

Analysis of the Influence of Product Quality and Price Perceptions on the Purchase Decision of Orthopedic Implant Products (Kangli) Through Consumer Trust as Intervening Variables in Pt. Java Almeda Mandiri in Surabaya

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Abstract— The purpose of the study was to find out how the effect of product quality, price perception on purchasing decisions with consumer trust as an intervening variable in PT. Java Almeda Mandiri in Surabaya. The sample in the study was 60 respondents. This research uses SEM-PLS, the software is smartPLS. The results of the study found that product quality has a significant effect on consumer trust, price perception has a significant effect on consumer trust, product quality has a significant effect on purchasing decisions, price perception has a significant effect on purchasing decisions, consumer trust has a significant effect on purchasing decisions, product quality has a significant effect on purchasing decisions through consumer trust, price perception has a significant effect on purchasing decisions through consumer trust.

Keywords— Structural Equation Model (SEM), Partial Least Square (PLS), Product quality, price perception, consumer trust, purchasing decisions.

I. INTRODUCTION

Orthopedic implants are one of the health products that are produced to cure people, including from a disease called rheumatoid arthritis. According to Smolen et al., (2010) “Rheumatoid arthritis is characterized by synovial inflammation and a high tendency to destroy bone and cartilage which leads to high operating costs. This disease mostly occurs in the human body after 50 years. Along with the times in the world of health, especially in the orthopedic implant industry, it is a reflection of the high need for quality implant products, and of course at affordable prices (Kathan, et al, 2016). Orthopedic implant products are one of the products that are growing rapidly from year to year. Many new brands have sprung up in the orthopedic implant industry that compete with each other to create their superior products. Manufacturers are required not only to create products but also to understand consumer wants and needs (Chen and Thous, 2015)

Suzhou Kangli Orthopedics Instrument co.ltd is one of the leading orthopedic implant manufacturing companies in Asia. The company's history began in 1994 when the Chinese government gave permission to the Suzhou Kangli Orthopedics Instrument Co.ltd company to conduct its business. Kangli operates in several countries around the world. The domestic market is the company's main market, while the rest of the world represents 10% of the sales share. Suzhou Kangli Orthopedics Instrument co.ltd is headquartered in Nanyuan East Road Luyuan Xihuan Road, Zhangjiagang, Jiangsu Province, China most of the manufacturing facilities are located in China. The two main business areas are orthopedic implants (70%) including hip implants, knee implants, facial craniomaxillo implant systems, spinal implants, trauma implants, bone cement and MedSurg equipment (41%) including surgical equipment and navigation systems, medical device products. Kangli currently employs more than 100

people and is constantly in need of more qualified experts as the business continues to grow.

PT. Java Almeda Mandiri is one of the distributors of orthopedic implants in Surabaya which serves 50 hospitals throughout Indonesia, so it has a large market potential. Some Kangli orthopedic implant products circulating in Indonesia can be seen from table 1 as follows:

TABLE 1. Orthopedic implant products (Kangli) circulating in Indonesia

No	Types of products
1	External Fixation System
2	Craniomaxillofacial System
3	Metalic Bone Plate System
4	Mini Screw,Mini Cannulated System
5	Intramedullary Nail System
6	Locking Compression Plates System
7	Locking Plates System
8	Spinal System

Source: PT. Java Almeda Mandiri

PT. Java Almeda Mandiri has carried out a number of activities to increase the use of orthopedic implants (Kangli) by increasing workshops and seminars for doctors who want to deepen their knowledge. However, the stability of sales volume has not yet been achieved. This can be orthopedic implants (Kangli) in Surabaya Province in the last 6 years in table 2 as follows:

TABLE 2. Sales Volume of Orthopedic Implants (Kangli) PT. Java Almeda Mandiri in Surabaya Province 2015-2020

No	Year	Sales Volume (Case)
1	2015	797
2	2016	747
3	2017	939
4	2018	612
5	2019	542
6	2020	447

Source: PT. Java Almeda Mandiri

This phenomenon shows that the company must have a marketing strategy that is able to influence the purchase decision of this kangli implant product.

