

**PURCHASE DECISION OF DISABILITIES PRODUCT: DILEMMA  
BETWEEN PRODUCT QUALITY TO HUMANITARIAN SPIRIT**

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**ABSTRACT**

Purchasing decision making has a unique and diverse process. Products created by people with disabilities are no exception. In general, the purchasing decision process begins with (a) Need recognition, (b) Information search, (c) Alternative evaluation, (d) Purchase, (e) Post purchase behaviour. However, in certain unique cases, the purchasing decision process does not go through the general purchasing decision process. One of them is the purchasing decision process for disability products. This research explores the purchasing decision process for disability products. The focus of the research is on exploring the steps of consumers in purchasing disability products to post purchase behaviour. The research was conducted through a qualitative descriptive approach. Data collection techniques were carried out by interview and observation. The sampling technique used purposive sampling and snowball sampling. Data analysis and interpretation procedures consist of data collection; data reduction; data display; conclusion and verification. The informants are consumers who decide to buy disability products at exhibition or bazaar or expo that specifically sell products made by disabilities. The results show that there are 4 (four) purchasing decision processes for disability products, namely (1) the purchasing decision process based on product quality; (2) the purchasing decision process based on price; (3) the purchasing decision process based on desire; (4) the purchasing decision process based on humanitarian spirit.

**Keywords: Purchasing Decision Process; Disability Product; Product Quality; Humanitarian Spirit**

## **I. INTRODUCTION**

Consumer behaviour, especially in purchasing decisions, is one of the interesting studies to be examined further. Purchasing decisions for both products and services can be influenced by actions, activities and encouragement from both internal and external consumers. Internally, purchasing decisions can be influenced by emotional impulses (Sofyan et al., 2021). Externally, purchasing decisions can be influenced by financial economic factors, technology, politics, culture, product, price, location, promotion, physical evidence, people and process (Alma, 2018). In contrast to Kotler & Keller (2016) which states that purchasing decisions are influenced by culture, sub-culture and social class. However, whatever the motive, purchasing decisions cannot be separated from the decision-making process starting from before purchase, at the time of purchase, to

post-purchase. The results of the decision-making process will form consumer attitudes to process all information and draw conclusions in the form of responses that arise to a product or service that has been purchased.

This study aims to provide a description of the consumer decision-making process for products created by disabilities. According to Epriliyana (2024), consumers want to buy disability products for 4 (four) reasons, namely: (a) product quality; (b) price; (c) desire; (d) pity. This research continues the research, by describing the decision-making process of purchasing disability products. The hope is that it can be a consideration for entrepreneurs with disabilities to be able to survive in the business or business being run and provide insight into the world of disability entrepreneurship.

## II. LITERATURE REVIEW

Purchasing decision making has a unique and diverse process. According to Kotler and Keller in Riyadi & Rangkuti (2016) suggests that the purchase decision-making process can be divided into five stages as follows: (a) problem recognition; (b) information search; (c) evaluation of alternatives; (d) purchase decision; (e) post purchase behaviour. According to Engel in Maharani (2015), the purchasing decision process for a product will be preceded by the following steps: (a) need recognition; (b) information search; (c) evaluation of alternatives; (d) purchase, (e) post-purchase behaviour. This statement is reinforced by Engel, Kollat and Blackwell in Ashman et al., (2015) who state that the purchasing decision process consists of (a) need recognition; (b) information search; (c) evaluation of alternatives; (d) purchase, (e) post-purchase behaviour. In contrast to purchases in general, there is also the term impulse buying, which is an irrational purchase and a quick and unplanned purchase, followed by a conflict of

thoughts and emotional impulses Harahap & Amanah (2021). Impulse buying is prone to causing post-purchase regret (Nurohman & Aziz, 2020).

Studies related to the purchasing decision process conducted by Chen et al., (2017) show that the purchasing decision process consists of: (a) internal interaction process; (b) external interaction process; (c) purchase intention. The purchasing decision process for food products carried out by Marin (2015) also consists of: (a) problem recognition; (b) information gathering; (c) alternative evaluation; (d) product selection and post-purchase evaluation. This finding strengthens the previous findings initiated by (Kotler & Keller, 2016), (Maharani, 2015), and (Ashman et al., 2015). Based on the explanations of several experts and the empirical findings previously stated, it can be concluded that in general, the decision-making process begins with (a) Need recognition, (b) Information search, (c) Alternative Evaluation, (d) Purchase, (e) Post-purchase behaviour. However, in certain

unique cases, the purchasing decision-making process does not go through the general purchasing decision-making process. One of

them is the purchasing decision-making process for disability products.

