setuju	SS	4
2	Setuju	S	3
3	Tidak Setuju	TS	2
4	Sangat Tidak Setuju	TST	1

Source; (Sugiyono, 2017)

The questionnaire is arranged based on indicators that are in accordance with the variables studied. Furthermore, these indicators are used as a benchmark for arranging instrument items that are poured into the form of a statement (Table 2).

### **Dependent Variable (Dependent = Y)**

The dependent variable is a dependent variable in a research relationship, so that this variable is always influenced by the independent variable. This causes the dependent variable is a consequence of the independent variable. In research conducted by the author, the dependent variable in this study is a purchase decision symbolized by Y (purchase decision). The scale used is a Likert scale.

### **Independent Variable (Independent = X)**

#### 1. Product Quality (X1)

Product quality is the ability of a company to provide identity or characteristics to each product so that consumers can recognize the product.

#### 2. Price (X2)

Price is the sum of all values provided by customers to benefit from owning or using a product or service.

#### 3. Attitude (X3)

Attitudes can be positioned as a result of evaluation of attitude objects that are expressed in cognitive, affective (emotional) and behavioral processes. From the above definitions, it shows that attitude generally consists of cognitive components (ideas that are generally related to speech and learning), behavior (tends to influence appropriate and inappropriate responses) and emotions (causing consistent responses).

#### 4. Purchase Decision (Y)

Purchasing decision is a problem-solving approach to human activities to buy goods or services in fulfilling their wants and needs, which consists of identifying needs and wants,

searching for information, evaluating purchasing alternatives, purchasing decisions and behavior after purchase.

### **Data Analysis Methods**

The steps used for data processing in this study are as follows:

#### 1. Editing

The first stage in processing the data obtained by researchers from the field by checking the possibility of respondent's answer error and the uncertainty of the respondent's answer.

#### 2. Coding

give or give a certain mark or code to alternative answers of a kind or classify so as to facilitate researchers regarding tabulation.

#### 3. Tabulation

Calculation of the data that has been collected in each category is arranged in an easy to understand table.

The data obtained, after being processed and sorted, will be used for statistical analysis of the data in accordance with the research objectives. The data analysis used is the analysis of the coefficient of determination and hypothesis testing.

### **Data processing methods**

The data obtained were then processed using the SPSS 25 software. The SPSS 25 software was used to facilitate data processing, so that the results were faster and more precise.

### **Method of presenting data**

In this study the data collected is presented in tabular form to make it easier to analyze and understand the data so that the data presented is more systematic.

### **Research Instruments**

A questionnaire depends on the quality of the data used in the test. Research data will not be useful if the instrument that will be used to collect research data does not have high validity and reliability. These tests and measurements each demonstrate the consistency and accuracy of the data collected.

### **Validity test**

The validity test is carried out to ascertain how well an instrument is used to measure the concept that should be measured. According to (Sugiyono, 2017) to test the validity is done by correlating the score of the questions with the total score. The total score is the sum of all statement scores. The data that has been obtained is tabulated and factor analysis is carried out using the Construct Validity method using the simple correlation method. If the result is 0.3 (critical) or more, then the factor is a strong construction or has good construction validity.

The formula used to test the validity of this instrument is Karl Pearson's Product Moment, as follows:

$$r = \frac{n(\sum XY) - (\sum X)(\sum Y)}{\sqrt{[n(\sum X^2) - (\sum X)^2][n(\sum Y^2) - (\sum Y)^2]}} \quad (1)$$

Information:

$r^{xy}$  = The coefficient of the validity of the question items being sought

n = Number of respondents sought (sample)



X = Score obtained by subjects from all items

Y = The total score obtained from all items

Then the results of  $r_{xy}$  are compared with the product moment (critical), if the results obtained  $r_{xy} > 0.3$ , then the instrument is valid. In practice, to test the validity of the questionnaire, it often uses the help of Microsoft Office Excel software and the SPSS (Statistical Package for Social Science) version. 25

#### **Product Quality Variable Test Results (X1)**

Based on the results of the validity test, it was concluded that in the Product Quality variable (X1), 8 (eight) statement items were declared valid because the  $r_{count} >$  critical value, so that all of these statements could be used for data collection.