According to Armstrong (2014) "The purchase decision is the stage in the buyer's decision-making process where consumers actually buy. Decision making is an individual activity that is directly involved in obtaining and using the goods/services offered. Competition for orthopedic implant products is getting tighter and companies are competing to develop their market share to try to attract consumers by influencing consumer attitudes to be willing to buy their products.

In terms of the quality of Kangli products, this shows that this product is good and suitable for use in the world of health, but there are still consumers who use other products whose product quality is still below the standard of Kangli products. In terms of price, Kangli implant products have affordable prices and compete with other competitors. With good product quality and competitive prices, this product can be trusted by potential consumers to make purchasing decisions for kangli implant products. But the decline in sales of implant products at PT. Java Almeda Mandiri, resulting in consumers who do not use this product by choosing similar products from other competitors. One form of marketing strategy that is able to influence the decision to purchase Kangli implant products is a marketing mix strategy which includes product and price.

Companies must be able to read what consumers want so that the products that have been produced are in demand by many consumers and they decide to buy products from the company. This is certainly an important thing for companies to pay attention to in order to strengthen their product position so as to bring up consumer trust in the product.

II. PROBLEM STATEMENT

Based on the background that has been described, the problem is formulated as follows:

1. Is there an effect of product quality on consumer trust in Orthopedic implant products (Kangli) at PT. Java Almeda Mandiri in Surabaya?
2. Is there an effect of price perception on consumer trust in Orthopedic implant products (Kangli) at PT. Java Almeda Mandiri in Surabaya?
3. Is there an effect of product quality on the purchase decision of Orthopedic implant products (Kangli) at PT. Java Almeda Mandiri in Surabaya?
4. Is there an effect price perception on the purchase decision of Orthopedic implant products (Kangli) at PT. Java Almeda Mandiri in Surabaya?
5. Is there an effect of consumer trust on the decision to purchase Orthopedic implant products (Kangli) at PT. Java Almeda Mandiri in Surabaya?
6. Is there any influence of product quality on purchasing decisions of Orthopedic implant products (Kangli) through consumer trust in PT. Java Almeda Mandiri in Surabaya?
7. Is there a price effect on the decision to purchase Orthopedic implant products (Kangli) through consumer trust in PT. Java Almeda Mandiri in Surabaya?

III. LITERATURE REVIEW

1) Marketing Management

Kotler and Keller (2013) argue that Marketing management is that the art and science of selecting target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.

Marketing management occurs when a minimum of one party to a possible exchange is bothered ways to realize the response the opposite party wants. Kotler and Keller (2013) define marketing management is the art and science of choosing target markets and building profitable relationships with them. Kotler and Keller (2013) who said that; "Marketing management is that the art and science of selecting target markets and obtaining, retaining, and increasing the amount of shoppers by creating, delivering, and communicating superior customer value."

According to Armstrong (2014), the marketing mix may be a collection of controllable tactical marketing tools (product, price, place, and promotion) that the corporate combines to provide the response it wants within the target market. Armstrong (2014) reveals that the marketing mix includes 4 elements, namely:

- a. Product
- b. Price
- c. Place
- d. Promotion

Product Quality

Product quality according to Armstrong (2014) could be a product or service characteristic that depends on its ability to satisfy customer needs. Product quality can provide a long-term relationship between consumers and firms. The Merchandise is claimed to own good quality, if the merchandise can work because it should and may meet the requirements and desires of consumers.

Product Quality Indicator

According to Armstrong (2014). There are eight indicators of product quality include:

- a. Performance
- b. Reliability
- c. Features
- d. Conformance
- e. Durability
- f. Service ability
- g. Aesthetics
- h. Perceived quality

Price Perception

Perception is that the process utilized by individuals to pick out, organize and interpret input information to make a meaningful picture of the globe. Price perception explains information a few product and provides deep desiring to consumers (Kotler and Keller, 2013).

