

## THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY, AND PRODUCT INNOVATION ON PURCHASE DECISIONS

(Case Study: Dian's Rumah Songket and Endek Klungkung Bali)

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### Abstract

This study aims to explore the impact of product quality, service quality, and product innovation on the purchasing decisions of customers at Dian's Rumah Songket and Endek. Employing a quantitative research design with an associative framework, the study focuses on the customers of Dian's Rumah Songket and Endek as its population. A total of 100 respondents participated, selected through a purposive non-probability sampling method. Data for this research was gathered using a survey method, which included a questionnaire that addressed various aspects of product quality, service quality, product innovation, and purchasing decisions through multiple statements related to these variables. The findings reveal several significant insights: firstly, product quality has a positive and significant effect on purchasing decisions; secondly, service quality similarly influences purchase decisions positively and significantly; and finally, product innovation also has a noteworthy positive impact on customer purchasing decisions.

**Keywords:** Product Quality, Service Quality, Product Innovation, Purchase Decision.

### INTRODUCTION

Business competition in the era of globalization is becoming increasingly intense. As competition grows, consumers are becoming more selective in choosing products. This means that companies must create new innovations in a creative manner when producing goods or services to remain competitive. Various strategies can be implemented by companies to sustain themselves in this competitive market, such as pricing strategies and improving product quality, which can enhance purchase decisions.

A purchase decision is a consumer's action in forming preferences among several brands and choosing the most preferred one (Ayuningsih & Maftukhah, 2020). According to Upadana and Pramudana (2020), a purchase decision is the stage where buyers determine their choices, make a purchase, and consume the product. Purchase decisions are influenced by individual choices, external factors, and personal habits, affecting decision-making processes. Companies must understand how consumers make purchase decisions, develop value flows, manage brands, and create competitive advantages (Simatupang et al., 2021). Purchase decisions depend on numerous factors that shape consumers' minds regarding whether to buy or not. One key factor influencing consumer purchase decisions is product quality (Suryani & Batu, 2021).

Product quality significantly affects consumer purchase decisions, as consumers continuously evaluate product performance. This is reflected in the product's ability to

maintain quality specifications, attracting consumers to make a purchase (Ruliansyah & Sampurna, 2020). Enhancing product quality is essential for companies because modern consumers are more knowledgeable and meticulous in selecting high-quality products (Setiadi & Ekawati, 2019). A product is considered high quality if it provides consumer satisfaction, including durability, comfort, an attractive design, and added value. Good product quality fosters consumer trust and a positive perception of the product.

Product quality is also crucial for improving business processes. Companies that prioritize product quality will gain competitive advantages in the market. This implies that businesses must continuously evaluate and enhance their product quality. If a product meets consumer expectations, buyers will be less concerned about the price and feel no regret about their purchase.

Research conducted by Erlangga et al. (2021) and Sari & Prihartono (2021) shows that product quality has a positive and significant impact on purchase decisions. This indicates that consumers highly consider product quality, and their purchase decisions increase with improved product quality. Consumers also evaluate service quality and derive satisfaction from the services received (Tanady & Fuad, 2020).

Service quality refers to a company's ability to provide superior service compared to its competitors (Abubakar, 2017:39). According to Kotler and Keller (2016:156), service quality is the overall characteristics and features of a product that can meet explicit and implicit needs. In choosing a product, consumers naturally compare service quality. Therefore, companies must provide distinctive service quality to add value and differentiate themselves from the competition. Thus, service quality becomes a crucial factor in consumer purchasing decision making.

Research conducted by Manengal (2015) and Erlangga et al. (2021) confirms that service quality has a positive and significant influence on purchasing decisions. Satisfactory service can encourage consumers to choose certain products. Companies that provide superior service will build a good reputation, because satisfied customers tend to give positive feedback to others, thereby attracting more buyers. In a competitive world, companies are required to adapt to consumer needs and follow market trends in order to remain competitive.

According to Hurley and Hult (1998) in Curatman (2016:64), product innovation includes the application of very broad new ideas, products, or processes. Paramitha et al. (2019) explain that innovation involves observing consumers to identify needs and develop new products. Similarities in competitor product designs are an important driver of product innovation. Often, competing products do not experience significant changes and remain static. Myers and Marquis (1969) as quoted by Haryanti and Nursusila (2016:3) describe product innovation as a combination of various interrelated processes. Innovation is not just creating new ideas, discoveries, or market expansion; but rather integrating all these processes as a whole.

Companies innovate to create new products or improve existing ones. Consumers do not only evaluate a product's value and function; they also consider its advantages over similar products. This drives companies to continuously innovate.

Research by Ratnawat (2021) and Fitrotin et al. (2020) reveals that product innovation positively and significantly affects purchase decisions. Continuous innovation enhances purchase decisions, whereas a lack of innovation reduces them.