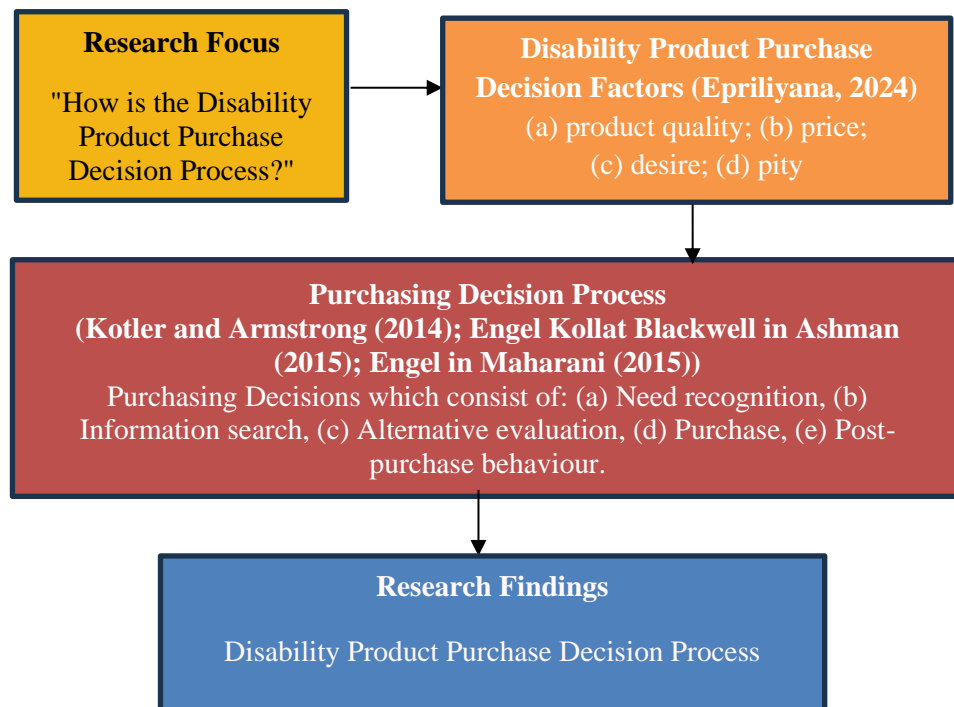


Figure 1. Research Conceptual Framework

This research originated from the phenomenon of the proliferation of disability products in an exhibition or expo or bazaar which are considered to have benefits and uniqueness. The research intends to explore the purchasing decision process of consumers who decide to buy disability products. The research was conducted at an exhibition or expo or bazaar held at the University of PGRI

Argopuro Jember. The initial findings in this study provide information that there are 4 (four) reasons consumers decide to buy disability products, namely (a) product quality; (b) price; (c) desire; (d) pity (Epriliyana, 2024). The research then continued by exploring the purchasing decision process carried out by studying existing literature studies and empirical findings and adjusted to the

results of interviews and observations conducted. The results of the research will be findings related to the

consumer purchasing decision process for disability products.

### III. RESEARCH METHOD

This research uses a qualitative approach. Qualitative research is a study that produces descriptive data (a description in the form of written or spoken words of the behaviour of the people observed) (Arikunto, 2013). The approach taken is descriptive

qualitative. A qualitative descriptive approach is a study to find facts with precise interpretation. Researchers can involve as a combination of data from observations, interviews, and documentation to make analyses (Yuliani, 2018).

Table 1. Definition of Concepts and Research Operations

<i>Aspect</i>	<i>Conceptual Definition</i>	<i>Operational Definition</i>
Purchasing Decision Process	The purchasing decision process comes from psychological and social factors that come from internal and external factors that influence the consumer buying process.	(a) Need recognition, (b) Information search, (c) Alternative evaluation, (d) Purchase, (e) Post-purchase behaviour

Source : primary data, 2024

The focus of the research is on exploring the consumer purchasing decision process for products made by people with disabilities. Data collection techniques were carried out by interview and observation. The research location is PGRI Argopuro University Jember during the momentum of the exhibition or bazaar or expo that sells products

made by disabilities. Research informants are consumers who decide to buy disability products with a total of approximately 10 people. The sampling technique used purposive sampling and snowball sampling. Data using cross section. Data analysis and interpretation procedures consist of data collection; data

reduction; data display; conclusion and verification (Sugiyono, 2015).