According to Armstrong (2014) price is that the amount of value that buyers exchange for the advantages of owning and employing a product or service that enables the corporate to earn an inexpensive profit by being got the customer value it

creates. Furthermore, the notion of price in step with Tjiptono and Chandra (2012) defines price as the amount of money charged for a product or variety of values exchanged by consumers for the advantages of owning or using the product.

Price Perception Indicator

According (Armstrong, 2014). There are four indicators of price perception include:

- a. Price compatibility with the quality of products offered
- b. Price competitiveness
- c. Price affordability
- d. Price match with benefits

Consumer Trust

Consumer Trust according to Mowen and Minor (2012) is all knowledge possessed by consumers and every one conclusions made by consumers about objects, attributes and benefits. Objects will be products, people, companies and everything during which someone has beliefs and attitudes. Consumer trust gets considerable attention from business people. To build this trust, business actors must share strategies so consumers come to them and conduct business transactions, whether small or large scale.

Consumer trust is a kind of emotional reflection for commerce. In keeping with Sumarwan (2011) consumer trust is defined because the perception of reliability from the consumer's point of view supported experience, or rather on a sequence of transactions or interactions characterized by the fulfillment of expectations for product performance and satisfaction. The most characteristic of the formation of trust may be a positive perception that's formed from experience. It depends on the amount of fulfillment of the expected product or service benefits, as well as the level of consistency of expectations and actual results. If the buyer expects a service at a particular level, and feels that the service received is more than what he expected and continues to use the product or service, then the consumer can be said to believe.

Consumer Trust Indicator

According to (Mowen and Minor, 2012). Indicators of consumer trust include:

- a. Benevolence
- b. Ability
- c. Integrity

Purchase Decision

Purchasing decisions are a series of processes that start from the buyer recognizing the matter, seeking information a few particular product or brand and evaluating the product or brand how well each alternative can solve the problem, which then a series of processes that result in a purchase decision (Tjiptono and Chandra, 2012).

Furthermore, Kotler and Keller (2012) add that the purchasing decision process could be a five-stage process that buyers bear, ranging from problem recognition, information search, evaluation of alternatives that may solve the matter, purchase decisions, and post-purchase behavior, which begins long before the purchase is made. actually done by consumers and have an impression long after.

Purchase Decision Indicator

According to (Tjiptono and Chandra, 2012). There are three indicators of purchasing decisions include:

- a. Stability on a product
- b. Habits in buying products
- c. Speed in buying a product

Conceptual Framework

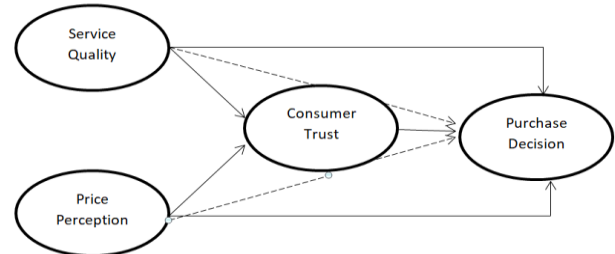


Fig. 1. Conceptual Framework

Description :

- X1 = Product Quality
- X2 = Price Perception
- Z = Consumer Trust
- Y = Purchase Decision

Research Hypothesis

The hypothesis could be a temporary answer to the formulation of the research problem, therefore the formulation of the research problem

Research problems are usually arranged within the style of a matter sentence (Sugiyono, 2017). as for the hypothesis proposed during this study with the sub-chapter of the influence between research variables, namely:

- H1: Product quality has a significant effect on consumer trust in Orthopedic implant products (Kangli) at PT.Java Almeda Mandiri in Surabaya.
- H2: Price perception has a significant effect on consumer trust in Orthopedic implant products (Kangli) at PT.Java Almeda Mandiri in Surabaya.
- H3: Product quality has a significant effect on purchasing decisions for Orthopedic implant products (Kangli) at PT.Java Almeda Mandiri in Surabaya.
- H4: Price perception has a significant effect on purchasing decisions for Orthopedic implant products (Kangli) at PT.Java Almeda Mandiri in Surabaya.
- H5: Consumer trust has a significant effect on purchasing decisions for Orthopedic implant products (Kangli) at PT.Java Almeda Mandiri in Surabaya.
- H6: Product quality has a significant effect on purchasing decisions through consumer trust in Orthopedic implant products (Kangli) at PT.Java Almeda Mandiri in Surabaya.
- H7: Price perception has a significant effect on purchasing decisions through consumer trust in Orthopedic implant products (Kangli) at PT.Java Almeda Mandiri in Surabaya.

IV. RESEARCH METHODS

The research uses quantitative research methods because the research data is in the form of numbers and the analysis uses

statistics to test hypotheses. The research population is all consumers of Orthopedic implant products at PT. Java Almeda Mandiri in Surabaya. The research sample amounted to 60 respondents, which were taken by random sampling technique. Data collection was carried out in August-November 2021 through distribution of questionnaire sheets with a Likert scale ranging from 1-5. Distributed questionnaires have been tested for validity and reliability through instrument testing. The data were analyzed using component-based structural equation modeling (SEM). An approach known as Partial Least Square (PLS). This study used data analysis using SEM-PLS, there are two main parts, namely the analysis of the outer model and the analysis of the inner model.

V. ANALYSIS AND RESEARCH RESULTS

1) Respondents Overview

Based on the results of consumer research PT. Java Almeda Mandiri includes all genders, and male sex is more than female. Furthermore, the age level of the respondents in this study was dominated by the age of 41-50 years. Based on education, most of the consumers of PT. Java Almeda Mandiri are Bachelor of Masters/SP as many as 44 respondents. Based on the length of subscription, respondents in this study the longest subscription, which is more than 5 years, as many as 35 respondents.

Structural Model Test Results (Outer Model)

TABLE 3. Loading Factor Measurement >0.7

Indicator	(X1) SQ	(X2) PP	(Z) CT	(Y) PD	DISC
1	0.520	0.808	0.828	0.760	Valid
2	0.728	0.789	0.892	0.918	Valid
3	0.727	0.768	0.888	0.861	Valid
4	0.856	0.768	0.929	0.816	Valid
5	0.870	0.845	0.936	0.853	Valid
6	0.808	0.749	0.868	0.826	Valid
7	0.753	0.778	0.825	0.786	Valid
8	0.734	0.880	0.898	0.886	Valid
9	0.789	0.919	0.903	0.872	Valid
10	0.754	0.812	0.890	0.851	Valid
11	0.739		0.914		Valid
12	0.764				Valid
13	0.683				Valid
14	0.720				Valid
15	0.749				Valid

Source: SmartPLS Processed by the Author

Based on the results in table 3, it can be seen that the X1.1 and X1.13 items are not valid, the indicator can still be maintained/considered, because the X1.1 and X1.13 items, the loading factor values, namely 0.520 and 0.683 are still between more from 0.4 to less than 0.7 so the loading factor value can still be maintained and in addition to items X1.1 and X1.13 the loading factor value is < 0.7 and almost all indicators used are valid because they have a loading factor value. > 0.7. Therefore, all indicators used in this study have met the requirements of convergent validity.

TABLE 4. Measurement Average Variance Extracted >0.5

Variable	AVE	Desc
X1	0.563	Valid
X2	0.661	Valid
Y	0.790	Valid
Z	0.712	Valid

Source: SmartPLS Processed by the Author

The overall AVE value above > 0.50 indicates the average indicator of the measurement items contained in the variables X1, X2,Z,Y is above 50%. So the results of this evaluation conclude that the evaluation of the measurement model from the Convergent Validity aspect is fulfilled.

