

## THE EFFECT OF PRODUCT QUALITY AND SERVICE QUALITY ON PURCHASING DECISIONS AT TOKO BAHAN KUE 55

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**Abstract:** Toko Bahan Kue 55 is a business engaged in retailing cake ingredients, cake supplies and cake equipment. This study aims to determine the effect of product quality and service quality on purchasing decisions at the Toko Bahan Kue 55. The variables involved in this study are product quality and service quality as independent variables and purchasing decisions as dependent variables. The method used in this research is a quantitative method using multiple linear regression tests. The sample in this study were 150 consumers who had made purchases at Toko Bahan Kue 55. The results of this study indicate that product quality has a positive and significant effect on purchasing decisions at Toko Bahan Kue 55. Service quality has a positive and significant influence on purchasing decisions at Toko Bahan Kue 55.

**Keywords:** Product Quality, Service Quality, Purchasing Decision, and Toko Bahan Kue 55

*Abstrak:* Toko Bahan Kue 55 merupakan usaha atau bisnis yang bergerak dibidang retail bahan kue, perlengkapan kue dan peralatan kue. Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh kualitas produk dan kualitas layanan terhadap keputusan pembelian pada Toko Bahan Kue 55. Variabel yang terkait dalam penelitian ini adalah kualitas produk dan kualitas layanan sebagai variabel independen dan keputusan pembelian sebagai variabel dependen. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif dengan menggunakan uji regresi linier berganda. Sampel pada penelitian ini sebanyak 150 orang konsumen yang sudah pernah melakukan pembelian pada Toko Bahan Kue 55. Hasil penelitian ini menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian pada Toko Bahan Kue 55. Kualitas layanan memiliki pengaruh positif dan signifikan terhadap keputusan pembelian pada Toko Bahan Kue.

**Kata kunci:** Kualitas Produk, Kualitas Layanan, Keputusan Pembelian, dan Toko Bahan Kue 55.

## INTRODUCTION

The business sector is a sector that continues to grow and the competition is getting tougher as time goes by. The tight business competition is also felt by various companies engaged in retail. According to Kotler (2020) retail means a series of processes for selling goods and services in units or retail to consumer hands to meet their respective needs. According to data from Databooks (2022), many new retail businesses continue to grow and dominate the market throughout the country. Currently in 2022, retail businesses such as minimarkets have dominated the market and are able to penetrate almost all islands in the country of Indonesia, many retail companies continue to expand in potential areas throughout the country.

The research object used is Toko Bahan Kue 55. Toko Bahan Kue 55 is a retail business that focuses on cake raw material products and tools for the needs of the cake-making process, including eggs, flour, sugar, butter, baking sheets, ovens and so on. In the beginning, Toko Bahan Kue 55 operates for 4 years using a traditional operational system, without any digital tools in running store operations. This has led to some criticism from customers. Toko Bahan Kue 55 seeks to develop this store for the better. So the researcher identified the customer experience of the 55 Cake Material Store by conducting a pre-survey to be asked to provide criticism and suggestions.

From the results of the pre-survey, it shows that the problems of customers of 55 Cake Material Stores from the aspect of product quality there are 7 people and from the aspect of service quality there are 9 people who criticize and provide suggestions for improvements in product quality and service quality. Researchers want to take a deeper look at what determines purchasing decisions for Cake Material Stores 55..

## LITERATURE REVIEW

### Theoretical Foundation

According to Rofiq & Hufrom (2018) the quality of this product is relative depending on which side is used to describe its characteristics and specifications. In general, there are three notions of quality related to one another, which can define interconnected quality, namely consumer perceptions, services or products and processes. These three things are different but allude to each other. Product quality is the suitability of a product for consumers, if consumers feel a match with a product and the product can meet consumer needs, then consumers will make the decision to use or buy the product. Then in research conducted by Elmiliasari (2020) states that there are five indicators of product quality:

1. Appearance, the appearance in question starts from the packaging, to the packaging process of a product. In this case, cake ingredients should be packaged hygienically, cleanly and neatly.
2. Portion, The portion of a product must match the description written on the product packaging. In this study, portions such as weight on the product must match the description written on the product packaging.
3. Texture, The texture of a product, for example, is smooth or not, liquid or solid, hard or soft, dry or moist. In cake ingredients, each cake ingredient has a variety of textures, a decent cake ingredient product is in a fresh condition, and the texture is the same as a new product.
4. Aroma, Aroma is the reaction of a product that will affect the results in food or cake. In this case, the cake ingredients used must have a delicious and fresh aroma, in order to attract the attention of consumers.
5. Taste, the taste point of the tongue is the ability to detect the basic sweet, sour, bitter, salty or a combination of these flavors. In cake raw materials must have a good taste and according to the type of cake to be made.

Service quality is generally emphasized to meet consumer needs, then the accuracy of delivery to balance customer needs and desires and accuracy in presentation to meet customer needs (Dewi and Wibowo, 2018). Service quality according to Assegaf (2009, in Octavia et al., 2018) is an economic activity that produces psychological needs, service quality is a level of value from consumers, which is assessed based on the ability of the company to provide the service itself to consumers. Then in research conducted by Ruliarto (2020) states that according to Parasuraman (Tjiptono, Marketing Strategy, 2016), there are five main dimensions or indicators arranged in order of relative importance, as follows:

1. Tangible, Tangible is the company's ability to demonstrate the existence of physical facilities and infrastructure for the services the company provides to customers.
2. Reliability, namely the company is able to provide services in accordance with customer expectations which means timeliness and the same service for all customers.
3. Responsiveness, Responsiveness is a policy to help and provide fast (responsive) and precise service to customers, with the achievement of clear information.
4. Assurance, the guarantee is that the company fosters customers' confidence in the company. This includes several components including communication, credibility, security, competence, and courtesy.
5. Empathy (empathy), Empathy is giving sincere and individualized or personal attention given to customers by trying to understand consumer desires.

Purchasing decisions are defined as a series of processes that start from consumers recognizing their

problems, seeking information about certain products or brands and evaluating these products or brands on how well each of these alternatives can solve their problems, which then a series of processes leads to the purchase of a good or service (Sabar et al., 2020). Understanding the factors that influence consumer purchasing decisions will provide marketers with knowledge about how to develop better marketing strategies and communications (Kotler & Keller, 2016; Manik & Rianti, 2019). Factors that influence purchasing decisions include cultural factors, social factors, and personal factors. The indicator of purchasing decisions is personal (Kotler & Keller; Manik & Rianti, 2019):

1. Product Choice, consumers can make decisions to buy a product or use their money for other purposes.
2. Brand Choice, consumers must make decisions about which brand to buy.
3. Choice of distributor, buyers must decide which distributor to visit by considering the factors of close location, low price and complete inventory of goods.
4. Purchase time, consumer decisions in choosing the time of purchase can vary.
5. Number of purchases, consumer decisions about how many products to buy at a time, purchases may be more than one.

### **Previous Research**

The first previous research was taken from Abdurrahman and Rini Anggriani (2020), entitled "The Effect of Product Quality, Service Quality, Price, and Location on Purchasing Decisions". aims to determine the effect of Product Quality, Service Quality, Price and Location on Purchasing Decisions at Rumah Makan Taliwang 1. The analyzed data confirm that product quality, service quality, price, and location are proven to simultaneously have a significant influence on purchasing decisions. Partially, the product quality variable has a significant effect on consumer decisions in buying food at Rumah Makan Taliwang, and it is known that product quality is the dominant factor influencing consumer decisions in buying food at Rumah Makan Taliwang Cakranegara.

The second previous research was taken from Rissa Mustika Sari and Prihartono (2021), entitled "The Effect of Product Quality, Service Quality, Price, and Location on Purchasing Decisions". One of the objectives of this study was to determine the impact of product quality on purchasing decisions. From the results of the coefficient of determination research conducted in this study, it shows that the price and product quality variables have a significant effect on purchasing decisions, with a magnitude of 46.1%. Meanwhile, 53.9% is caused by other variables. From this it shows that product quality has a significant effect on purchasing decisions.