#### **Variable Price Test Results (X2)**

Based on the results of the validity test, it is concluded that in the variable Price (X2), 4 (four) statement items are declared valid because the  $r_{count} >$  critical value, so that all statements can be used for data collection.

#### **Variable Test Results on Consumer Attitudes (X3)**

Based on the results of the validity test, it was concluded that in the Consumer Attitude variable (X3), 3 (three) statement items were declared valid because the  $r_{count} >$   $r_{critical}$  value, so that all of these statements could be used for data collection.

#### **Test Results Dependent Variable Purchase Decision (Y)**

Based on the results of the validity test, it is concluded that in the dependent variable the Purchase Decision (Y), 6 (six) statement items are declared valid because the  $r_{count} >$  critical value, so that all of these statements can be used for data collection.

#### **Reliability Test**

The reliability test according to (Sugiyono, 2017) is useful for determining whether the instrument in this case can be used more than once. At least for the same respondents will produce consistent data, in other words the reliability of the instrument characterizes the level of consistency even though the questionnaire is used twice or more at other times. The reliability test was carried out on the statement items in the questionnaire that had been declared valid. The reliability value is expressed by the Cronbach Alpha coefficient based on the criteria of the lowest reliability limit of 0.6. If the test criteria are met, the questionnaire is declared reliable or simply the research instrument, then the next steps are selecting the data analysis method used and testing the research hypothesis.

**Table 3.** Instrument Reliability Test Results

No.	Indikator	Cronbach's Alpha	>	Keterangan
1	Kualitas Produk	0,766	0,60	Reliabel
2	Harga	0,788	0,60	Reliabel
3	Sikap Konsumen	0,884	0,60	Reliabel
4	Keputusan Pembelian	0,793	0,60	Reliabel

Sumber: Hasil Pengolahan Data SPSS v 25.0 (2020)

From table 3 above, it can be seen that the variables above have Cronbach's Alpha > 0.60, thus it can be concluded that all items in the indicator are reliable.

### **Analysis of the Coefficient of Determination (R<sup>2</sup>)**

The coefficient of determination is a value that describes how much change or variation in the dependent variable can be explained by changes or variations from the independent variable. By knowing the coefficient of determination, we will be able to explain the goodness of the regression model in predicting the dependent variable. The higher the coefficient of determination, the better the ability of the independent variable to explain the behavior of the dependent variable. If the r<sup>2</sup> obtained from the calculation is close to 1 (one), the stronger the influence of the independent variable on the dependent variable. The formula for calculating the coefficient of determination according to (Sugiyono, 2017) is as follows:

$$Kd = R^2 \times \quad (2)$$

Information :

Kd = the coefficient of determination

R<sup>2</sup> = correlation coefficient

### **Test Results of Partial Determination of Product Quality Coefficient Analysis (X1) on Purchasing Decisions (Y).**

Based on the calculation of the partial determination coefficient of product quality (X1) on the buyer's decision (Y), it shows that the partial determination coefficient of 0.615 can be interpreted that the effect of product quality on purchasing decisions is 61.5% or in other words 61.5% of variations in decision variables the purchase can be explained by the product quality variable, while the remaining 38.5% is the influence of other variables that are not included in this research model.

### **Test Results of Partial Determination Price Coefficient Analysis (X2) on Purchasing Decisions (Y)**

Based on the calculation of the partial determination coefficient of Price (X2) on the buyer's decision (Y), it shows that the partial determination coefficient of 0.108 can be interpreted that the effect of price on purchasing decisions is 10.8% or in other words 10.8% of variations in purchasing decision variables can be explained by the price variable, while the remaining 89.2% is the influence of other variables not included in this research model.