TABLE 5. Composite Reliability And Cronbach Alfa > 0.7

Variable	Cronbach Alfa	Composite Reliability	Desc
X1	0.945	0.950	Reliable
X2	0.943	0.951	Reliable
Y	0.973	0.976	Reliable
Z	0.955	0.961	Reliable

Source: SmartPLS Processed by the Author

Based on the table, all the variables used are declared reliable because the existing values have met the requirements, namely the entire composite reliability value of the variables used is more than 0.7 and all variables have a Cronbach alpha value of more than 0.7.

Structural Model Test Results (Inner Model)

In the Inner model testing is done to see the relationship between the constructs, the value of the research model. The Inner Model is evaluated using R-square, path coefficients, predictiverelevance, f-square and t-statistical tests as well as the significance of the coefficients of structural path parameters.

TABLE 6. Measurement R-Square

Variable	R Square	Desc
Y	0.671	Moderate
Z	0.263	Weak

Source: SmartPLS Processed by the Author

The R2 value obtained from the results of the calculations carried out in the table, it is obtained that:

- a. The purchasing decision variable (Y) is influenced by product quality, price perception and consumer trust variables by 67.1% and the rest is influenced by other variables.
- b. The consumer trust variable (Z) is influenced by the product quality variable and the price perception variable by 26.3% and the rest is influenced by other variables.

TABLE 7. Measurement F-Square

VAR	Z	DESC	Y	DESC
X1	0.082	Weak	0.192	Moderate
X2	0.114	Weak	0.127	Weak
Z			0.528	Large

Source: SmartPLS Processed by the Author

The value of F Square can be interpreted whether the predictor variable has a weak, medium or large influence on the structural level. The suggested effect sizes are 0.02, 0.15 and 0.35 with exogenous latent variables having an effect of 0.02 (weak), 0.15 (moderate), and 0.35 (large). Hair et al. (2014) on the structural model are shown in the table.

TABLE 8. Measurement Path Coefficient (Hypothesis)

Hypothesis	PC	T-Statistic	P-Value	Description
X1 – Z	0.276	2.253	0.025	Significant
X2 – Z	0.326	2.451	0.015	Significant
X1 – Y	0.427	4.932	0.000	Significant
X2 – Y	0.400	4.333	0.000	Significant
Z – Y	0.486	5.575	0.000	Significant
X1 – Z– Y	0.134	2.101	0.036	Significant
X2 – Z– Y	0.158	2.276	0.023	Significant

Source: SmartPLS Processed by the Author

VI. DISCUSSION

Effect of Product Quality on Consumer Trust

From this study it was found that the effect of product quality on consumer trust is positive and significant with a value of 0.276 and P-Values 0.025 where if product quality increases, consumer trust also increases. This is in accordance with the theory, the higher the level of product quality in satisfying consumers, the higher consumer trust will be (Kotler and Armstrong 2012). This is in accordance with the theory, the higher the level of product quality in satisfying consumers, it will lead to high consumer trust (Kotler and Armstrong, 2012). This is in accordance with research by Fatmawati and Triastity (2017) which shows the conclusion that product quality has a significant positive effect on consumer trust and is supported by research from Wahyuni, et al. (2017) which says product quality has a significant positive effect on consumer trust.

Likewise with the sale of orthopedic implant products (Kangli) at PT Java Almeda Mandiri, implant products are comfortable to wear, and also PT. Java Almeda Mandiri offers attractive products with the aim of achieving customer satisfaction when the product is received.

Effect of Price Perception on Purchasing Decisions

From this study it was found that the effect of price perception on consumer trust was significantly positive with a value of 0.326 and P-Values 0.015 where if consumer prices increased then consumer trust also increased, this is in accordance with research by Japariato and Adelia (2020), Wydyanto and Ilhamalimy (2021) which shows that price has a significant positive effect on consumer trust and is supported by research from Wijaya and Wismantoro (2017) which says that price perception has a significant positive effect on customer trust.