The third previous research was taken from Budiman Marpaung and Ani Mekaniwati (2020), entitled "The Effect of Product Quality, Price, Promotion and Service on Consumer Satisfaction and its Impact on Purchasing Decisions". This research was conducted to find out several things, the first is a) determine the direct and simultaneous effects of production quality, price, promotion and service quality on customer satisfaction, b) determine the direct and simultaneous effects of production quality, price, promotion, service quality and customer satisfaction on purchasing decisions, c). determine the indirect and total impact on purchasing decisions through the intervening variable of customer satisfaction. The conclusion of this study states that product quality and the existence of promotional activities have a direct and significant positive effect on customer satisfaction and purchasing decisions.

The fourth previous research was taken from Rizwan Abu Karim (2021), entitled "The influences of Islamic retail mix approach on purchase decisions". This study aims to determine the effect of the Islamic retail mix on products, prices, promotions and store atmosphere on consumer purchasing decisions. This research was conducted by means of a survey with a purposive sampling approach, with a total of 2,000 participants. 100 respondents, which were analyzed with SEM PLS. The results of this study, according to Malaysian culture, which is predominantly Muslim, product quality has a significant effect on purchasing decisions, especially the presence or absence of a halal logo on the product.

Research conducted by Nursiam et al (2020) aims to evaluate the effect of simplicity, price, service quality and security on product purchasing decisions product purchasing decisions through the Shopee.id application. Quantitative approach is the approach used in this analysis. Multiple linear regression models are

used in data analysis techniques. The results of this study indicate that product purchasing decisions product purchasing decisions through the Shopee.id application for each significant value of 0.033; 0.000; and 0.000 are influenced by convenience, price, and service quality. The relationship with this research is that it has the same variables, namely service quality, and purchasing decisions.

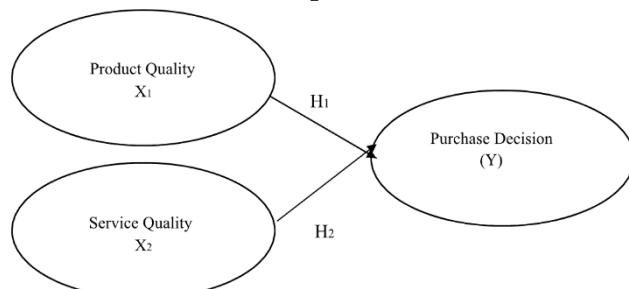
### Relationship between Variables and Hypothesis

Relationship between Variables and Hypothesis According to Herawati, et al (2019), the results of his research show that product quality is a variable that has a significant effect on purchasing decision variables. Based on the influence of the research above, there is an effect of product quality on purchasing decisions. From the results of research by Yanuar, et al (2018), it shows that product quality is a variable that has a significant influence on purchasing decisions. Based on the results of the two studies above, the product quality variable has a significant effect on product quality on purchasing decisions.

Based on research conducted by Tran et al (2020) simply put, service quality is only perceived and not established in the long term by customer experience. Researchers describe service quality in this study as a comprehensive term involving customer service processes to help buyers set their standards through the products and services offered. therefore, service quality is also one of the important factors that lead to customer decisions. Service quality service quality has a positive and important influence on consumer decisions.

### Conceptual Framework

#### Frame 1. Conceptual Framework



Source: Data processed, 2023

## RESEARCH METHODOLOGY

This research uses Quantitative Research Methods and uses survey research instruments in order to find out comparisons in making Customer / Customer purchasing decisions. Quantitative research method is research that uses numbers to draw conclusions, Hendryadi et al (2019).