Weaving crafts have become an expanding industry. Generally, woven fabrics are created with various colors and patterns, deeply connected to knowledge systems, cultural beliefs, environmental influences, and social structures. Each region in Indonesia has its unique woven fabric that represents local culture and values.

Dian's Rumah Songket is a small business established in 2011 and joined the Klungkung Cooperative Office's development program in 2015. It employs 15 artisans and participates in more than ten national and international SME exhibitions annually, as part of government programs to develop SMEs and preserve Bali's artistic and cultural heritage. The growing woven fabric industry in Bali requires Dian's Rumah Songket to understand and meet consumer demands.

In 2023, Dian's Rumah Songket experienced declining sales, indicating reduced purchase decisions. Sales data from 2021–2023, collected through observations and interviews with the business owner, are presented in Table 1.

**Table 1. Sales Data from 2021–2023**

Unit Sold		
Year 2021	Year 2022	Year 2023
245	184	148
175	166	96
168	145	75

Observations indicate product quality issues, such as poorly maintained equipment leading to defects, unappealing packaging, and inadequate service quality. Interviews revealed employee inefficiencies in assisting customers and providing product information. Consumers also expressed dissatisfaction with the lack of product innovation, requiring unique, practical, and modern designs.

Considering these issues, further research on product quality, service quality, and product innovation affecting purchase decisions is essential.

## RESEARCH METHODS

The research design employs a quantitative approach using an associative research model. As noted by Sugiyono (2017:57), the purpose of associative research is to explore the relationships between two or more variables. Quantitative research is grounded in positivist philosophy and is utilized to investigate a specific population or sample. Data collection is carried out through structured research instruments, and the analysis is conducted using quantitative or statistical methods to test the proposed hypotheses. The

purpose of this study is to evaluate the influence of product quality, service quality, and product innovation on purchasing decisions.

To gather data, the study utilizes direct communication with respondents via questionnaires. This approach was selected to obtain primary data directly from customers of Dian’s Rumah Songket and Endek Klungkung Bali.

The research was conducted at Dian’s Rumah Songket and Endek, located on Jalan Segening Gelgel - Klungkung, Bali. The choice of this location was based on several considerations, including accessibility in terms of manpower, budget, and time efficiency. Dian’s Rumah Songket and Endek is a well-known industry in Bali that has been established since 1997. However, the increasing number of competitors has intensified market competition. This study is motivated by an interest in analyzing the company's marketing strategies, including product innovation, quality standards, and service implementation in consumer purchasing decisions.

This study employs a non-probability sampling technique, specifically utilizing purposive sampling. Non-probability sampling refers to a sampling method where not all members of the population have an equal opportunity to be selected (Sugiyono, 2019:131). Purposive sampling, on the other hand, involves selecting samples based on specific criteria and considerations. The criteria applied in this study include:

1. Respondents must be at least 17 years old with a minimum educational background of high school (SMA/SMK) or equivalent.
2. Respondents must be customers of Dian’s Rumah Songket and Endek.

The ideal sample size recommended for multivariate measurement is 5–10 times the number of indicators used (Sugiyono, 2017:129). This study includes 17 indicators, so the sample size ranges between 85–170 respondents. The sample size used in this study is 100 respondents.

## RESEARCH RESULTS AND DISCUSSION

### Classical Assumption Test Results

#### Normality test results

**Table 2. Normality Test Results**

	<i>Unstandardized Residual</i>
N	100
Kolmogorov-Smirnov Z	0.038
Asymp. Sig. (2-tailed)	0.200

Source:

*Processed Data, 2024*

The test results indicated an Asymp. Sig. (2-tailed) score of 0.200, which is greater than the threshold of 0.05 ( $0.200 > 0.05$ ). This suggests that the residual data in this study follow a normal distribution.

### Multicollinearity test results

**Table 3. Multicollinearity Test Results**

Variables	Colinearity Statistics	
	Tolerance	VIF
Product Quality (X1)	0.937	1,067
Quality of Service (X2)	0.993	1,007
Product Innovation (X3)	0.938	1,066

Source: Processed Data, 2024

Based on the test results in Table 3, it can be seen that the tolerance coefficient of each independent variable, namely product quality, service quality and product innovation, is greater than 0.10 and the VIF value is less than 10. These results suggest that the independent variables showed no correlation, indicating a lack of evidence for multicollinearity within the regression model.

### Heteroscedasticity test results

**Table 4. Results of Heteroscedasticity Test**

Variables	t count	Significance
Product Quality (X1)	-1,230	0.222
Quality of Service (X2)	-0.069	0.945
Product Innovation (X3)	-0.010	0.992

Source: Processed Data, 2024

Table 3 shows that each independent variable has a significance value greater than 0.05. In particular, the product quality variable recorded a significance value of 0.222, the service quality variable recorded a significance value of 0.945, and the product innovation variable recorded a significance value of 0.992. These figures indicate that the regression model used does not show any indication of heteroscedasticity.