### **Test Results Analysis of the Persial Attitude Determination coefficient (X3) on Purchasing Decisions (Y)**

Based on the calculation of the partial determination coefficient of attitude (X3) on the buyer's decision (Y), it shows that the partial determination coefficient of 0.023 can be interpreted that the effect of consumer attitudes on purchasing decisions is 2.3% or in other words, 2.3% of variations in purchasing decision variables can be explained by the consumer attitude variable, while the remaining 97.7% is the influence of other variables that are not included in this research model.

### **Multiple Determination Coefficient Analysis (R<sup>2</sup> Test)**

Correlation analysis is used to determine the level of relationship or degree of closeness between the variable product quality (X1), price (X2), attitude (X3), multiple to the purchasing decision (Y) herbalife products. The correlation value (r) used in this study is the "Pearson Product Moment" correlation. While the analysis of the coefficient of determination is used to determine the percentage of product quality (X1), price (X2), consumer attitudes (X3) multiple contributions

to purchasing decisions (Y) of herbalife products. The results of the calculation process carried out using SPSS V.25 can be seen as in the table below:

**Table 4.** Multiple Coefficient of Determination

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.861 <sup>a</sup>	.741	.733	1.487	1.299

a. Predictors: (Constant), SIKAP, HARGA, KUALITAS PRODUK

b. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: Results of SPSS v 25.0 (2020) Data Processing

$$\begin{aligned}
 \text{KD}_{1,2,3} &= r^2 \times 100\% \\
 &= 0,733^2 \times 100\% \\
 &= 0,537 \times 100\% \\
 &= 53,7\%
 \end{aligned}$$

Based on table 4, the value of Adjusted R or the Coefficient of Determination is 0.733, which means that the amount of purchase decisions, prices, consumer attitudes towards purchasing decisions is 53.7% and the remaining 46.3% is influenced by other factors not observed in this study.

### Hypothesis testing

Hypothesis testing on  $\rho$  is used to determine the significant effect of the independent variables with the dependent variable partially or simultaneously.

#### 1. Partial hypothesis testing

Test the hypothesis or the presumption of a partial influence by looking at the t-count and the  $p$ -value not greater than the real level  $\alpha = 0.05$  between the independent variable and the dependent variable. The results of tcount using SPSS V.25 are as follows:

Table 5. Partial Hypothesis Results (t test)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.450	1.586		-2.176	.032
	KUALITAS PRODUK	.676	.073	.716	9.307	.000
	HARGA	.272	.123	.137	2.217	.029
	SIKAP	.181	.157	.089	1.155	.251

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: Results of SPSS v 25.0 (2020) Data Processing

### Interpretation of Research Results (t test)

- i. If the sig value  $< 0.05$ , or  $t_{count} > t_{table}$ , then there is an effect of variable X on Y.
- ii. If the sig value  $\geq 0.05$ , or  $t_{count} < t_{table}$  then there is no effect of variable X on variable Y.

$$t_{table} = t(\alpha/2 ; n-k-1) = t(0,025 ; 72) = 1,993 \quad (3)$$

### First Hypothesis Testing (H1)

The sig value is known. For the effect of X1 on Y is equal to 0.000  $< 0.05$  and the value of  $t_{count} 9.307 > t_{table} 1.993$ , so it can be concluded that H1 is accepted, which means that there is an effect of X1 on Y. Proving that partially there is a significant effect on product quality with herbalife product purchasing decisions.

### Second Hypothesis Testing (H2)

The sig value is known. For the effect of X2 on Y is 0.029  $< 0.05$  and the  $t_{count} 2.217 > t_{table} 1.993$ , so it can be concluded that H2 is accepted, which means that there is an effect of X2 on Y. Proving that partially there is a significant effect on price with the decision to purchase herbalife products.

### Third Hypothesis Testing (H3)

The sig value is known. For the influence of X3 on Y is equal to 0.251  $> 0.05$  and the value of  $t_{count} 1.151 < t_{table} 1.993$ , so it can be concluded that H3 is rejected, which means that there is no influence of X3 on Y. Proving that partially there is no significant effect on consumer attitudes with product purchase decisions herbalife.