### Variables and Operational Definitions

Table 1. Variables and Operational Definitions

Variable	Conceptual Definition	Indicator	Operational Definition	Source
Product Quality	According to Rofiq & Hufrom (2018), product quality is relative depending on which side is used to describe its	1. Appearance In this study appearance is how the product is packaged or wrapped when given to customers must be	1. Appearance affects how the product is packaged. 2. Portion discusses size,	(El miliasari, 2020)

	characteristics and specifications.	<p>good to see when served.</p> <p>2. Portion Food portions are the size or measure of food consumed at each meal. A meal is served with different portions, some are served with a large portion and some are served with a small portion.</p> <p>3. Texture Food texture includes smooth or not, liquid or solid, hard or soft, dry or moist. Aroma Aroma is the reaction of food that will affect consumers before consumers enjoy food.</p> <p>4. Taste The taste point of the tongue is the ability to detect the basic sweet, sour, bitter, salty, certain foods these four flavors are combined so that it becomes one unique and interesting taste to enjoy.</p>	<p>weight.</p> <p>3. The texture of the product item is either smooth, rough, liquid, solid, or hard, moist or dry.</p> <p>4. Aroma or smell or reaction of the food.</p> <p>5. Flavor of the product such as sweet, sour, bitter, salty, or a combination of the 4 flavors.</p>	
Service Quality	<p>Service quality according to Assegaf (2009, in Octavia et al., 2018) is an economic activity that produces</p> <p>Psychological needs, service quality is a level of value from consumers, which is assessed based on the ability of the company to provide the service itself to consumers.</p>	<p>1. Tangible is the company's ability to demonstrate the existence of physical facilities and infrastructure will be services that the company provides to customers.</p> <p>2. Reliability, namely the company is able to provide services in accordance with customer expectations, which means timeliness and the same service for</p>	<p>1. Tangible such as providing a clean place or shop.</p> <p>2. Reliability in providing the best service, can meet consumer needs.</p> <p>3. Responsiveness in readiness to serve buyers, from face-to-face and online.</p> <p>4. Assurance in providing</p>	(Tjiptono, Marketing Strategy, 2016)

		<p>all customers.</p> <ol style="list-style-type: none"> <li>3. Responsiveness is a policy to help and provide fast (responsive) and precise service to customers, with the achievement of clear information</li> <li>4. Assurance, namely the company fosters customers' confidence in the company. This includes several components including communication, credibility, security, competence, and courtesy.</li> <li>5. Empathy namely providing sincere and individualized or personal attention given to customers by trying to understand consumer desires.</li> </ol>	<p>products that are suitable for use, or in excellent condition.</p> <ol style="list-style-type: none"> <li>5. Empathy in serving buyers well and according to store standardization .</li> </ol>	
Purchase Decision	A series of processes that start from consumers recognizing their problems, seeking information, and evaluating these products or brands on how well each of these alternatives can solve their problems, which then leads to the purchase of a good or service (Sabar et al., 2020).	<ol style="list-style-type: none"> <li>1. Product Choice, namely Consumers can make decisions to buy a product or use their money for other purposes.</li> <li>2. Brand Choice Consumers must make decisions about which brand to buy.</li> <li>3. The choice of distributor must make a decision which distributor to visit by considering the factors of close location, low price and complete inventory of goods.</li> <li>4. Purchase Time, Consumer decisions in choosing the time of purchase can vary.</li> <li>5. Number of Purchases, Consumer decisions</li> </ol>	<ol style="list-style-type: none"> <li>1. Choosing a product in accordance with the objectives.</li> <li>2. Choosing a brand that suits what is desired.</li> <li>3. Determining whether to make a purchase at a place by comparing various factors.</li> <li>4. Making a purchase within the desired time.</li> <li>5. Determine the number of products you want to buy.</li> </ol>	(Kotler & Keller; Manik & Rianti, 2019)

		about how many products they will buy at a time, purchases may be more than one.		
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Source: Data processed, 2023

### **Data Analysis Method**

In this study, the variables that the researchers will test are product quality and service quality as independent variables and purchasing decisions as dependent variables. This data processing using SPSS. The population in this study were all consumers who had made purchases at the 55 Cake Material Store, totaling 150 customers. In this study, the total number of indicators was 15, so the number of samples used was 10 times  $15 = 150$  people.

