

The Influence of Service Price and Sewing Quality on Consumer Decisions at Din Tailor Business on Jalan Rantau Lama

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Abstract

This study aims to analyze the effect of service prices and sewing quality on consumer decisions in tailor businesses on Jalan Rantau Lama, Rantau Utara District, Labuhanbatu Regency. Consumer decisions in choosing tailor services are greatly influenced by two main factors, namely the price of services offered and the quality of sewing results obtained. The research method used is a survey with random sampling of 55 consumers who use tailor services in the area. The data obtained were analyzed using multiple linear regression methods to identify the extent to which service prices and sewing quality affect consumer decisions. Data collection techniques used in this study by distributing questionnaires, observation, interviews and documentation. Hypothesis testing is carried out by t-test processed using SPSS version 21. Based on the results of the t-test, it shows that there is a simultaneous effect between service prices and sewing quality on consumer decisions at Din Tailors seen from the t table for a 5% error, namely for service prices, $t_{table} 2.637 > t_{count}$, namely 2.006 for service prices and t_{count} quality, namely 2.132 > t_{table} , namely 2.006. The results of the study show that both variables, service price and sewing quality, have a significant influence on consumer decisions.

Keywords: *Influence, Price, Service, Quality, Stitching, Decision.*

INTRODUCTION

The development of business ventures has progressed very rapidly, especially in the fashion world. Currently, there are many choices for people to get clothes, one of which is by choosing to use sewing services. Sewing business is an effort to change textiles/plain materials into clothes that can be used by customers. The preparation needed here is the ability to create customer desires to create fashion products according to the customer's taste. The better the products we produce in serving customers, the more we will be trusted to sew customers' clothes (Nur Baiti & Kustiyah, 2020) (Ulfa & Yulianita, 2024).

Din Tailor Business is a business that provides services to consumers to order clothing sewing services. The location of the business operates in Rantau Lama, Rantau Utara District, Labuhanbatu Regency. Din Tailor is an MSME engaged in the fashion sector that offers sewing services according to consumer demand which is known to be quite good and good at the results of its work and good service and prices that are easy to reach compared to other tailors. Where the sewing service here accepts the manufacture of women's party dresses, headscarves, men's shirts, office or teacher uniforms, school uniforms, skirts, pants, and others, so this place is well known to many people and the place is in a strategic location so it is easy to find (Nisa et al., 2024).

In the world of trade, business actors must know the proper and correct procedures for trading, as well as know how to make a profit and compete healthily, (Sukmal, Srimulat, dkk. 2024). Competition between sewing businesses located around Penjahit Din's sewing business requires every business to be able to have the service and price desired by every customer. One of the strategic decisions in the business world is the strategy in determining the price (Nisa et al., 2024). Price is an attribute attached to a product or service that enables the product or service

to meet the needs, desires and satisfy customers expressed in money. (Kathlya & Paramita, 2020).

Apart from price, the quality of stitching can also influence consumer decisions in purchasing a product or service offered by a manufacturer to consumers. Quality shows how long the product is durable, how trustworthy the product is, how accurate the product is, how easy it is to operate and maintain and other valuable attributes. Consumers will feel disappointed if the quality provided does not meet their expectations(Sianipar, 2023). Consumer decisions are individual activities that are directly involved in making decisions to make purchases of products or services offered by sellers. Purchase interest is a customer's tendency to buy a brand or take action related to a purchase that is measured by actions related to the level of possibility of customers making a purchase. (Parinussa et al., 2024).

Price is an element of marketing to generate profit or gain,(Ashadi & Sukaris, 2022). Price is one of the strategies in marketing. If the price is set too high by the seller, the product or service in question will not be affordable by the market or its consumers will be low. Conversely, if the price is too low, the seller will find it difficult to make a profit or some consumers will have a perception of low quality. Price is one of the factors that must be controlled harmoniously, in line with the goals that the company wants to achieve(Suryawardana & Nurdeagraha, 2020). All decisions concerning price will greatly affect several aspects of a business's activities, both those concerning sales activities and aspects of the profits that a business wants to achieve. Price perception is about understanding price information that is liked by consumers and making it meaningful (Hendi Ali Permana, 2023) Price is an indicator of value used by consumers to determine purchasing choices where the price will be linked to the perceived benefits of services and goods. According to Kotler and Armstrong (dalam Susanti, 2022) the indicator of price is:

1. Affordability
2. Competitive prices
3. Prices match product quality

Services are intangible (such as convenience, entertainment, time, pleasure, and health) and perishable (services cannot be stored as inventory ready to be sold or consumed when needed). Services are created and consumed simultaneously. (Parinussa et al., 2024).

