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The Influence Of Product Quality On Purchase Decision Of Bunqee Craft N Fashion Tapis Products

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Abstract

This study aims to determine how product quality influences customer decisions to purchase BunQee Craft n Fashion tapis goods.. One of the most important elements in drawing in customers is said to be product quality., especially within the traditional craft industry, which highly values cultural authenticity and aesthetic appeal. The quality dimensions examined include durability, uniqueness, reliability, ease of maintenance, and design. The study employed a quantitative methodology, gathering information from 100 participants using online and offline questionnaires. Purposive and non-probability sampling methods were used in this study. The focus of the study was people who had purchased BunQee filter products. The data were processed using SPSS version 27 and simple linear regression was performed to determine how product quality affects their decision to purchase the product. Product quality and customer purchasing decisions were shown to be positively and statistically significantly correlated., highlighting the critical role of quality maintenance and enhancement as a strategic measure to reinforce the competitive position of local cultural products. This research is expected to offer practical insights for BunQee Craft n fashion in enhancing their product development based on local wisdom and market expectations.

Keywords: Product quality, Purchase decision

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INTRODUCTION

In the current era of globalization, every ethnic group in Indonesia possesses unique cultural wealth that continues to evolve and is preserved by its people, as each culture inherently holds distinct knowledge and philosophical values (Wijayanti & Fakhriati, 2024). At the same time, lifestyle trends within society are rapidly changing, one of the most visible being fashion. The way people dress has become increasingly important, as it not only reflects personal style but also serves as a subtle representation of one's identity. Fashion is considered a form of artifactual and nonverbal communication, encompassing clothing, makeup, and accessories through which messages can be conveyed (Syarafa, 2020 in Puspitasari & Rochmaniah, 2024). The shift from traditional to modern clothing can be seen as a social phenomenon reflecting the transformation in response to the changing times. Indonesia has a rich variety of traditional clothing that has inevitably been influenced by foreign cultures ranging from design and materials to how the garments are worn and marketed (Graha *et al*., 2024).

Traditional clothing, which was once used for daily wear, is now mostly reserved for special events or religious celebrations, while modern clothing, due to its practicality and accessibility, has become the preferred choice for daily use. This shift is not solely driven by comfort but also by the changing mindset of society, which is increasingly open to dynamic developments in fashion. Such transformation presents a challenge in preserving cultural heritage, but also creates opportunities to merge traditional richness with high-quality products and modern designs that align with current trends. Today, individuals must become familiar with technology, as technological literacy is essential both socially and economically (Yulianingrum *et al*., 2022). Advancements in technology also simplify the process for clothing manufacturers in selecting and ensuring the use of high-quality materials.

Product quality can be defined as a combination of attributes and characteristics that determine the extent to which a product meets customer needs and requirements (Tjiptono, 2008). One of the most effective ways for businesses to capture consumer attention is by delivering high-quality products (Zuliawaty Rajasa *et al*., 2023), as quality enhances customer experience. High product quality not only increases customer satisfaction and facilitates purchasing decisions, but also encourages repeat purchases and word-of-mouth recommendations. Quality must be present in every aspect of a product be it form, packaging, or other elements because it directly influences the consumer's decision to buy (Meliawati *et al*., 2023). Furthermore, product quality often shapes consumer perceptions, with customers tending to prefer products that are

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durable, comfortable, and well-designed. As a result, product quality not only strengthens consumer interest and long-term viability but can also contribute to setting fashion trends.

Existing literature on the role of product quality in shaping purchasing decisions, as presented in the study conducted by Ekky Suti Wibisono (2019), titled "The Influence of Product Quality, Price, and Consumer Satisfaction on Consumer Purchasing Decisions at UD. Rizky Barokah in Balongbendo," determined that purchase decisions are significantly impacted by the quality of the goods. While many past studies examined multiple variables simultaneously, this study focuses specifically and more deeply on the single variable of product quality.

LITERATURE REVIEW

Product Quality

Product quality is an essential aspect that business owners, especially small and medium enterprises, must pay close attention to. High product quality has a substantial impact on consumers' purchasing decisions. Moreover, the retailer's reputation for maintaining product quality is also a vital factor in influencing consumer buying behavior. According to Kotler and Armstrong (2015), "product quality pertains to the features of a product or service that determine its capability to satisfy both explicit and implicit customer requirements. It also relates to a product's capacity to perform its functions, which may include durability, ease of packaging, repairability, reliability, or advancement." And Kotler and Keller (2016), "Product quality as the capacity of a product to provide performance that meets or surpasses customer expectations." This definition corresponds with Mulyadi Nitisusastro (2012), "who explains that product quality consists of the attributes of a product or service that determine its capacity to meet both explicit and implicit customer needs."

