

THE EFFECT OF PRODUCT QUALITY AND SERVICE QUALITY ON PURCHASE DECISION AT MIE GACOAN

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Abstract

This study aims to examine the effect of product quality and service quality on purchase decision at Mie Gacoan. The type of research used in this research is quantitative research. The sampling technique used was purposive sampling. The population in this study are consumers at Yogyakarta. The sample in this study were 130 respondents. The data used in this study is primary data sourced from the data collection process using a questionnaire. This study uses multiple linear regression analysis technique with SPSS as an analytical tool. Based on the results of data testing, it shows that: (1) Product quality partially has a significant effect on purchase decision at Mie Gacoan. (2) Service quality partially has a significant effect on purchase decision at Mie Gacoan. (3) Product quality and service quality simultaneously have a significant effect on purchase decision at Mie Gacoan.

Keywords: Product Quality, Service Quality, Purchase Decision.

INTRODUCTION

In the era of the Industrial Revolution 4.0, the development of digital business is growing very rapidly. This is marked by the increasing number of sellers who market their products and services digitally (online). This is due to changes in consumer behavior related to how to shop, which previously consumers tended to shop directly (offline) then turned into shopping indirectly (online). This is then studied by business people to adapt to changes in consumer behavior. One example is in the culinary business.

The culinary business is currently the choice for many people, because considering the increasing activity and mobility of people, it is a great opportunity to attract consumers and make purchases. In addition, product quality is one of the factors that consumers consider before buying a product. Good and reliable product quality will make the product always perceived positively and embedded in the minds of consumers. A quality product will ultimately make consumers willing to pay some money to get the product. In addition to product quality, another aspect that needs to be considered is service quality.

Consumers in general will compare the quality of services provided, so that business people are required to provide quality services that are able to provide superior value than their competitors. Good service quality will make consumers feel comfortable when purchasing products both offline and online. Good service quality will make consumers feel valued and well served, so that in the end consumers will perceive positively the brand. Good product quality and service quality will ultimately improve consumer purchasing decisions. This is of course very important to always pay attention to given the increasingly competitive competition today.

LITERATURE REVIEW

Product Quality

Product quality is something that can be offered to the market for attention, ownership, use, or consumption that can satisfy wants and needs (Kotler & Armstrong (2019). Product quality reflects the overall product attributes offered to consumers. Superior product quality will increase confidence consumers to use the product.

Service Quality

Service quality is the expected level of excellence and control over the level of excellence to meet customer desires (Tjiptono, 2019). Superior service quality ensures the long-term survival of the company or business. Customers are generally interested in buying a product or service because the quality of service is good and satisfying. Service quality can also be interpreted as the level of service related to customer expectations and needs.

Purchasing Decisions

Purchasing decisions are actions from consumers to want to buy or not to the product (Kotler & Keller, 2012). Consumers are often faced with several choices when going to use a product or service (Indratno, *et al*, 2022). This makes consumers have to consider carefully before making a purchase decision in order to get the product in accordance with what they want (Rokhmawati, *et al*, 2022). Indecisive consumers will look to compare and consider various alternative choices before making a purchase decision (Helmi, *et al*, 2022). When consumers are sure and steady about a product, consumers will immediately make a purchase decision (Supardin, 2022). The purchase decision is a final decision from consumers to use a product or service (Supardin, *et al*, 2018).

HYPOTHESIS DEVELOPMENT

The Influence of Product Quality on Purchase Decisions

Product quality is something that can be offered to the market for attention, ownership, use, or consumption that can satisfy wants and needs (Kotler & Armstrong (2019). Superior product quality will increase consumer confidence to use the product. Research conducted by Sisrahmayanti (2022) shows that product quality is able to convince consumers. In addition, findings from research by Tannia & Yulianthini (2022) find that consumers compare product quality before making a purchase decision. In research Jansen, *et al* (2022) show that consumers always pay attention to the quality of the product they want to buy. used before making a purchase decision. This is also further strengthened by other studies conducted by Dwijantoro, *et al* (2022); Pranandha & Kusumadewi (2022); Sani, *et al* (2022); Arianto, *et al* (2022); Soleha, *et al* (2022); Iswahyudi & Prabawati (2022).