Stitch quality is a certain condition of stitching on a certain material, which can satisfy consumers or the general public. Stitch quality needs to be put forward two main things, namely stitching and seaming(Hanifah Maulidyah et al., 2023). states that quality indicates the size of the product's durability, the product's reliability, the product's accuracy, the ease of operating and maintaining it and other valuable attributes. Product quality is the overall characteristics of a product or service in its ability to satisfy stated/implicit needs (Parinussa et al., 2024)

RESEARCH METHODS

In this study, quantitative data is used because the data obtained are in the form of numbers and analysis using statistics(Barella et al., 2024). The method used is a descriptive verification method with an ex post facto approach and a survey method. The data collected in this study is based on data available at the research location so that it uses an ex post facto and survey approach. According to Sugiyono (2019) ex post facto is a study conducted to examine events that have occurred and then look back to find out what factors can cause this(Tobing et al., 2021). This study has a population in the form of consumers who use the services of Penjahit Din for the past three months, as can be seen in Table 1 below:

Table 1 Data on Clothing Making and Clothing Alterations at “Penjahit Din”

No	Month	Year	Many Services		Amount
			Making Clothes	Clothes Makeover	
1	November	2024	13	17	30
2	Desember	2024	19	22	41
3	January	2025	25	24	49
Total					120

Source: 2024-2025 Data

Based on Table 1, it can be seen that the population of this study is 120 consumers. For the method of collecting samples, the researcher applied a non-probability sampling method, namely through calculations with the formulated Slovin formula, in the study it was found that the population (N) was 120 respondents. The formula is as follows:

$$N = 120 / 1 + 120 (0,1)^2 = 55$$

Based on the minimum sample determination calculation above, the number of samples obtained was determined as many as 55 respondents. The technique applied in collecting data in this study was the distribution of questionnaires or questionnaires directly. In addition, by conducting observations and documentation to the research location. Valid and reliable study instruments are absolute criteria that must be met in order to successfully obtain accurate study findings. The stages of reviewing the data were carried out by researchers by running Simple Linear Regression analysis tests, Partial Tests (t) using SPSS version 21.

RESULT AND DISCUSSION

Multiple Linear Regression Analysis Test

1. Uji T (Uji Partial)

T-test is conducted to determine the influence of each independent variable on the dependent variable. Testing through t-test at the real level $\alpha = 0.05$. T-test has a significant effect if the calculation result of t-count probability of error is less than 5% (0.05). The t-table value in this study is 1.675.

Table 1. Partial T-Test Results Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	19.803	5.120		3.868	.000
Service Price	.219	.097	.268	2.266	.028
Stitching Quality	.353	.097	.431	3.652	.001

a. Dependent Variable: Consumer Decisions

Based on the results of the regression analysis, the following hypothesis analysis was obtained.:

a. First Hypothesis Testing (H1)

In the coefficients table, the Sig. value of service price (X1) is 0.028 < 0.05 and the calculated t value is 2.266 > t table 1.675, so it can be concluded that the Service Price variable

(X1) has a significant effect on consumer decisions (Y) and is partially positive, so H1 is accepted.

b. Second Hypothesis Testing (H2)

In the coefficients table, the value of Sig. Stitching Quality (X2) is $0.001 < 0.05$ and the calculated t value is $3.652 > t$ table 1.675, so it can be concluded that the Stitching Quality variable (X2) has a significant effect on consumer decisions (Y) and is partially positive, so H2 is accepted.