Purchase Decision

purchasing decision is the process undertaken by consumers when selecting and deciding to buy a product or service after considering various available options. A purchase decision entails selecting the most favored brand, although certain factors may intervene between the buyer's intention and the ultimate purchasing action. Schiffman and Kanuk (2006) A decision is defined as the process of choosing an action from two or more available alternatives. For a consumer to make a choice, there must be multiple options to evaluate. In making a purchase decision, consumers will evaluate which option is most appropriate to buy; therefore, the process of making a purchase decision involves

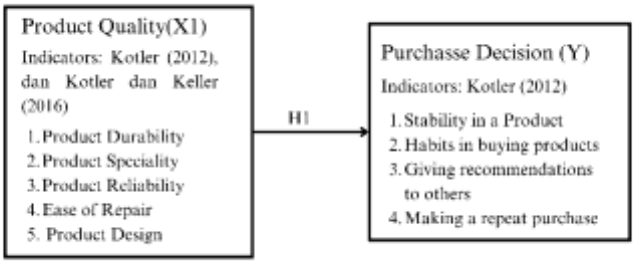
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several stages. According to Kotler and Armstrong (2001), "The purchasing decision process consists of several stages, namely problem recognition, information gathering, evaluation of alternatives, the actual purchase decision, and post-purchase behavior."

Framework

The following framework explains the relationship between consumer decisions about BunQee Craft n Fashion products and product quality. It is assumed that product quality influences the decision-making process that consumers undertake when they choose to purchase an item.



Information:
H1: Influence of X and Y Variables

RESEARCH METHOD

This study employs explanatory research utilizing a quantitative approach. According to Sugiyono (2014), the purpose of using a quantitative method is to demonstrate the relationship between the variables being studied, test existing theories, and seek generalizations that have predictive value. This study employs multiple linear regression analysis for data evaluation, which involves more than one independent variable. This research examines the influence of the product quality variable (X) on purchasing decisions (Y).

Moreover, Sugiyono (2013) defines a population as a large group comprising objects or individuals possessing particular traits and characteristics, which are chosen by the researcher for study and analysis to derive conclusions. "The population in this research comprises all consumers of BunQee Craft n Fashion. To determine the sample size, the study employs a non-probability sampling method with a purposive sampling

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approach. Non-probability sampling is a technique in which not every element or member of the population has an equal chance of being chosen as part of the sample." (Sugiyono, 2015). This study involved one hundred respondents based on the following sample criteria:

1. Respondents have seen BunQee Craft n Fashion's Instagram marketing content within the last six months.
2. Respondents have purchased and used BunQee Craft n Fashion products.

RESULTS

The following are the results obtained from this research, presented concisely, including an analysis of the tests that have been conducted:

Validity Test

The results of the validity test indicate that the instruments used in this study are not only valid but also suitable for reuse. The R table value is smaller than the R count value., which indicates that the tool used in this study is valid and suitable for reuse.

The validity test results show that the calculated R_{count} is greater than the critical R_{table}, demonstrating that the instrument employed in this study satisfies validity criteria and is suitable for continued use in the research.

Table 1. Product Quality Validity Test Results

Variables	Item	R_{count}	R_{table}	Information
Product Quality (X)	X.1	0,809	0,361	Valid
	X.2	0,708		Valid
	X.3	0,716		Valid
	X.4	0,680		Valid
	X.5	0,758		Valid
	X.6	0,698		Valid
	X.7	0,771		Valid
	X.8	0,804		Valid

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Table 2. Purchase Decision Quality Validity Test Results

Variables	Item	R_{count}	R_{table}	Information
Purchase Decision (Y)	Y.1	0,802	0,361	Valid
	Y.2	0,787		Valid
	Y.3	0,748		Valid
	Y.4	0,813		Valid

Reability Test

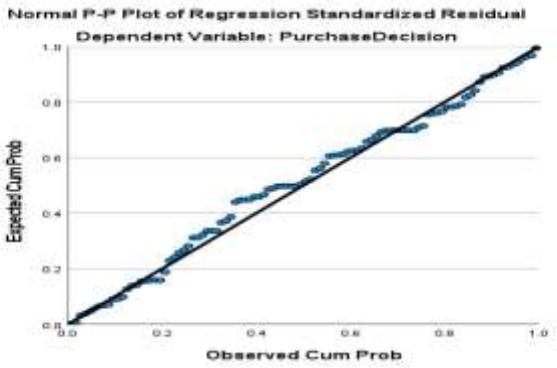
The table shows the results of the reliability test; the Cronbach's alpha value is greater than 0.60, which indicates that the instrument used in this study can be widely used in further research.