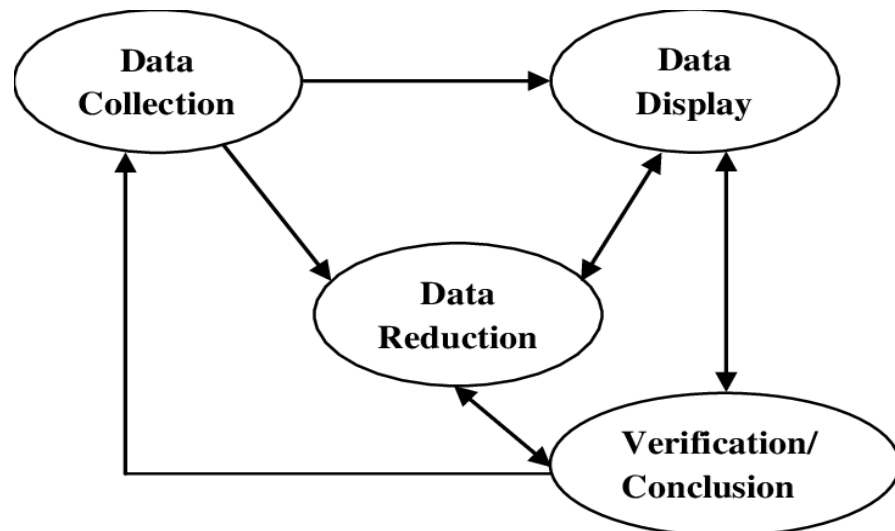


Figure 2. Miles and Huberman Model  
Source : Sugiyono, 2015

#### IV. RESEARCH RESULTS AND DISCUSSION

The data collection techniques in this research are interviews and observations. The process was carried out by conducting direct questions and answers with informants who had purchased entrepreneurial products with disabilities. The observation technique was carried out by going directly to the location of the exhibition or expo or bazaar held at

the University of PGRI Argopuro Jember.

##### **Informant Characteristics**

Based on the data obtained, the number of informants is 10 people, consisting of 6 men (60%) and 4 women (40%). Based on domicile, the informants live in Jember district (60%), Banyuwangi district (10%), Bondowoso district (20%) and Lumajang district (10%).

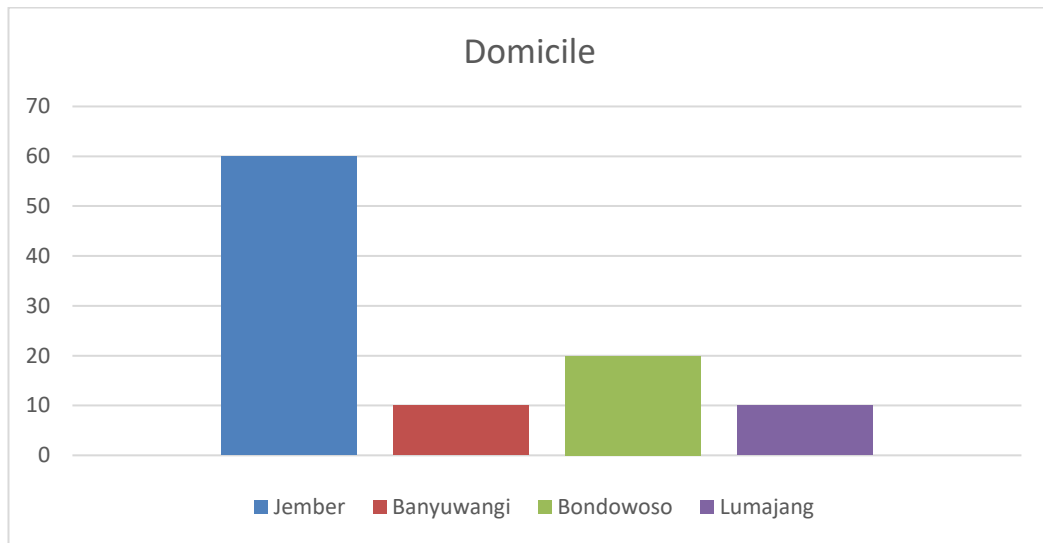


Figure 3. Informant Characteristic based on Domicile

Based on the type of work of informants consisting of lecturers (20%), students (30%), entrepreneurs (10%), teachers (10%), employees (10%), disability activists (10%), online motorbike (10%).