H₁: Product quality has a positive effect on purchasing decisions.

The Influence of Service Quality on Purchase Decisions

Service quality is the expected level of excellence and control over the level of excellence to meet customer desires (Tjiptono, 2019). Service quality reflects the seriousness of the company or business person in providing the best service to consumers. Superior service quality will improve consumer purchasing decisions. This is in line with the findings from the research of Muhtarom, *et al* (2022) which showed that service quality was able to improve consumer purchasing decisions. Findings from the research of Fatimah & Nurtantiono (2022) show that service quality has a positive effect on consumer purchasing decisions. The findings from Ma'arif & Budiarti (2022) show that superior service quality is able to convince consumers to make purchasing decisions. This is also further strengthened by other studies conducted by Jatmika, *et al* (2022); Napitu, *et al* (2022);

Rakhmah (2022); Mailangkay, et al (2022); Maulana (2022); Sari & Kurniawati (2022); Yupiter (2022).

H₂: Service quality has a positive effect on purchasing decisions.

The Influence of Product Quality and Service Quality on Purchase Decisions

Product quality is something that can be offered to the market for attention, ownership, use, or consumption that can satisfy wants and needs (Kotler & Armstrong (2019)). (Tjiptono, 2019). Product quality and service quality are factors that consumers pay attention to before making a purchase decision. Superior product quality and supported by excellent service quality will strengthen consumer confidence to make purchasing decisions. Research results from Cesariana, et al (2022) found that simultaneously product quality and service quality can improve consumer purchasing decisions. In addition, the findings of research Napitu, et al (2022) show that consumers without hesitation make purchasing decisions if the product quality and service quality provided are satisfactory. now strengthened by other research conducted by Rakhmah (2022); Sari & Kurniawati (2022); Yupiter (2022).

H₃: Product quality and service quality have a positive effect on purchasing decisions.

RESEARCH MODEL

The model in this study is used to see the partial and simultaneous effect of the research variables. The model in this study is as shown in Figure 1 below.