### Multiple Linear Regression Test Results

**Table 5. Multiple Linear Regression Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.727	0.848		0.857	0,393
Product Quality (X1)	0.375	0.027	0.679	13,803	0,000
Quality of Service (X2)	0.278	0.025	0.539	11,288	0,000
Product Innovation (X3)	0.187	0.040	0.232	4,723	0,000

Source: *Processed Data, 2024*

The constant value of 0.727 suggests that the purchase decision variable (Y) remains unchanged by the three independent factors: product quality (X1), service quality (X2), and product innovation (X3). In other words, when these aspects are considered, the purchase decision value consistently stays at 0.727.

The results of the regression	Model	Sum of Squares	Df	Mean Square	F	Sig.
	Regression	379,402	3	126,467	114,983	0,000
	Residual	105,588	96	1,100		
	Total	484,990	99			

coefficient examination show that product quality (X1) has a value of 0.375, which indicates a positive correlation. This means that every one unit increase in product quality will lead to an increase in purchasing decisions (Y) of 0.375 units at Dian's Home of Songket and Endek Klungkung.

Meanwhile, the regression coefficient for service quality (X2) was recorded at 0.278, which also reflects a positive relationship. In other words, a one unit increase in service quality will result in purchasing decisions (Y) increasing by 0.278 units at the same location.

Lastly, the regression coefficient for product innovation (X3) also reflects a positive value, revealing an encouraging relationship between product innovation and purchase decisions. This suggests that advancements in product innovation are likely to exert a favorable influence on consumers' purchasing choices. Overall, these results highlight the significant roles of product quality, service quality, and product innovation in shaping consumer purchasing behavior.

## Hypothesis Test Results

### Simultaneous test results (F test)

**Table 6. F Test Results**

Source: *Processed Data, 2024*

Berdasarkan hasil uji F pada Tabel 6, nilai signifikansinya lebih kecil dari 0,05 (0,000 < 0,05). Dengan kata lain, model yang diterapkan dalam penelitian ini terbukti valid. Selain itu, temuan penelitian mengindikasikan bahwa kualitas produk, mutu layanan, dan inovasi produk secara simultan memengaruhi keputusan pembelian.

### Partial test results (t-test)

**Table 7. Partial Test Results (t-Test)**

Source: Processed Data, 2024

The test results, which indicate whether to accept or reject the null hypothesis (H<sub>0</sub>), can be determined by comparing the significance value (Sig. t) with a probability level of 0,05. The criteria for interpreting the impact of individual variables are outlined below.

If the Sig. t value ≤ 0.05 then H<sub>0</sub> is rejected and H<sub>1</sub>/H<sub>2</sub>/H<sub>3</sub> is accepted.

If the Sig. t value > 0.05 then H<sub>0</sub> is accepted and H<sub>1</sub>/H<sub>2</sub>/H<sub>3</sub> is rejected.

(1) Influenceproduct quality on purchasing decisions

H<sub>0</sub> There is no influence of product quality on purchasing decisions

H<sub>1</sub> Product quality has a positive and significant effect on decisions

Purchase

Analysis of the effect of product quality (X<sub>1</sub>) on purchasing decisions (Y) shows significant results, with a significance value of 0.000 and a beta coefficient of 0.375. Given that this significance value is far below the threshold of 0.05, we can reject the null hypothesis (H<sub>0</sub>) and accept the alternative hypothesis (H<sub>1</sub>). This finding indicates that product quality has a positive and significant effect on purchasing decisions.

Variables	Coefficient Beta	t count	Significance
Product quality (X <sub>1</sub> )	0.375	13,803	0,000
Quality of Service (X <sub>2</sub> )	0.278	11,288	0,000
Product Innovation (X <sub>3</sub> )	0.187	4,723	0,000

(2) Influenceservice quality on purchasing decisions

H<sub>0</sub> There is no influence of service quality on purchasing decisions

H<sub>1</sub> service quality has a positive and significant effect on decisions

purchase

The analysis reveals that the significance value of service quality (X<sub>2</sub>) on purchasing decisions (Y) is 0. 000, accompanied by a beta coefficient of 0. 278. Since the significance value is less than the threshold of 0. 05, we reject the null hypothesis (H<sub>0</sub>) and accept the alternative hypothesis (H<sub>1</sub>). These findings indicate that service quality positively and significantly impacts purchasing decisions.