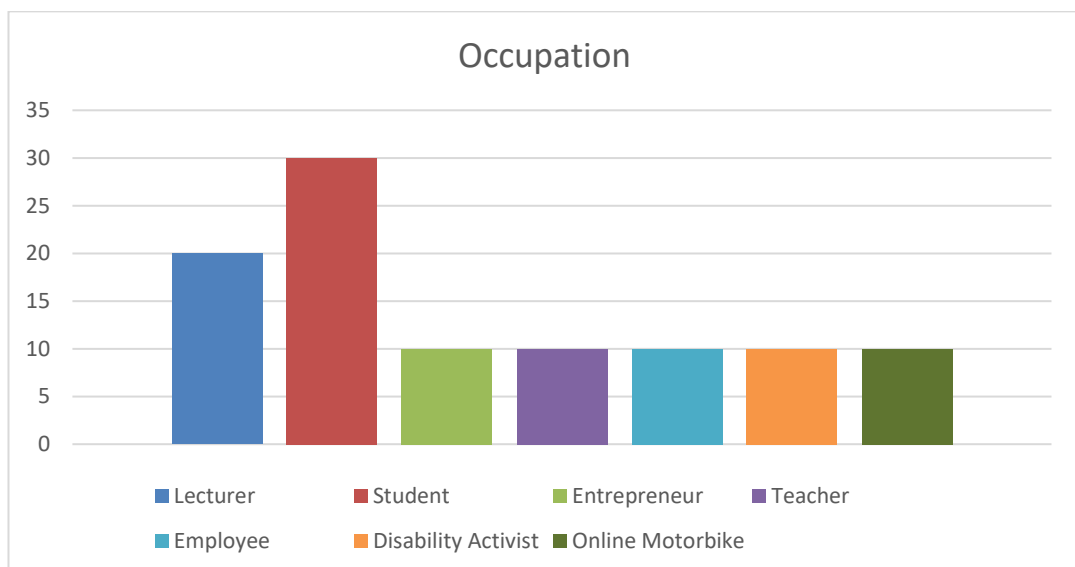


Figure 4. Informant Characteristic based on Occupation

Based on the products purchased, 80% of informants bought culinary products (food and

beverages); 10% of informants bought artwork (painting) and 10% of informants bought services (make-up).

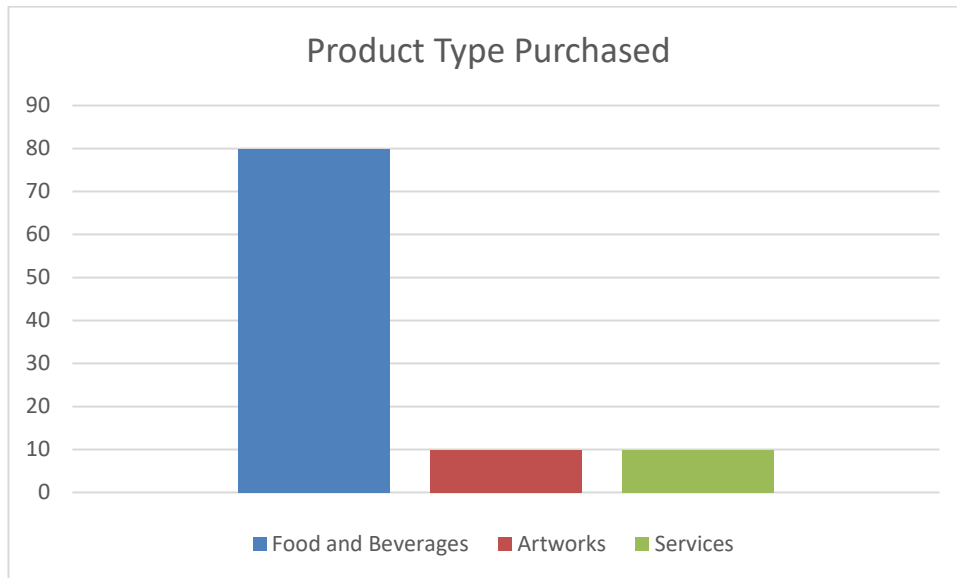


Figure 5. Informant Characteristic based on Occupation

### Purchasing Decision Process

Various informants' answers related to the purchasing decision process in disabilities products. Some informants experience the same process in making decisions that lead to buying disability products. The following will present the steps of the consumer decision-making process based on informants' answers:

### Process - 1 → Purchasing Decision Process based on Product Quality

Purchasing Decision Process is carried out by informants who are consumers with the type of intention to come to expos, bazaars or exhibitions to see and look for unique products that have never been encountered before. Consumers come early to browse all expo, bazaar or exhibition stands by exploring products, studying uniqueness,



considering other people's opinions, comparing with similar products. After all is considered, then make a purchase decision. After making a

purchase, consumers then assess the product. When they are satisfied, they will make repeat purchases.

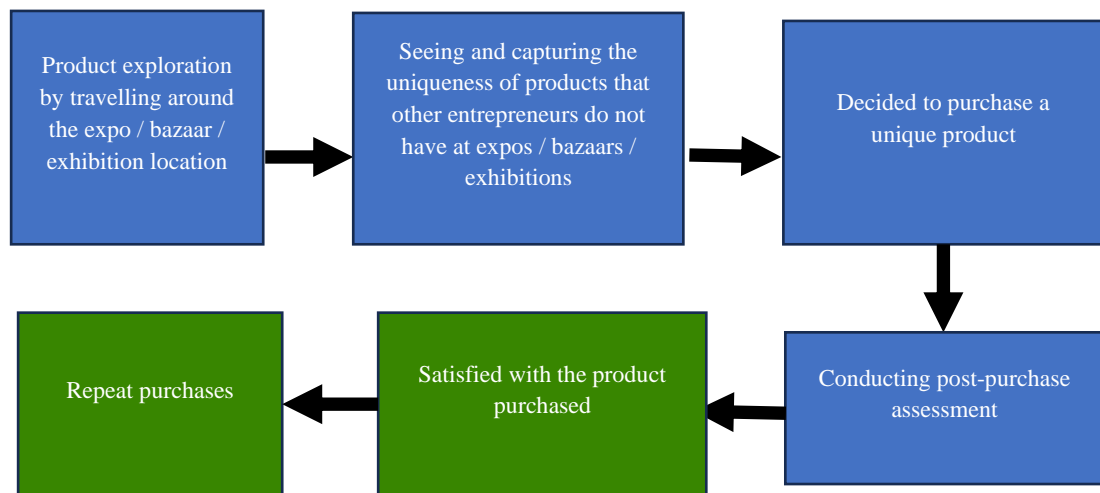


Figure 6. Purchasing Decision Process based on Product Quality

### Process – 2 → Purchasing Decision Process based on Price

Purchasing Decision Process is carried out by informants who are consumers with the type of intention to come to expos, bazaars or exhibitions to see and find products at competitive, cheap and affordable prices. Consumers come early to browse all expo, bazaar or exhibition

stands by exploring products, making price comparisons, considering other people's opinions, comparing with similar products. After all is considered, then make a purchase decision. After making a purchase, consumers then assess the product. When they are satisfied, they will make repeat purchases

