

# The Influence of Quality Human Resources and Price Perception on Purchase Intention

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## Abstract

This study aims to determine and analyze partially and simultaneously the effect of human resource quality (X1) price perception (X2) on buying interest (Y). This type of research is quantitative descriptive research. The research population is consumers who have the intention or have bought products in supermarkets such as BNS, PMU and Grand Hero. Sampling was 47 respondents using the accidental sampling method. The data analysis method in this study uses descriptive statistics. The results showed that the quality of human resources and price perceptions simultaneously and partially had a positive and significant effect on purchase intention.

**Keyword:** consumers; quality of human resources; price perception; purchase intention;

## 1. Introduction

In line with changing market needs, shopping has become an increasing practice and countless numbers of supermarkets can now be found in the cities. Supermarkets can attract customers for various reasons (Karmakar et al., 2023). Customers will not shop at supermarkets if they are not confident in the consistency of the products (Lu et al., 2021). In an effort to improve service quality and increase consumer buying interest, supermarkets must consider several factors that influence consumer purchasing decisions. The two most important factors are the quality of human resources and price perception.

The better the price perception, the stronger the purchase intention for the product (Ayub et al., 2021). Price is also an important factor in sales (Listanto et al., 2019). The perceived price is considered as the utilization of the benefits that customers get from the product (Cakici et al., 2019). Distinguish between the actual price of the product and the price received by the buyer (Ali et al., 2019). Poor perceived value can result in loss of consumer purchase intention (Slack et al., 2020). Therefore, price is a very crucial thing to consider in determining buying interest, the more affordable the price of a product, the more enthusiasts will be (Arief Aulia Fahmy et al., 2024).

The quality of human resources can be identified based on the level of competence, attitude, and talent at work (Gu et al., 2023). Therefore, the quality of human resources is believed to affect employee performance (Saharuddin et al., 2019). Improving the quality of human resources (HR) is an absolute prerequisite for achieving development goals (Al Farisi, 2021).

Purchase intention is defined as a consumer's plan to make an effort to purchase a particular product (Mega et al., 2022). Purchase intentions are shown by consumer purchasing behavior (Martins et al., 2019). According to (Gupta et al., 2021) three factors that consumers generally experience when shopping for groceries, namely crowds, store clutter, and product types, can affect purchase intentions.

Traditional retail stores, especially supermarkets or hypermarkets, have experienced a significant decline in customer flow in the face of competition from convenience stores, local supermarkets, and online supermarkets (Childs & Jin, 2020). Therefore, the problem in this study is how the quality of human resources and price perceptions affect consumer purchase intentions at BNS, PMU, and Grand Hero supermarkets in Palu City. This study aims to determine whether the quality of human resources and price perceptions have a significant influence on consumer purchase intentions in these supermarkets. This reinforces the relevance of studying customer purchase intentions in supermarkets (Watanabe et al., 2019).

## **2. Literature Review**

### **2.1 Quality Human Resources**

Human resources are one of the key factors that determine the success or failure of a company or organization. Human resources are considered the most fundamental and important factor in every historical period and the entire process of human historical development (Hien, 2023). Humans with their physical and mental strength have created the entire material and spiritual life of mankind (Shrivastava, 2022). Quality human resources must be oriented towards providing maximum service (Adda et al., 2020).

Developing quality human resources is an inevitable trend and necessity (Thu Dau Mot University et al., 2021). Employees are expected to work more optimally not only work according to their job description but can do more or extra things such as willing to cooperate, help, give each other advice, actively participate and can contribute more to the organization (Rony, 2024).

### **2.2 Price Perception**

Price perception is one of the components in the marketing mix that plays an important role in the product (Elimawaty Rombe et al., 2024). Price is a very important factor for most consumers, because generally when buying a product that is in the mind of consumers is price. Price is an important component because it is a vulnerable part for sellers, especially buyers (Maurencia et al., 2021). Price perception can cause individuals to buy or not buy a product (Supriyono, 2024) In determining a decision to purchase products and services, consumers make perceptions of the goods and services they buy, such as the perception of the price of a good or service in making a purchase (Tecoalu et al., 2021). According to (Ayub et al., 2021) the better the price perception, the stronger the purchase intention for the product.

### **2.3 Purchase Intention**

Consumer purchase intention is a broad field of study (Tan et al., 2022). Purchase intention is "a customer's willingness to purchase a product or service under certain conditions" (Bowen et al., 2019). Usually, purchase intention is related to consumer perceptions, behavior, and interest (Sanny et al., 2021). Purchase intention also considers the scale of consumer

estimation when making a purchase decision (Tecoalu et al., 2021). At the same time, the actual value of the product is below the consumer's perception of value (Gu et al., 2023). Understanding customer purchase intent can help businesses determine what drives sales and creates profits (Nevra Baker Arapoglu et al., 2024).

### 3. Material and Method

This study uses a quantitative approach: questionnaires, descriptive analysis, and multiple linear regression analysis. The population of this study are consumers who have the intention or have purchased products at supermarkets in BNS, PMU and Grand Hero. The sample of this study amounted to 47 respondents using the accidental sampling method.