## **DATA ANALYSIS AND DISCUSSION**

### **Data Analysis**

#### **Product Quality Descriptive Statistics**

The results of the descriptive analysis of the product quality variable (X1). In the table, the highest mean value is in indicator X1.5 with a mean value of 4.3600 in the statement "Toko Bahan Kue 55 has products with flavors that match the type of product." which shows that respondents agree with the statement. The lowest mean value is shown in indicator X1.1 with a mean value of 3.9600 in the statement "Toko Bahan Kue 55 has products that are well packaged." which shows that respondents disagree with the statement. The average value of the 5 indicators of product quality is 4.2187. this value indicates that most of the respondents agree about the quality of the products at Toko Bahan Kue 55. The lowest standard deviation value is at X1.5, with a value of 0.82152, which means that the answers of the respondents to the X1.5 statement do not vary. Subchapter rank 1 in data analysis contains an explanation of the data analysis carried out in detail and clearly in accordance with the appropriate statistical rules. If necessary, it can be divided into several subchapters of rank 2.

#### **Descriptive Statistics of Service Quality**

The highest mean value is in indicator X2.3 with a mean value of 4.3267 in the statement "Toko Bahan Kue 55 has employees who are responsive in serving customers." which shows that respondents agree with this statement. The lowest mean value is shown in indicator X2.1 with a mean value of 3.9800 in the statement "Toko Bahan Kue 55 has clean environmental conditions." which shows that respondents disagree with the statement. The average value of the 5 product quality indicators is 4.2333. this value indicates that most of the respondents agree about the quality of the products at the 55th Cake Material Store. The lowest standard deviation value is in X2.4, with a value of 0.89555, which means that the answers of the respondents to the X2.4 statement do not vary.

#### **Descriptive Statistics of Service Quality**

The highest mean value is in indicator Y6 with a mean value of 4.3267 in the statement "I decided to buy at Toko Bahan Kue 55 again to buy the items I need." which shows that respondents agree with this statement. The lowest mean value is shown in indicator Y2 with a mean value of 3.6533 in the statement "I decided to buy at Toko Bahan Kue 55 because the products sold are complete from various brands when compared to other stores." which shows that respondents disagree with the statement. The average value of the 5 indicators of product quality is 4.03. This value indicates that most of the respondents agree about the quality of the products at the 55 Cake Material Store. The lowest standard deviation value is in Y6, with a value of 1.00667, which means that the answers of the respondents to the Y6 statement do not vary.

### **Method of Analysis and Hypothesis Testing**

### **Validity Test**

Based on the results of data analysis, it shows that the Validity Test data is declared valid, because the results of all indicator variables have a Sig value.  $<0.05$ , and the correlation value  $r$  table (0.159).

### **Reliability Test**

According to Sugiyono (2019: 176), a research result can be said to be reliable if the Cronbach's alpha coefficient value is  $> 0.50$ , then the variable can be said to be reliable. Based on Table 4.5, the results of the Cronbach's Alpha value of each variable are greater than 0.50 so that variables X1, X2, and Y are declared reliable.

### **Multiple Linear Regression Test**

Based on the data from the multiple linear regression test results, it can be concluded that the results of the calculation of the multiple linear regression equation in this study are:

$$Y = -0.880 + 0.272X1 + 0.912X2$$

Description:

Y = Purchase Decision

a = Constant

X1 = Product Quality

X2 = Service Quality

b1, b2 = Regression Coefficient

e = Standard Error

The multiple linear regression model formed based on the results of the analysis test through the SPSS program is as follows:

1. The constant value of the multiple linear regression test results is -0.880, it can be interpreted that the constant is opposite to the purchase decision.
2. The beta coefficient value of the product quality variable is 0.272, this indicates that when social media marketing changes 1 time, it will affect purchasing decisions by 0.272.

The beta coefficient value of the service quality variable is 0.912, this indicates that when social media marketing changes 1 time, it will affect purchasing decisions by 0.912.

### **Hypothesis Test**

#### **F test**

The simultaneous test is a test that aims to show whether all existing independent variables have a significant effect simultaneously and together on the dependent variable (Ghozali, 2018: 98). If the significance value  $<0.05$  or the value of F count  $> F$  table, then all independent variables simultaneously have a significant effect on the dependent variable of the study. Based on the data from the F test results, the significance value  $<0.05$  so that the data shows that the independent variables of product quality, and service quality have a significant effect simultaneously on the purchasing decision variable.