2. Simultaneous Test (F Test)

Simultaneous test or F test aims to determine how much influence the independent variables (X) have on the dependent variable (Y) together. The F test has a significant effect if the sig. result is less than 5% (0.05). The value of the f table in this study is 3.18 (by looking at the F table at a significance level of 0.05 where $N1 = 2$ and $N2 = 52$). The following are the results of the F test analysis.

Table 2. Simultaneous F-Test Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	226.695	2	113.347	11.152	.000 ^b
	Residual	528.505	52	10.164		
	Total	755.200	54			

a. Dependent Variable: Consumer Decisions

b. Predictors: (Constant), Stitching Quality, Service Price

Source: SPSS Data Processing Results, 2025

Based on the results of the table above, the sig. value is $0.000 < 0.05$ and seen from the calculated F value of $11.152 > 3.18$, it can be stated that Service Price (X1) and Stitching Quality (X2) have a simultaneous effect on Consumer Decisions (Y), so H3 is accepted.

3. Determinant Coefficient Test (R2)

Table 3. Results of Determinant Coefficient Test (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.548 ^a	.300	.273	3.188

a. Predictors: (Constant), Stitching Quality, Service Price

Source: SPSS Data Processing Results, 2025

Based on the coefficient determination analysis in the table, the correlation value (R) is 0.548, meaning that the relationship between the service quality variable and consumer trust in purchasing decisions is 0.548 and the coefficient value is in a strong positive relationship between the independent variable and the dependent variable. While the R Square value of 0.300 means that the percentage contribution of the influence of service quality and consumer trust in purchasing decisions is 30% and the rest is influenced by other variables that are not included or not discussed in this study, such as service quality, consumer trust, or other factors that influence consumer decisions.

The Effect of Price (X1) on Consumer Decisions (Y) Partially for Tailor Din**Table 4 KPrice Regression coefficient (X1) on Consumer Decisions (AND) Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	26.920	5.431		4.956	.000
1 Price	.276	.104	.346	2.637	.011
Stitching Quality	.129	.114	.149	2.134	.262

a. Dependent Variable: Consumer Decisions

The results of data processing analysis using SPSS version 21 obtained the following data:

1. The regression coefficient for X1 is 0.276, proving that every additional unit of variable
2. The t test is to test the significance of the price constant and independent variables. Based on research and SPSS calculations, the tcount is 2.637 > t table, namely 2.006 with a significance level of 0.05. Based on this, the price variable influences Din Tailor's consumer decisions. So it can be concluded that the more affordable the price, the greater the consumer's decision to use Din Tailor's services.

The Influence of Stitching Quality (X2) on Consumer Decisions (Y) Partially for Din Tailors**Table 5 Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	26.920	5.431		4.956	.000
1 Price	.276	.104	.346	2.637	.011
Stitching Quality	.129	.114	.149	2.134	.262

a. Dependent Variable: Consumer Decisions

The results of data processing analysis using SPSS version 21 obtained the following data: The regression coefficient for X1 is 0.129, proving that every additional unit of variable T test to test the significance of constants and independent variables of stitching quality. Based on research and calculations in SPSS version 21, the calculated t is 2.134 > t table, namely 2.006 with a significance level of 0.05. Based on this, the stitch quality variable influences Tailor Din's consumer decisions. So it can be concluded that the better the quality of the stitching, the greater the consumer's decision to use Din Tailor's services

CONCLUSION

Based on the results of data processing and the results of hypothesis testing that have been carried out on the price variable, the quality of sewing can be concluded that there is an influence of price on consumer decisions. This means that the higher the price feasibility, the higher the level of consumer decision to use the services of Penjahit Din. Although the price of services has an influence on consumer decisions, the influence is not as big as the quality of sewing. Consumers tend to choose tailor services that offer reasonable prices and are in accordance with their budget, but the price factor is not the main factor that determines their choice. The quality of sewing is proven to have a more significant influence on consumer decisions. Consumers prioritize neat, precise sewing results that are in accordance with their expectations. High quality sewing is able to attract consumers to return to using the services of the tailor even though the price is slightly higher. Both variables, service price and sewing quality, have a significant contribution to consumer decisions. However, the quality of sewing has a greater influence in influencing consumer decisions to choose a particular tailor service.

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