The variables that researchers use are 3 variables, namely 2 independent variables (free) with 1 dependent variable (bound). The independent variables used are human resource quality as X1, price perception as X2. While the dependent variable used is purchase intention as Y.

The measurement scale applied to measure the instrument is a Likert scale. To carry out data analysis, researchers utilize multiple linear regression analysis techniques, and utilize software, namely SPSS.

#### 3.1 Design Study

The research design involved developing a questionnaire featuring validated scales to measure constructs such as human resource quality, perceived price and purchase intention. Since a quantitative approach is used to collect primary data, this research qualifies as explanatory research. Quantitative analysis will include descriptive statistics to summarize responses and techniques such as regression analysis to identify significant relationships between independent and dependent variables. The expected research results of this title can help understand how human resource quality and price perception affect customer purchasing decisions. Thus, the results of this study can assist companies in improving the quality of human resources and effective pricing strategies to increase customer buying interest.

#### 3.2 Data Analysis

Data collection in this study was carried out using a questionnaire whose questions were related to human resource quality, price perception, and purchase intention. After obtaining the sample size, the data was analyzed using multiple linear regression and descriptive analysis using SPSS.

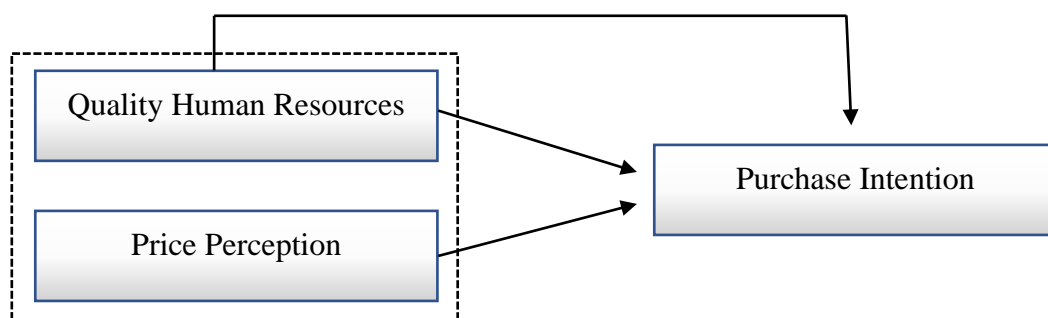


Figure 1. Research Model

Based on the research model, four hypotheses were developed:

H1: Human Resource Quality will partially have a positive impact on purchase intention.

H2: Price Perception will partially have a positive impact on consumer purchase intentions.

H3: Human Resource Quality and Price Perception will simultaneously have a positive effect on purchase intention.

#### 4. Result

**Table 1.** Descriptive Statistics of Quality Human Resources (X1)

Indicator	N	Minimum	Maximum	Mean	Std.Deviation
Experience <b>XI.2</b>	47	3.00	5.00	4.2553	.60678
Motivation <b>XI.6</b>	47	2.00	5.00	3.8085	.74128
<b>Valid N (listwise)</b>	47				

Based on Table 1, it shows that the Experience indicator has a mean frequency in the excellent category, namely 4.2553 and a standard deviation of .60678, many consumers agree that employees have experience that allows them to provide assistance to them to find products. While the Motivation indicator has the lowest mean frequency of 3.8085 and a standard deviation of .74128, this value is still in the good category, meaning that most consumers think that employees always provide good and friendly service so that they feel comfortable when shopping.

**Table 2.** Descriptive Statistics of Price Perception (X2)

Indicator	N	Minimum	Maximum	Mean	Std.Deviation
Price Affordability <b>X2.1</b>	47	3.00	5.00	3.9787	.67532
Price Competitiveness <b>X2.3</b>	47	2.00	5.00	3.8511	.85919
<b>Valid N (listwise)</b>	47				

Based on Table 2, it shows that the Price Affordability indicator has a mean frequency in the good category, which is 3.9787 and a standard deviation of .67532, meaning that supermarkets provide transparent prices so that consumers can understand prices well. While the Competitiveness indicator has the lowest mean frequency of 3.8511 and a standard deviation of .85919, this value is still in the good category, meaning that not all supermarkets provide prices that are quite competitive with other supermarket prices.

**Table 3.** Descriptive Statistics of Purchase Intention (Y)

Indicator	N	Minimum	Maximum	Mean	Std.Deviation
Products that are in accordance with needs <b>Y.4</b>	47	3.00	5.00	4.2979	.65657
Social <b>Y.8</b>	47	2.00	5.00	3.5319	.85595
<b>Valid N (listwise)</b>	47				

Based on Table 3, it shows that the Product According to Needs indicator has a mean frequency that is in the very good category, namely 4.2979 and a standard deviation of .65657, meaning that consumers often buy products that are in accordance with their needs. While the Social indicator has the lowest mean frequency of 3.5319 and a standard deviation of .85595, this value is still in the good category, meaning that not all consumers are interested in buying products that are commonly talked about in the surrounding environment.