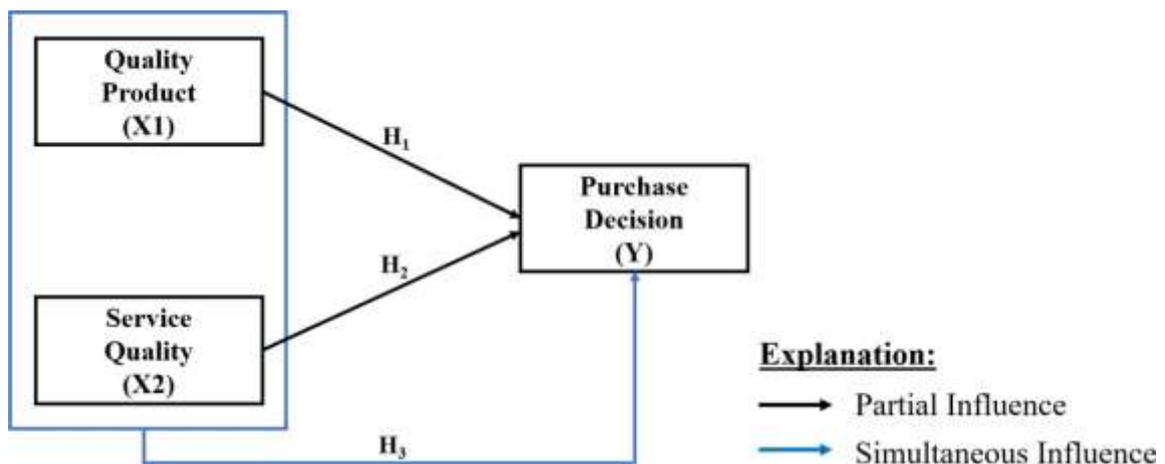


Figure 1. Research Model

IMPLEMENTATION METHOD

The type of research used in this research is quantitative research. The sampling technique used was purposive sampling. The population in this study are consumers in Yogyakarta. The sample in this study were 130 respondents. The data used in this study is primary data sourced from the data collection process using a questionnaire. Furthermore, in the analysis of research data using SPSS 26 Software. The instrument quality test includes validity and reliability tests. The data analysis technique used is multiple linear regression test, t test (partial), F test (simultaneous) and coefficient of determination test.

RESULTS AND DISCUSSION

Respondent Profile

Profiles of research respondents in this study were grouped by gender, education, age, occupation and income. The following are the results of grouping the profiles of research respondents.

Table 1. Profile of Research Respondents

Respondent Profile	Category	Frequency	Percentage (%)
Gender	Man	36	27,7%
	Woman	94	72,3%
Age	< 18 Years	27	20,8%
	18 – 24 Years	69	53,1%
	25 – 30 Years	15	11,5%
	31 – 36 Years	11	8,5%
	> 36 Years	8	6,2%
Education	Senior High School	28	21,5%
	Diploma	11	8,5%
	Bachelor	78	60,0%
	Postgraduate	13	10,0%
Work	Student/Student	98	75,4%
	Teacher/Lecturer	13	10,0%
	Government employees	2	1,5%
	Private employees	8	6,2%
	Self-employed	6	4,6%
	Other	3	2,3%
Income	< IDR 1.000.000	21	16,2%
	IDR 1.000.000 – 2.500.000	93	71,5%
	IDR 2.600.000 – 5.000.000	9	6,9%
	IDR 5.100.000 – 6.000.000	6	4,6%
	> IDR 6.000.000	1	0,8%

Source: Data Processed, 2022.

Based on Table 1, it can be seen that the respondents of this study amounted to 130 respondents. Respondents by gender, dominated by female respondents. Respondents based on age, dominated by respondents 18-24 years. Respondents based on education, dominated by undergraduate respondents. Respondents based on occupation, dominated by student respondents. Respondents based on income, dominated by income of IDR 1.000.000 – 2.500.000.

Validity Test Results

Validity test is a test that shows the extent to which the measuring instrument used is able to measure what is being measured (Ghozali, 2018). In this study, the validity test was used to determine the level of validity of each question item used in the research questionnaire. Valid or not an instrument can be known by looking at the level of significance. If the significance value is 0.05 (5%) then the question items are declared valid and vice versa (Ghozali, 2018).

Table 2. Validity Test Results

Variable	Question Items	Value of Sig.			Explanation
		1	2	3	
Product Quality (X ₁)	1	0,000			Valid
	2	0,000			Valid
	3	0,000			Valid
	4	0,000			Valid
Service Quality (X ₂)	1		0,000		Valid
	2		0,000		Valid
	3		0,000		Valid
	4		0,000		Valid
Purchase Decision (Y)	1			0,000	Valid
	2			0,000	Valid
	3			0,000	Valid
	4			0,000	Valid

Source: Primary data processed (2022)

Based on table 2 above, it shows that all the questions on each research variable are: product quality (X₁), service quality (X₂), purchasing decisions (Y) are in valid acceptance, because they are smaller than the predetermined significance level of 0, 05 (5%).

Reliability Test Results

Reliability test is used to measure the reliability or reliability of a questionnaire. The reliability test is a test that shows the extent of the stability and consistency of the measurement tool used, thus providing relatively consistent results if the measurement is repeated (Ghozali, 2018). In this study, the reliability test was used to determine the consistency of the measurement tools used. The reliability of a questionnaire can be determined by looking at the Cronbach Alpha value. If the Cronbach Alpha value 0.6 (60%) then the questionnaire is declared reliable (Ghozali, 2018).