**Table 6.** Conclusion of the Partial Hypothesis Results (t test)

Variabel	T		Sig.		Kesimpulan
	t <sub>hitung</sub>	t <sub>tabel</sub>	hasil	$\alpha=5\%$	
Kualitas Produk (X <sub>1</sub> )	9,307	> 1,993	0,000	< 0,05	H <sub>0</sub> ditolak dan H <sub>a</sub> diterima, Berpengaruh Signifikan
Harga (X <sub>2</sub> )	2,217	> 1,993	0,029	< 0,05	H <sub>0</sub> ditolak dan H <sub>a</sub> diterima, Berpengaruh Signifikan
Sikap Konsumen (X <sub>3</sub> )	1,151	< 1,993	0,251	> 0,05	H <sub>0</sub> diterima dan H <sub>a</sub> ditolak, tidak Berpengaruh Signifikan

Source: Results of SPSS v 25.0 (2020) Data Processing

### Simultaneous Test (Test F)

The F test is used to determine whether in the regression model the variable product quality (X<sub>1</sub>), price (X<sub>2</sub>), attitude (X<sub>3</sub>) simultaneously has a significant effect on the purchasing decision variable (Y) of Herbalife products. As for statistically, the hypothesis in this study is as follows: following:

**Table 7.** Simultaneous Results of the F Test

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	608.352	3	202.784	91.655	.000 <sup>b</sup>
	Residual	212.398	96	2.212		
	Total	820.750	99			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), SIKAP, HARGA, KUALITAS PRODUK

### Interpretation of Research Results (Test F)

- i. If the value is sig. < 0.05, or  $F_{count} > F_{table}$ , then there is an effect of variable X simultaneously on variable Y.
- ii. If the value is sig. > 0.05, or  $F_{count} < F_{table}$ , then there is no effect of variable X simultaneously on variable Y.

$$F_{\text{tabel}} = F(k ; n-k) = F(3 ; 73) = 2,73 \quad (4)$$

#### Fourth Hypothesis Testing (H4)

Based on the output in table 4.20, it is known that the sig value. For the effect of X1, X2, and X3 simultaneously on Y is  $0.000 < 0.005$  and the value of  $F_{\text{count}}$  is  $91.655 > F_{\text{table}} 2.73$ , so it can be concluded that H4 is accepted, which means that there is an effect of X1, X2, and X3 simultaneously on Y. This proved that simultaneously there is a significant influence between product quality, price, and consumer attitudes towards purchasing decisions for Herbalife products.

**Table 8.** Conclusion of Simultaneous Hypothesis Results (Test F)

Variabel	F		Sig.		Kesimpulan
	F <sub>hitung</sub>	F <sub>tabel</sub>	hasil	$\alpha = 5\%$	
Kualitas Produk (X <sub>1</sub> ), Harga (X <sub>2</sub> ), Sikap Konsumen (X <sub>3</sub> )	91,655	> 2,73	0,000	<0,05	Ho ditolak dan Ha diterima, Berpengaruh Signifikan secara bersama-sama.

Sumber: Hasil Pengolahan Data SPSS v 25.0 (2020)

### Research Findings

#### Research result

The partial results of hypothesis testing found that product quality had a significant effect on purchasing decisions Herbalife. The calculation of the partial determination coefficient of product quality has an effect on purchasing decisions by 61.5%, it is categorized as quite large, the rest is influenced by other variables. This is in line with the research of Novita Sukmawati and Sri Rejeki (2020), which states that product quality variables have a positive effect on consumer purchasing decisions.

The partial results of hypothesis testing found that price has a significant effect on purchasing decisions for Herbalife products. The calculation of the partial determination coefficient of the price of the effect on the interest in purchasing decisions is 10.8%, it is in the medium category so that the rest is influenced by other variables. This is in line with the research of Wahyu Rajasa Putra, and I Made Bayu Dirgantara (2018) that the price variable has a positive and significant effect on consumer purchasing decisions.