#### **t test**

According to Ghozali (2018: 179), partial test is a test conducted to determine the effect of each independent variable on the dependent variable. Where the significance value, which is 5% or 0.05 Based on the data, the results of the t test show the results of the significance value  $<0.05$  so that these results indicate that the independent variables of product quality, and service quality have a significant effect individually or partially on the purchasing decision variable.

### **Test Coefficient of Determination ( $R^2$ )**

The coefficient of determination is a measure of the suitability of the regression line on the data used to see the magnitude of the influence of the independent variable (X) on the dependent variable (Y) and is expressed in percentage form (%). Based on the data, it states that the results of R (Square) are 0.784. or 78.4%

so it can be concluded that the variables of product quality and service quality greatly influence purchasing decisions.

### **Classical Assumption Test**

#### **Normalization Test**

Researchers used the Kolmogorov Smirnov test with a significance value of 0.05 (Ghozali, 2018). Where the criteria are, if the significance value (Sig.) is greater ( $>$ ) than 0.05, then the research data is normally distributed. If the significance value (Sig.) is smaller ( $<$ ) than 0.05, then the research data is not normally distributed. Based on the data results from the normalization test, it states that the data is normally distributed. The Asymp.Sig. value on the data is  $0.200 > 0.05$ , so the data is declared normally distributed.

#### **Heteroscedasticity Test**

The heteroscedasticity test is a residual variant that is not the same for all observations in the regression model. A good regression model does not experience heteroscedasticity. Based on Table 4.11 states that the significance value of all research variables is greater than 0.05, it can be concluded that there is no heteroscedasticity in all these variables.

#### **Multicollinearity Test**

The multicollinearity test aims to test whether the regression model finds a correlation between independent variables or independent variables. if the tolerance value  $< 0.10$  or with a VIF value  $> 10$  indicates multicollinearity, while if the tolerance value  $> 0.10$  or with a VIF value  $< 10$  indicates no multicollinearity. Based on Table 4.12 that the VIF value on Variables X1 and X2 is 4.438, then indicates no multicollinearity.

## **Discussion**

Based on the results of the value of the t test, the product quality variable shows a value of  $0.008 < 0.05$ , this shows that product quality has a significant effect on buying interest. So it can be said that the H1 hypothesis with the indicators used are Appearance, Portion, Texture, Aroma, and Taste, can be accepted, because it is able to answer the first problem in this study. The results of this study have the same results as previous research conducted by Rissa Mustika Sari and Prihartono (2021) which found that product quality has a significant effect on purchasing decisions. The same results are also in the study entitled "The Effect of Product Quality, Price, Promotion and Service on Customer Satisfaction and its Impact on Purchasing Decisions", by Budiman Marpaung and Ani Mekaniwati (2020), which states that product quality and promotional activities have a direct and significant positive effect on customer satisfaction and purchasing decisions.

Based on the results of the value of the t test, the product quality variable shows a value of  $0.000 < 0.05$ , this shows that product quality has a significant effect on buying interest. So it can be said that the H2 hypothesis with tangible indicators, reliability, responsiveness, assurance, and empathy is acceptable, because it is able to answer the second problem in this study. The results of this study have the same results as previous research conducted by Abdurrahman and Rini Anggriani (2020) with the title "The Effect of Product Quality, Service Quality, Price, and Location on Purchasing Decisions". In this study, it can be concluded that service quality has a significant effect on purchasing decisions. Similar results also occur in research conducted by Nursiam et al (2020), which states that service quality has a significant effect on purchasing decisions.

## **Research Implications**

The results of this study can be used as a reference for making improvements or development at the 55 Cake Material Store in the future. When viewed based on the descriptive product quality variable (X1), the indicator X1.1 "Toko Bahan Kue 55 has well-packaged products", has the lowest average, which means that respondents disagree with the statement. This shows that the 55 Cake Material Store should provide neat and clean packaging, so that the cake ingredients or cake equipment look hygienic.