Table 3. Reliability Test Results

Variable	<i>Cronbach Alpha</i>			Explanation
	1	2	3	
Product Quality (X ₁)	0,809			Reliable
Service Quality (X ₂)		0,834		Reliable
Purchase Decision (Y)			0,797	Reliable

Source: Primary Data Pocessed (2022)

Based on Table 3 above, it shows that all research variables, namely: product quality (X₁), service quality (X₂), purchasing decisions (Y) are in reliable acceptance, because they are greater than the predetermined significance level of 0.60 (60%).

Hypothesis Test Results

t statistical test (partial test)

The t statistic test shows how far the influence of one explanatory or independent variable individually in explaining the variation of the dependent variable. In this study, the t-test was used to partially test the product quality (X₁) and service quality (X₂) variables on purchasing decisions (Y). If the significance value is 0.05 (5%) then the independent variable individually (partial) has a significant effect on the dependent variable and vice versa (Ghozali, 2018).

The Effect of Product Quality and Service Quality on Purchase Decision at Mie Gacoan

Lalu Supardin, You She Melly Anne Dharasta, Awan

Table 4. Results of t-test (Partial Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.256	.280		.915	.362
Product Quality (X ₁)	.193	.018	.658	10.864	.000
Service Quality (X ₂)	.066	.017	.240	3.971	.000

a. Dependent Variable: Purchase Decision (Y)

Source: Primary Data Pocesed (2022)

Based on table 4, it shows that product quality (X₁) has a significant effect on purchasing decisions (Y) with a significant level of 0.000 which is smaller than 0.05 (5%). Service quality (X₂) has a significant effect on purchasing decisions (Y) with a significant level of 0.000 which is smaller than 0.05 (5%).

F statistic test (simultaneous test)

The F statistical test shows how far the influence of the explanatory or independent variables together in explaining the variation of the dependent variable. In this study, the F test was used to simultaneously test product quality (X₁) and service quality (X₂) variables on purchasing decisions (Y). If the significance value is 0.05 (5%) then the independent variables together (simultaneously) have a significant effect on the dependent variable and vice versa (Ghozali, 2018).

Table 5. F Test Results (Simultaneous Test)

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	37.326	2	18.663	114.267	.000 ^b
Residual	20.743	127	.163		
Total	58.069	129			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Product Quality (X₁), Service Quality (X₂)

Source: Primary Data Pocesed (2022)

Based on table 5, it shows that product quality (X₁) and service quality (X₂) simultaneously have a significant effect on purchasing decisions (Y) with a significant level of 0.000 less than 0.05 (5%).

R Square Test Results (Coefficient of Determination)

Table 6. R Square Test Results (Coefficient of Determination)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802 ^a	.643	.637	.404

a. Predictors: (Constant), Product Quality (X₁), Service Quality (X₂)

Source: Data processed, 2022.

Based on table 6, shows the ability of the model in the study of 0.643. This shows that the ability of product quality (X₁) and service quality (X₂) variables on purchasing decisions (Y) can be explained by 64.3%. While the remaining 35.7% is explained by variables outside this study, such as price, eWOM, lifestyle, reference groups, discounts, etc.

Discussion

Based on the results of hypothesis testing that have been described in tables 4 and 5 above, the discussion is as follows:

1. Product Quality Has a Positive and Significant Effect on Purchase Decisions

The results of the study prove that product quality has a positive and significant effect on purchasing decisions for Mie Gacoan in Yogyakarta. This shows that consumers pay attention and consider product quality before making a purchase decision. This means that consumers will consciously look for good and superior product quality, for example in terms of taste, presentation, and others. Therefore, business people must be aware of the reality that consumers are looking for quality products, so that business growth and development can be easily achieved by the company. The results of this study are also in line with previous theoretical and empirical studies, for example the research of Sisrahmayanti (2022) which found that product quality is able to convince consumers to make purchasing decisions. In addition, the findings from the study of Tannia & Yulianthini (2022) found that consumers compare product quality before making a purchase decision. Furthermore, research by Jansen, et al (2022) shows that consumers always pay attention to the quality of the product they want to use before making a purchase decision. This is also further strengthened by other studies conducted by Dwijantoro, et al (2022); Pranandha & Kusumadewi (2022); Sani, et al (2022); Arianto, et al (2022); Soleha, et al (2022); Iswahyudi & Prabawati (2022).