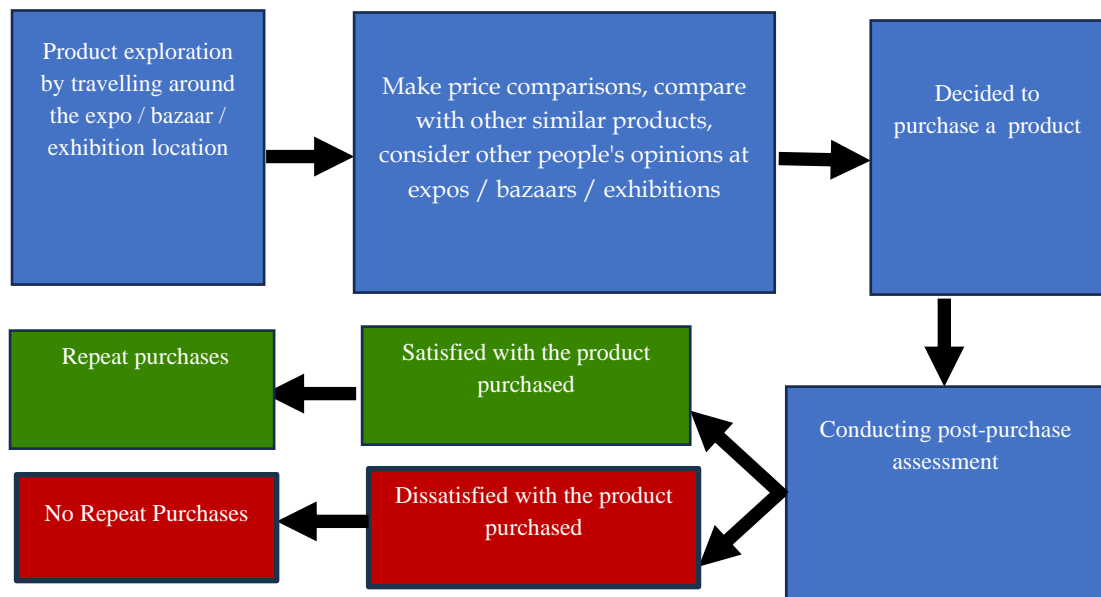


Figure 7. Purchasing Decision Process based on Price

**Process – 3 → Purchasing Decision Process based on Desire**

Purchasing Decision Process is carried out by informants who are consumers with the intention of coming to expos, bazaars or exhibitions to see without a clear purpose. Consumers come in the middle of the activity and go straight to a certain stand, then the desire to buy a product arises. After that,

immediately make a purchase transaction without considering product quality, service quality, price and comparison with other similar products. After making a purchase, consumers then assess the product. When they are satisfied, they will make repeat purchases. If they are not satisfied, they will not make repeat purchases.

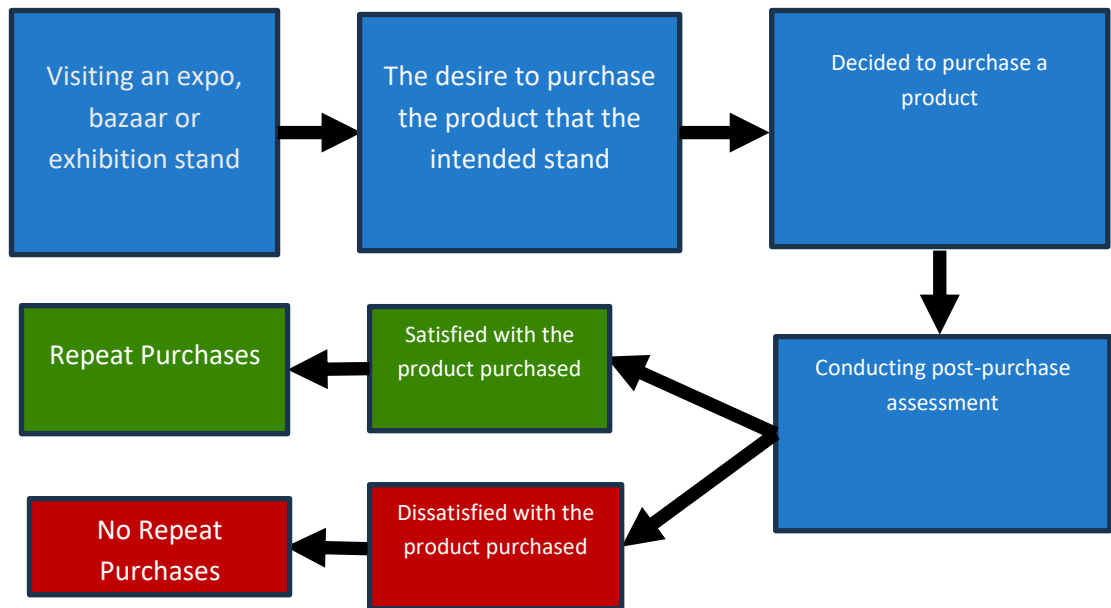


Figure 8. Purchasing Decision Process based on Desire

**Process – 4 → Purchasing Decision  
Process based on Humanitarian  
Spirit**

Decision Making through the 4th Process is carried out by informants who are consumers with the type of consumer who do not intend to come to expos, bazaars or exhibitions, usually come to expos, bazaars, or exhibitions invited by friends. Consumers come when the activity is about to finish or in the middle of the activity. Then find an expo, bazaar or