The results of this study can be used as a reference for making improvements or development at the 55

Cake Material Store in the future. When viewed based on the descriptive product quality variable (X2), the X2.1 indicator "Toko Bahan Kue 55 has clean environmental conditions." has the lowest average, which means that respondents disagree with the statement. This shows that the 55 Cake Material Store should be able to better maintain the condition of the surrounding environment so that it looks cleaner, because cleanliness also affects customer comfort when shopping at a store.

## CONCLUSIONS AND SUGGESTIONS

### Conclusions

Based on the results of the analysis and hypothesis testing using SPSS, it can be concluded as follows:

1. Marketing product quality has a positive and significant effect on purchasing decisions at 55 Cake Material Stores. These results indicate that good or appropriate product quality can influence customer purchasing decisions.
2. Service quality has a positive and significant effect on purchasing decision interest in Cake Material Shop 55. These results indicate that good service quality and understanding customer wants and needs can influence customer purchasing decisions.

### Suggestions and Limitations

Based on the results of this study, there are several things that need to be considered by the Material Store Kue 55. There needs to be an improvement in terms of product quality, because it will have a significant effect on purchasing decisions. An example of some things that need to be improved is in terms of product packaging. Product packaging needs to be kept clean and neat. Likewise, in the quality of service, there needs to be an increase, because it will have a significant effect on purchasing decisions. In service quality, maintaining the surrounding environment or store area to keep it clean, because the products sold are food ingredients and equipment for making food, besides that, it is necessary to increase the speed of service, so that customers do not wait long in shopping at the 55 Cake Material Store.

For further researchers, it is hoped that they can pay attention to the research methods used in processing PLS / SPSS data or other programs, so that the processed data results can be maximized. In addition, it is hoped that the distribution of questionnaires will be carried out offline if conditions permit, so that researchers can supervise and ensure that respondents fill out the questionnaire, so that they understand each statement properly, and ensure that respondents fill out the questionnaire properly.

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## ATTACHMENT

**Table 2. Pre-survey of criticism and suggestions from customers of cake ingredients store 55**

No	Nama	Kritik Dan Saran	Dimensi
1	Nanda	The service is not good in terms of communication	Service Quality
2	Jubaedah	Product packaging is not neat	Product Quality
3	Rusmala	Products sold are not fresh, almost close to expiration	Product Quality
4	Hesti	Products sold are not fresh, almost close to expiration	Service Quality
5	Siska	Service is not fast enough	Service Quality
6	Putri	Provide online ordering, so there is no need to queue	Service Quality
7	Cindy	The employees lack knowledge of the products that are sold	Product Quality
8	Nindy	Service is not fast enough	Service Quality
9	Irene	The goods provided are damaged and not fresh.	Product Quality
10	Puri	Service is not fast enough	Service Quality
11	Lucy	Suggestions for using a cash register so that faster service	Service Quality
12	Nana	Products sold are not fresh, almost close to expiration	Product Quality
13	Zain	Weight or portion does not match the receipt	Product Quality
14	Diana	There are items that do not match the receipt, and the packaging is not neat, untidy packaging.	Service Quality, Product Quality
15	Lilik	Service is not fast enough	Service Quality

Source: Data processed, 2023

**Table 3. Descriptive Statistics of Product Quality Variables (X1)**

Variable	Statement	Mean	Std. Deviasi
Product Quality (X1)	X1.1 55 Cake Ingredients Shop has products that	3.9600	1.06109

		are well packaged.		
	X1.2	55 Cake Ingredients Store has products with weights that match the description.	4.2133	1.04005
	X1.3	55 Cake Ingredients Store has products with good texture (according to the new product).	4.2200	1.04187
	X1.4	55 Cake Ingredients Store has products with natural aroma (not rotten).	4.3400	0.91834
	X1.5	55 Cake Ingredients Store has products with flavors that match the type of product.	4.3600	0.82152

Source: Data processed, 2023

**Table 4. Descriptive Statistics of Service Quality Variables (X2)**

Variable		Statement	Mean	Std. Deviasi
Service Quality (X2)	X2.1	Toko Bahan Kue 55 has a clean clean environment.	3.9800	0.98628
	X2.2	Toko Bahan Kue 55 has employees with product knowledge so that they can provide clear information to customers.	4.2533	0.90625
	X2.3	Toko Bahan Kue 55 has employees who are responsive in serving customers.	4.3267	0.95886
	X2.4	Toko Bahan Kue 55 provides compensation if the goods ordered do not match the customer's request.	4.3000	0.89555
	X2.5	55 Cake Ingredients Store is able to serve buyers well.	4.3067	0.91920
Mean			4.2333	