2. Service Quality Has a Positive and Significant Effect on Purchase Decisions

The results of the study prove that service quality has a positive and significant effect on purchasing decisions for Mie Gacoan in Yogyakarta. This shows that there are other factors that consumers pay attention to besides product quality, namely service quality factors. Good and excellent service quality will improve consumer purchasing decisions. This is because the excellent and optimal service quality will make consumers feel well served, so that consumers are happy to make purchasing decisions. Therefore, business people should always maintain and improve the quality of service to consumers. The results of this study are also in line with previous theoretical and empirical studies, for example research by Muhtarom, et al (2022) which shows that service quality can improve consumer purchasing decisions. Findings from research by Fatimah & Nurtantiono (2022) show that service quality has a positive effect on consumer purchasing decisions. The findings from Ma'arif & Budiarti (2022) show that superior service quality is able to convince consumers to make purchasing decisions. This is also further strengthened by other studies conducted by Jatmika, et al (2022); Napitu, et al (2022); Rakhmah (2022); Mailangkay, et al (2022); Maulana (2022); Sari & Kurniawati (2022); Yupitasari (2022).

3. Product Quality and Service Quality Have a Positive and Significant Effect on Purchase Decisions

The results of the study prove that simultaneously (simultaneous) product quality and service quality have a positive and significant effect on purchasing decisions for Mie Gacoan in Yogyakarta. This shows that product quality and service quality can improve consumer purchasing decisions. This finding confirms that product quality and service quality together can strengthen consumer confidence to make purchasing decisions. Therefore, business people should always maintain product quality and service quality so that they are at a good level or even prime (superior) from their competitors. This also ensures the sustainability of the business because it is undeniable that these two aspects will enable the business to continue to live and develop in the midst of increasingly competitive business competition. The results of this study are also in line with previous theoretical

and empirical studies, for example the research of Cesariana, et al (2022) found that simultaneously product quality and service quality can improve consumer purchasing decisions. In addition, the findings from the research of Napitu, et al (2022) show that consumers without hesitation make a purchase decision if the quality of the product and the quality of service provided is satisfactory. This is also further strengthened by other research conducted by Rakhmah (2022); Sari & Kurniawati (2022); Yupitasari (2022).

CONCLUSION

Results Based on the research and discussion described above, several conclusions can be drawn:

1. Product quality partially has a significant effect on purchasing decisions Mie Gacoan in Yogyakarta. This shows that the better the quality of the product, the higher the consumer's purchase decision.
2. Service quality partially has a significant effect on purchasing decisions Mie Gacoan in Yogyakarta. This shows that the better the quality of service provided to consumers, the higher the consumer purchasing decisions.
3. Product quality and service quality simultaneously have a significant effect on purchasing decisions Mie Gacoan in Yogyakarta. This shows that the better the quality of the product and the better the quality of service provided, the higher the consumer's purchase decision.

SUGGESTION

1. For Further Researchers

Further researchers are expected to add other variables that influence consumer purchasing decisions, such as sales promotions, prices, and others. In addition, in the future it is better not to measure consumer purchasing decisions, but can reach the stage of consumer repurchase in order to explain more deeply from the initial stage of the decision to the stage of consumer repurchase.

2. For Business People

Based on the results of this study, business people pay attention to factors that influence consumer purchasing decisions, for example those related to product quality and service quality. Because based on the results of this study, the second factor is very much considered by consumers before making a purchase decision. Good and superior product quality and service quality can improve consumer purchasing decisions and keep existing customers from switching to competitors.

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