exhibition stand that is empty of buyers. Seeing this condition, a sense of pity or pity arises and decides to make a purchase without considering product quality, service quality, price and comparison with other similar products. After making a purchase, consumers then share the purchased product with others such as friends, relatives, younger siblings, older siblings. Consumers will not make repeat purchases.

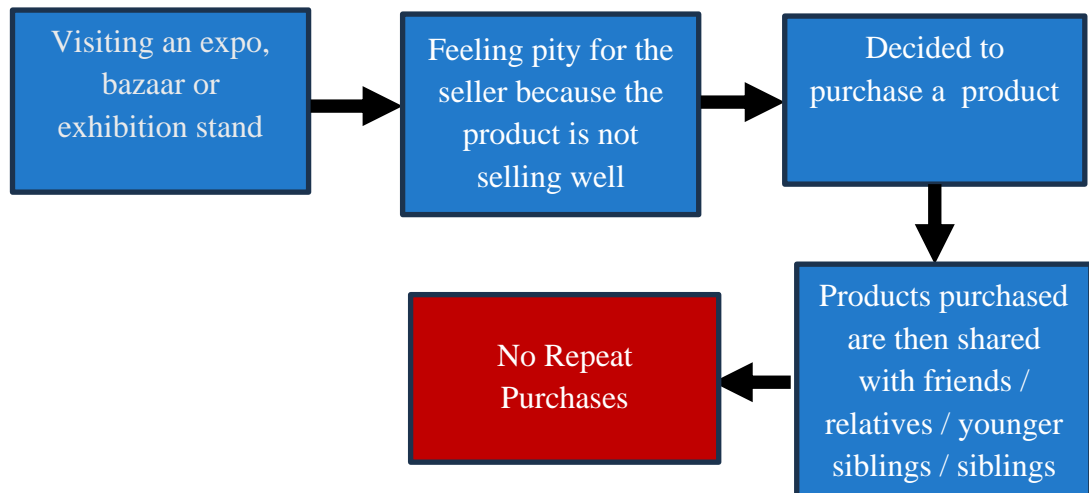


Figure 9. Purchasing Decision Process based on Humanitarian Spirit

The results of the study concluded that there are 4 (four) types of purchasing decision processes for disability products, namely purchasing decisions based on product quality; purchasing decisions based on price; purchasing decisions based on desire; and purchasing decisions due to humanitarian spirit. The research results can be studied more deeply based on theoretical and empirical facts.

#### **Purchase Decision Process of Disabilities Product**

The proliferation of disability products that have a variety of uniqueness and benefits for consumers is one of the main

attractions to appreciate disability creativity. Not a few people with disabilities decide to sell and become entrepreneurs because of the many rejections in society. Starting from rejection in the workplace, neighbour, and family. In an effort to be able to make a living and generate their own income, disabilities need to be creative in creating products that can provide benefits. There are many disabled products that can be accepted by the community, ranging from food, drinks, artwork, to services.

Unique works influence consumer purchasing decisions, although it is not uncommon for consumers to decide to buy because of price factors

or even for humanitarian reasons. The results concluded that there are 4 (four) types of purchasing decision processes, including:

1. Purchasing decisions process based on product quality. This type of consumer intends to come to expos, bazaars or exhibitions to see and look for unique products that have never been encountered before. Theoretically, the consumer purchasing decision process supports the theory put forward by (Kotler & Keller, 2016) and (Ashman et al., 2015) which states that the purchasing decision process consists of: (a) problem recognition; (b) information search; (c) evaluation of alternatives; (d) purchase decision; (e) post purchase behaviour. Empirically, the research results strengthen the findings of (Maharani, 2015) and (Sofyan et al., 2021) which state that the purchasing decision process consists of: (a) problem recognition; (b) information search; (c) evaluation of alternatives; (d) purchase decision; (e) post purchase behaviour. The difference with previous findings is that consumers with the type of buying based on product quality are always satisfied with the quality of the disabled product so they tend to make repeat purchases;
2. Purchasing decisions process based on price. This type of consumer intends to come to expos, bazaars or exhibitions to see and look for products at competitive, cheap and affordable prices. Theoretically, the consumer purchasing decision process supports the theory put forward by (Kotler & Keller, 2016) and (Ashman et al., 2015) which states that the purchasing decision process consists of: (a) problem recognition; (b) information search; (c) evaluation of alternatives; (d) purchase decision; (e) post purchase behaviour. Empirically, the research results strengthen the findings of (Maharani, 2015) and (Sofyan et al., 2021) which state