**Table 4. Partial Regression Test Result**

Model	Untandardized Coefficients B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1. (Constant)	12.243	4.921		2.488	.017
Quality Human Resources	.560	.231	.289	2.428	.019
Price Perception	1.394	.299	.555	4.656	.000

Based on Table 4, it shows the results of partial testing of the effect of human resource quality variables and price perceptions. From this table it is known. The significance value of human resource quality (X1) is  $0.019 < 0.05$  with a T table value of 2.428 ( $2.428 > 1.680$ ), then H1 is accepted, meaning that human resource quality (X1) partially has a positive and significant effect on purchase intention (Y). The significance value of price perception (X2) is  $0.000 < 0.05$  with a T table value of 4.656 ( $4.656 > 1.680$ ), then H2 is accepted, meaning that partially perceived price has a positive and significant effect on purchase intention (Y).

**Table 5. Simultaneous Test Result**

Model	Sum of Squares	df	Mean Square	F	Sig.
1. Regression	690.741	2	345.371	29.304	<.000 <sup>b</sup>
Residul	518.578	44	1.786		
<b>Total</b>	<b>1209.319</b>	<b>46</b>			

Based on Table 5, the results of the F test can be seen. The calculated F value is 29.304 > F table (3.20). With a significance level of  $0.000b < 0.05$ . Because the level of significance is less than 0.05, H3 is accepted, so it can be said that the quality of human resources and price perceptions simultaneously (together) affect purchase intention.

**Table 6. Model Summary**

Model	R	R.Square	Adjusted Square	R Std. Error of the Estimate
1.	.756 <sup>a</sup>	.571	.552	3.43305

Based on Table 6, it is known that the R Square value is 0.571. This shows that the quality of human resources (X1) and price perceptions (X2) affect purchase intention (Y) by 57.1%, while the remaining 42.9% is influenced by other factors not examined in this study.

## 5. Discussion

The regression coefficient of human resource quality (X1) shows that this variable has a positive and significant effect on purchase intention, with a significance value of  $0.019 < 0.05$  with a T table value of 2.428 ( $2.428 > 1.680$ ). The results of the analysis test show that the quality of human resources partially has a positive and significant effect on purchase intention. In the human resources variable (X1), the Experience indicator has a mean frequency that is in the very good category where many consumers agree that employees have experience that allows them to provide assistance to them in finding products. While the Motivation indicator has the lowest mean frequency, this value is still in the good category, where most consumers think that employees always provide good and friendly service so that they feel comfortable when shopping.

The regression coefficient of perceived price (X2) shows that this variable has a positive and significant effect on purchase intention. The significance value is  $0.000 < 0.05$  with a T table value of 4.656 ( $4.656 > 1.680$ ), meaning that partially perceived price has a positive and significant effect on purchase intention (Y). This is in line with research conducted (Fietroh, 2023) On the price perception variable (X2), the Price Affordability indicator has a mean frequency that is in the good category where supermarkets provide transparent prices so that consumers can understand prices well. While the Competitiveness indicator has the lowest mean frequency, this value is still in the good category, meaning that not all supermarkets provide prices that are quite competitive with other supermarket prices.

The results of data analysis show that the quality of human resources simultaneously affects purchase intention. In the model summary table it is known that the R Square value is 0.571. This shows that the quality of human resources (X1) and price perceptions (X2) affect purchase intention (Y) by 57.1%, while the remaining 42.9% is influenced by other factors not examined in this study.

## 6. Conclusion, Implication, and Recommendation

The conclusion is that human resource quality and price perception partially have a positive and significant impact on purchase intention. Furthermore, the results of the analysis test show that the quality of human resources and price perceptions together have a positive effect on purchase intention. From the results of the analysis test, the authors conclude: 1). The quality of human resources partially does not have a positive and significant effect on purchase intention. 2). Price perceptions partially have a positive and significant effect on purchase intentions. 3). The quality of human resources and price perceptions simultaneously have a positive effect on traveler motivation.

Research on the effect of human resource quality and price perceptions on consumer buying interest in supermarkets in Palu City has significant practical implications. The results show that the quality of human resources, such as the quality of employee service, as well as price perceptions, have a positive and significant influence on consumer buying interest. Thus, supermarkets in Palu City can improve employee service quality and adjust product prices in the hope of increasing consumer buying interest and increasing competitiveness in market competition.

Based on research conducted in three major supermarkets in Palu City, namely BNS PMU and Grand Hero, it was found that the quality of human resources and price perception have a significant influence on consumer purchase intention. In addition, the perception of competitive prices commensurate with product quality also plays an important role in consumer purchasing decisions. Consumers are more likely to buy at supermarkets that offer prices that they perceive to be reasonable and commensurate with the quality of the products offered. Overall, this study shows that improving the quality of human resources and the right pricing strategy can significantly increase consumer purchase intention in these supermarkets.

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