(3) Influenceproduct innovation on purchasing decisions

H<sub>0</sub> There is no influence of product innovation on purchasing decisions

H<sub>1</sub> Product innovation has a positive and significant influence on decisions

purchase

Analysis of the influence of product innovation on purchasing decisions shows significant results, marked by a significance value of 0.000 and a beta coefficient of 0.187. Given that this significance value is far below the 0.05 limit, we can conclude to reject the null hypothesis (H<sub>0</sub>) and accept the alternative hypothesis (H<sub>1</sub>). Thus, it can be concluded that product innovation has a positive and significant influence on purchasing decisions.

## Results of the determination coefficient test (R<sup>2</sup>)

Table 8. Results of the Determination Coefficient Test

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.884	0.782	0.775	1,049

Source: Processed Data, 2024

The results of the determination coefficient analysis, which can be seen in the R-squared image, show a value of 0.782. This means that 78.20 percent of the variation in consumer purchasing decisions of Rumah Songket and Endek Dian Klungkung Bali is influenced by factors such as product quality, service quality, and product innovation. Meanwhile, the remaining 21.80 percent is influenced by other factors not included in this research model.

### Discussion of Research Results

#### The influence of product quality on purchasing decisions

The first hypothesis (H1) posits that product quality significantly and positively influences purchasing decisions. In simpler terms, as the quality of products from Rumah Songket and Endek Dian improves, consumers are increasingly inclined to make purchases at their store in Klungkung, Bali. Consequently, we can affirm the acceptance of this first hypothesis.

From this, we can infer that consumers are more likely to choose products from Rumah Songket and Endek Dian when these offerings are not only comfortable to use but also provide quality commensurate with their price. This conclusion is further supported by the high ratings provided by respondents for the Characteristics indicator, which reflects their belief that Rumah Songket products and Endek fabric deliver good value for the money spent.

The results of this study are in line with the findings expressed by Diyanti and Giantari (2021), which showed a positive and significant influence of product quality on iPhone purchasing decisions in Denpasar City. Similar conclusions were also found in a study conducted by Yoher and Santika (2018), where product quality was shown to have a positive and significant influence on consumer purchasing decisions for mosquito repellent products of the VAPE brand.

#### The Influence of Service Quality on Purchasing Decisions

The second hypothesis (H2) states that service quality has a significant positive influence on purchasing decisions. In other words, as the service quality at Dian's Rumah Songket and Endek improves, customers are increasingly inclined to make purchases at this establishment in Klungkung, Bali. Consequently, we accept the second hypothesis. When consumers perceive that Dian's Rumah Songket and Endek offers reliable information and responds promptly to inquiries, they are more likely to proceed with their purchases. This finding aligns with the survey results indicating that the responsiveness of the staff garnered the highest average score, reflecting their excellent service delivery.

Furthermore, the study's findings are in harmony with the research conducted by Pratiwi and Suparna (2018), which established that service quality has a positive and significant effect on customer trust. This suggests that enhanced service quality fosters greater trust in the company among its customers. This positive relationship between service quality and trust is further corroborated by investigations by Purwa and Ardani (2019) and Syafii et al. (2019)..

### **The Influence of Product Innovation on Purchasing Decisions**

The third hypothesis (H<sub>3</sub>) states that there is a positive and significant influence between product innovation and purchasing decisions. In other words, the more effectively Dian's Rumah Songket and Endek implement product innovations, the higher the likelihood of consumers making purchases at their establishment in Klungkung, Bali. Therefore, we accept the third hypothesis. This indicates that consumers are more inclined to buy products from Dian's Rumah Songket and Endek when the innovations they offer enhance product features, such as more appealing designs or superior quality materials.

The findings of this study align with respondents' feedback regarding the product imitation indicator, often referred to as "me too" products. This indicator received the highest average and total scores, indicating that respondents believe Dian's Rumah Songket and Endek can produce items that surpass the quality standards typically associated with traditional fabrics.

Moreover, the results of this study are in agreement with the research conducted by Putra and Kusumadewi (2019), which also found that product innovation has a significant and positive impact on customer satisfaction. Similar findings have been reported by Ernawati and Kurniawati (2020), Miati (2019), Fauzi and Mandala (2019), Setiobudi and Audrey (2021), and Branca et al. (2020), all of which support the notion that product innovation contributes positively to customer satisfaction.

## **CONCLUSION**

Based on the findings of this study, the following conclusions can be drawn:

1. Product quality has a positive and significant influence on purchasing decisions at Rumah Songket and Endek Dian in Klungkung, Bali. This finding indicates that the higher the quality of the product offered, the greater the likelihood of customers making a purchase.
2. Service quality also has a positive and significant influence on purchasing decisions at Rumah Songket and Endek Dian in Klungkung, Bali. This indicates that the better the service provided, the greater the chance of customers making a purchase.
3. Product innovation has a positive and significant impact on purchasing decisions at Rumah Songket and Endek Dian in Klungkung, Bali. This result indicates that the more innovative the product introduced, the higher the likelihood of customers making a purchase.

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