Price perception is closely related to consumer trust when the price of a service or product, then consumer trust in the product will increase and will continue to use the product and will even recommend it to others, on the contrary if consumers feel that the price is not in accordance with their expectations or benefits. the consumer will be dissatisfied with the product. Likewise with the sale of orthopedic implant products (Kangli) at PT Java Almeda Mandiri, price is the main capital where consumers must make transactions first to gain confidence in the prices offered at PT Java Almeda Mandiri.

Effect of Product Quality on Purchasing Decisions

From this study it was found that the effect of product quality on purchasing decisions is significantly positive with a value of 0.427 and P-Values 0.000 meaning that if product quality increases, purchasing decisions also increase. This is in accordance with research conducted by Hapsoro and Hafidh (2018) which shows that product quality has a significant positive effect on purchasing decisions and is supported by research from Dianah and Welsa (2017) which says that product quality has a significant positive effect on purchasing decisions.

The quality of the products in the product must be in accordance with what consumers expect, where if the quality of the product is in accordance with what consumers expect then many consumers want the product. So that a purchase occurs at

a product. Customer value is the customer's choice of a product that can truly meet customer needs and desires (Panjaitan and Panjaitan, 2021).

Likewise with the sale of orthopedic implant products (Kangli) at PT Java Almeda Mandiri, the better the quality of the products offered, the more consumers decide to make a purchase.

The Effect of Price Perception on Purchasing Decisions

From this study, it is known that the effect of price on purchasing decisions is significant positive with a value of 0.400 and P-Values 0.000, meaning that if the price is in accordance with the benefits or expectations of consumers, the purchasing decision will also increase. This is in accordance with research conducted by Sutanto (2019) showing that price has a significant positive effect on purchasing decisions and is supported by research from Havidz and Mahaputra (2020) and Kurniata (2014) which say that price has a significant positive effect on purchasing decisions.

Likewise with the sale of orthopedic implant products (Kangli) at PT Java Almeda Mandiri which seeks to get consumers through promotions, discounts, because price is the main capital for business people for purchasing decisions.

The Effect of Consumer Trust on Purchasing Decisions

From this research, it is known that the effect of trust on purchasing decisions is significant positive with a value of 0.486 and P-Values 0.000, meaning that if consumer trust increases, purchasing decisions also increase. This is in accordance with research conducted by Al Ijje and Santosa (2015) and Simamora and Celeste (2017). which shows that customer trust has a positive and significant effect on purchasing decisions. This research is also supported by the results of Febrina's research (2020) which shows that customer trust has a positive and significant effect on purchasing decisions.

Likewise with the sale of orthopedic implant products (Kangli) at PT Java Almeda Mandiri which seeks to gain consumer trust through product quality and prices offered, because trust is the main capital for businesses selling orthopedic implant products.

Effect of Product Quality on Purchasing Decisions Through Consumer Trust

From this study it was found that there is an indirect effect that actually occurs, this is indicated by the original sample value for the indirect effect of 0.134 and P-Values of 0.036, meaning that consumer trust plays a role in mediating product quality on purchasing decisions. This is in accordance with research conducted by Wahyuni et al (2020) that product quality has a positive and significant effect on purchasing decisions through consumer trust. Supported by research from Citra and Santoso (2016) The results show that the trust variable is an intervening variable from the influence of product quality on purchasing decisions. It is also supported by research from Al Ijje and Santosa (2015) This shows that customer trust is a pathway to reach purchasing decisions on the influence of product quality on purchasing decisions. Similarly, the orthopedic implant product (Kangli) at PT Java Almeda

Mandiri shows that the better the quality of the product provided by PT. Java Almeda Mandiri, it creates a sense of trust in the product and creates repeat purchases for consumers.