Source: Data processed, 2023

**Table 5. Descriptive Statistics of Purchasing Decision Variables (Y)**

Variable		Statement	Mean	Std. Deviasi
Purchase Decision (Y)	Y1	I decided to buy at the Toko Bahan Kue 55 because the products sold match my needs.	3.9867	1.08675
	Y2	I decided to buy at Toko Bahan Kue 55 because of the products sold complete range of brands when compared to other stores.	3.6533	1.06176
	Y3	I decided to buy at Toko 55 Cake Ingredients because the quality of the products sold is good.	4.0800	1.09618
	Y4	I decided to buy at Toko Bahan Kue 55 because the quality of service is better than other stores.	4.0667	1.07857
	Y5	I decided to buy at Toko Bahan Kue 55 because of the long operating hours of Toko Bahan Kue 55.	4.0467	1.11329
	Y6	I decided to buy at Toko Bahan Kue 55 again to buy the items I needed.	4.3267	1.00667
Mean				4.0267

Source: Data processed, 2023

**Table 6. Validity Test Results**

Variable	Indicator	Pearson Correlation	Nilai sig. (2-tailed)	Description
Product Quality (X1)	X1.1	1	.000	Valid
	X1.2	.671**	.000	Valid
	X1.3	.560**	.000	Valid
	X1.4	.544**	.000	Valid
	X1.5	.448**	.000	Valid
Service Quality (X2)	X2.1	1	.000	Valid
	X2.2	.554**	.000	Valid
	X2.3	.475**	.000	Valid
	X2.4	.470**	.000	Valid
	X2.5	.510**	.000	Valid
Purchase Decision (Y)	Y1	1	.000	Valid
	Y2	.467**	.000	Valid
	Y3	.457**	.000	Valid
	Y4	.528**	.000	Valid
	Y5	.356**	.000	Valid

	Y6	.532**	.000	Valid
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Source: Data processed, 2023

**Table 7. Reliability Test Results**

Variable	Cronbach's Alpha	Description
Product Quality (X1)	0.869	Reliable
Service Quality (X2)	0.859	Reliable
Purchase Decision (Y)	0.861	Reliable

Source: Data processed, 2023

**Table 8. Multiple Linear Test Results**

Model	Beta Coefficient	Sig.
1 (Constant)	-0.880	0.424
Product Quality (X1)	0.272	0.008
Service Quality (X2)	0.912	0.000

Source: Data processed, 2023

**Table 9. F Test Results**

Model	F	Sig.
Regression	267.462	0.000 <sup>b</sup>

Source: Data processed, 2023

**Table 10. t-test results**

Model	B	Sig.
(Constant)	-0.880	0.424
Product Quality (X1)	0.272	0.008
Service Quality (X2)	0.912	0.000

Source: Data processed, 2023

**Table 11. Test Results of the Coefficient of Determination (R2)**

Model	R	R (Square)
1	0.886 <sup>a</sup>	0.784

Source: Data processed, 2023

**Table 12. Normalization Test Results**

### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.29990532
Most Extreme Differences	Absolute	0.061
	Positive	0.061
	Negative	-0.055
Test Statistic		0.061
Asymp. Sig. (2-tailed)		0.200 <sup>c,d</sup>

Source: Data processed, 2023

**Table 13. Heteroscedasticity Test Results**

Model	Sig.	Keterangan
Product Quality (X1)	0.270	Not Happening Heteroskedastisitas
Service Quality (X2)	0.858	

Source: Data processed, 2023

**Table 14. Multicollinearity Test Results**

Model	Unstandardized Coefficients	Description
	VIF	
Product Quality (X1)	4.438	No Multicollinearity
Service Quality (X2)	4.438	
Dependent Variable : Purchase Decision		

Source: Data processed, 2023