The results of this partial hypothesis testing show that attitudes do not have a significant effect on purchasing decisions for Herbalife products. The calculation of the partial determination coefficient of attitude towards purchasing decisions has an effect of 2.3%, which means that the contribution of the influence of the attitude variable (X3) to the purchase decision (Y) falls into the low category. This is not in accordance with the research of Wahyu Rajasa Putra, and I Made Bayu

Dirgantara (2018). It can be concluded that attitudes have no effect on consumer purchasing decisions.

The results of simultaneous hypothesis testing found that product quality, price and consumer attitudes have a significant effect on purchasing decisions for Herbalife products. The calculation of the simultaneous coefficient of determination of the variable product quality (X1), price (X2), and consumer attitudes (X3) on purchasing decisions has an effect of 74.1%, is in the fairly large category, while the rest is not examined in this study.

## **Conclusions, Implications and Limitations of the Research**

### **Conclusions**

Based on the results of the data, there are several conclusions drawn in this study, namely as follows:

1. Partially, product quality has an effect on purchasing decisions, with an effect of 61.5%, and it is also significant to purchase decisions, which means that the variable quality of the product makes consumers interested in buying Herbalife products even though the contribution of the influence is considered high.
2. Partially, the price has an effect on the buying decision interest in Herbalife products with an effect of 10.8% and is significant on the purchase decision, it means that the price variable makes consumers interested in buying Herbalife products with a moderate impact contribution.
3. Partially, attitudes have an effect on purchasing decisions for Herbalife products, with an effect of 2.3% but not significant on purchasing decisions, it means that there is an influence that can make consumers buy Herbalife products, even though the contribution of the attitude variable in this study is considered low.
4. Simultaneously there is a significant influence between product quality (X1), price (X2), attitude (X3) on purchasing decisions for herbalife products (Y). with an effect of 74.1% and significant, so it can be interpreted that all variables make consumers interested in buying Herbalife products with a significant contribution of influence, the rest is not observed in this study.

### **Implications**

From the results of existing research, the authors can provide the following suggestions:

1. The results of the data analysis test show that there is a very strong influence and relationship between the quality of Herbalife products at 61.5% with consumer purchasing decisions at UMI FIT HERBALIFE GROUP, Herbalife Nutrition Home (Adem Club), and Pingky Club Nutrition House. However, in order to maintain the existence of product quality in the minds of consumers, UMI FIT GROUP HERBALIFE, Herbalife Nutrition House (Adem Club), and Pingky Club Nutrition House need to use new and interesting concepts in their marketing strategies to further introduce Herbalife products to consumers. Doing promotions that further emphasize the benefits of Herbalife products, supported by empirical evidence.
2. Based on the results of the partial calculation of the price variable (X2) on the interest in purchasing decisions (Y), the effect is 10.8%, which means that it is quite low. We recommend that Herbalife products at the healthy home Nutrition Club need to do promotions on package price variants at the healthy nutrition club house, so that consumers are more interested in implementing a healthy program at the healthy nutrition club house.
3. Based on the results of the calculation of the lowest attitude variable, 2.3% of the other variables, so the researchers suggest that the healthy house nutrition club should improve the

system of speech delivery and attitudes to consumers in the healthy house. So that consumers are loyal to consume Herbalife Nutricion and not move to other competitors.

4. Herbalife and the health club nutrition club must cooperate properly according to the existing ethical agreement, because it is an important factor, this can be benefited in two ways, first by charging for access to reach people who do not have access, second helping in marketing products, so that Herbalife can reduce costs to customers with a package program in the Rumah Sehat Nutrition Club. It is good for the herbalife party and also the home healthy nutrition club.

#### **Limitations of Research and Further Research Development**

Future research is expected to be able to take a larger sample and not only for consumers in the three healthy club nutrition houses so that it is necessary to add a wide range of research objects. Further research is expected to examine variables that can support, which are thought to be an influence on purchasing decisions for Herbalife products.

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