that the purchasing decision process consists of: (a) problem recognition; (b) information search; (c) evaluation of alternatives; (d) purchase decision; (e) post purchase behaviour. The research results do not strengthen the findings of (Chen et al., 2017). Consumers will make repeat purchases if they are satisfied with the price and product.

3. Purchasing decisions process based on desire. This type of consumer intends to come to an expo, bazaar or exhibition to see - see without a clear purpose. Consumers come in the middle of the activity and go straight to a certain stand, then the desire to buy a product arises. Theoretically, research results support impulse buying (Harahap & Amanah, 2021). Empirically, research supports the findings of (Nurohman & Aziz, 2020). At the time of purchase, consumers do not have any considerations, so purchases are made spontaneously. Consumers will

make repeat purchases if they are satisfied with the product;

4. Purchasing decisions process based on humanity. This type of consumer, actually does not intend to come to the expo, bazaar or exhibition to see - see, usually comes to the expo, bazaar, or exhibition invited by friends. Consumers come when the activity is about to finish or in the middle of the activity. Then find an expo, bazaar or exhibition stand that is empty of buyers. Seeing these conditions, pity or pity arises and decides to make a purchase without considering product quality, service quality, price and comparison with other similar products. This finding does not support the theory and empirics put forward by (Kotler & Keller, 2016) and (Ashman et al., 2015) nor does it support impulse buying (Harahap & Amanah, 2021) and (Nurohman & Aziz, 2020). Because it does not go through the pre-purchase, during purchase and post-purchase processes. Post-purchase conditions, consumers do not use the purchased product

themselves, but share it with others. Thus, there will be no repeat purchases.

### **Dilemma between Product Quality, Prices, Desire, Humanitarian Spirit**

It is a dilemma as to the resilience of disability products. On the one hand, disability products will survive but, on the other hand, disability products will die. If the purchase decision is based on the humanitarian spirit arising from pity or compassion from consumers. In the long run, the resulting product will not survive because the chances of consumers making repeat purchases are minimal. However, on the contrary, if consumers decide to buy because of product quality and competitive prices, then disability products will survive, because these products have benefits, segments and enthusiasts who can repurchase and can even recommend to others.

Regarding purchasing decisions taken based on desire, a portion of the product can survive or die with a percentage of 50: 50. Consumers can still make repeat purchases if they are satisfied with the product.

The issue of resilience needs to be addressed wisely for parties related to disability. To be able to survive with the products produced. Therefore, in an effort to help disabilities to become entrepreneurs and work, several steps have been taken by disability activists including collaborating with the Jember Regency Cooperative Office, the Job Training Centre, and the Jember Regency Manpower Office to be able to pay attention to disabilities by providing training that is not mainstream, but needs-based. Equally important is to change the mindset of people with disabilities so that they continue to work and not give up.

## **V. CONCLUSION AND RECOMMENDATIONS**

### **5.1 Conclusion**

The results concluded that there are 4 (four) types of purchasing decision processes for disability products,

namely purchasing decisions based on product quality; purchasing decisions based on price; purchasing decisions based on desire; and

purchasing decisions due to humanitarian spirit. The results of this study are a dilemma for the resilience of disability products. If purchasing decisions are based on product quality and competitive prices, then disability products will survive. If purchasing decisions are based on desire and humanitarian spirit, then disability products will die.

## 5.2 Recommendations

Based on this research, it is recommended that for future researchers, suggestions can be given to re-explore the decision-making process using other variables outside the research conducted, for example by conducting quantitative analysis. The issue of resilience needs to be addressed wisely for parties related to disability. For example, by conducting entrepreneurship training, changing the mindset, and instilling an unyielding attitude.

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