The Effect of Price Perception on Purchasing Decisions Through Consumer Trust

From this study it was found that the actual effect is indirect, this is indicated by the original sample value for the indirect effect of 0.222 and the P-Values of 0.016, meaning that consumer trust plays a role in mediating prices on purchasing decisions. This is supported by research by Aprilia (2013) which concludes that there is an influence of price on purchasing decisions indirectly through trust which is said to be supported. Research on consumer trust is an intervening variable of the influence of price on purchasing decisions. Thus, it can be said that the better the price offered to consumers, the more confidence arises in the product, which then creates purchasing decisions for consumers. This means that although the price offered by PT. Java Almeda Mandiri is relatively high, consumers do not mind making purchases as long as consumers believe in orthopedic implant products (kangli). The willingness of consumers to pay high prices, of course, with the hope that consumers will get good, high quality products and in accordance with the information listed on the PT. Java Almeda Mandiri website. Trust has an important role in mediating the effect of price on purchasing decisions.

VII. CONCLUSION

Based on the results of the analysis and research, the following conclusions can be drawn:

1. Product quality has a positive and significant impact on consumer trust. Likewise with orthopedic implant products (Kangli) at PT Java Almeda Mandiri, the implant products offered have good performance and are comfortable when used.
2. Price perception has a positive and significant effect on consumer trust. Likewise with the sale of orthopedic implant products (Kangli) at PT Java Almeda Mandiri, the prices offered are very affordable where consumers must make transactions first to gain confidence in the prices offered at PT Java Almeda Mandiri.
3. Product quality has a positive and significant influence on purchasing decisions. Likewise with orthopedic implant products (Kangli) at PT Java Almeda Mandiri, having good product quality offered more and more consumers who decide to buy orthopedic implant products (Kangli) at PT. Java Almeda Mandiri in Surabaya.
4. Price perception has a positive and significant influence on purchasing decisions. Likewise the price of orthopedic implant products (Kangli) at PT Java Almeda Mandiri which seeks to get consumers through promotions, discounts, because price is the main capital for business people for purchasing decisions.
5. Consumer Trust has a positive and significant influence on purchasing decisions. Likewise orthopedic implant products (Kangli) at PT Java Almeda Mandiri which seeks to gain consumer trust through product quality and prices offered, because trust is the main capital for business people who sell orthopedic implant products (Kangli) at PT. Java Almeda Mandiri in Surabaya.

6. Product quality has a positive and significant influence on purchasing decisions through consumer trust. PT Java Almeda Mandiri showed that the better the quality of the products provided by PT. Java Almeda Mandiri, it creates a sense of trust in the product and creates repeat purchases for consumers.

7. Price Perception has a positive and significant influence on purchasing decisions through consumer trust. It can be seen that the price given by PT. Java Almeda Mandiri is affordable for consumers and respondents consider price competitiveness a significant contribution in influencing purchasing decisions for orthopedic implant products, the price given is in accordance with consumer trust in these products so that consumers make purchases of these implant products.

Suggestion

Based on the results of the analysis and testing of research conducted and discussions, for the benefit of Islamic commercial banks and science, several suggestions are submitted as follows:

For Companies

1. The choice of implant products available at PT Java Almeda Mandiri is very diverse, this can be seen from the product quality variable indicators which indicate product choices with the highest percentage of strongly agree, the seller should be able to maintain or increase product choices at PT Java Almeda Mandiri.
2. To increase consumer trust, PT Java Almeda Mandiri should maintain affordable prices, and periodically conduct surveys to competitors so that the prices offered are acceptable to consumers.
3. PT Java Almeda Mandiri offers a lot of product choices in accordance with consumer expectations, it can be seen from the answer strongly agrees on the third item purchasing decision variable, then the seller must be able to maintain consumer purchasing decisions by improving the quality of their products.
4. PT Java Almeda Mandiri must maintain affordable prices according to consumer expectations, so the seller can maintain consumer purchasing decisions by improving the quality of their products.

For the next researcher

1. Further research is directed towards linkages with other variables outside of this research variable, for example consumer satisfaction variables, consumer loyalty.
2. Subsequent research using other objects in order to increase the generalizability of perfect research. Further researchers are expected to add complete indicators or new indicators that are appropriate, so that the research results are more comprehensive.

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