Table 3 Reablity Test

Variables	Cronbach's Alpha	Information
Product Quality	0,914	Very Reliable
Purchase Decision	0,843	Very Reliable

Normality Test

The results shown by the Normal P-Plot Regression Standardized Residual analysis indicate that the variables discussed have a normal distribution. This is shown by the points on the graph that follow the diagonal line. The results indicate that the survey data collected in this study have a normal distribution and variously cover groups or subpopulations. As a result, it can be said that the residuals meet the assumption of normality.

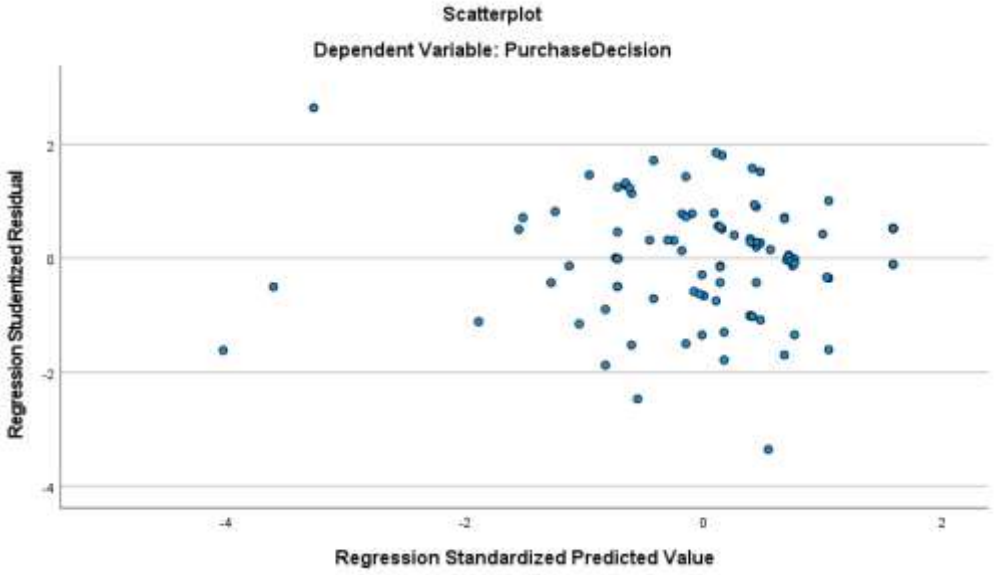


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Heteroscedasiticity Test

Based on the scatterplot, the points do not form any specific pattern and are evenly distributed around the value of 0 on the Y-axis, both above and below it. This condition indicates that there is no heteroscedasticity, meaning there is no unequal variance of residuals between observations.



Multicollinearity Test

The variation inflation factor (VIF) has a value below 10, and the dependent variable has a tolerance value of more than 0.1, according to the data in the table. This indicates that the problem of multicollinearity does not exist in the model. There is no evidence of multicollinearity in the facility and destination variables specifically.

Coefficients[a]

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Product Quality	1,000	1,000

a. Dependent Variable: Purchase Decision

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Determination Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.668[a]	0,447	0,441	5,13796

a. Predictors: (Constant), ProductQuality
b. Dependent Variable: PurchaseDecision

Product quality as an independent variable causes about 44.1% of the variation in purchasing decisions, with The coefficient of determination (R2) is 0.441, and the R value is 0.447. The table above shows a significant correlation between this variable and purchasing decisions. The remaining 55.9% is allocated to other variables not discussed in this study.

Parcial Test (T)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9,809	2,993		3,277	0,001		
	Product Quality	0,774	0,087	0,668	8,895	0,000	1,000	1,000

a. Dependent Variable: Purchase Decision

The t-test result for the Product Quality variable shows a t-value of 8.895 with a significance level of 0.001. Referring to the partial statistical analysis, the following conclusion can be drawn:

- t-value of 8.895 is greater than the critical t-table value of 1.984, and the significance value of 0.000 is less than 0.05, it can be inferred that consumer trust has a statistically significant partial influence on purchasing decisions for Ganesha Operation tutoring services in Bandar Lampung.

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DISCUSSION

The findings of this study support the acceptance of the hypothesis, indicating that the product quality variable positively and significantly influences purchasing decisions for BunQee Craft n Fashion products. This implies that higher product quality increases the likelihood of consumers deciding to purchase the product.

The results of the partial test (t-test) show that product quality has a significant and positive impact on purchasing decisions, with a t value of 8.895 greater than 1.986 and a significance of 0.000 less than 0.05. These results support the first hypothesis and are in line with the research of Refany Novia Siboro (2024), which also found that there was a significant influence on customer choices to purchase items in the H&M brand online fashion market.

This study also shows that the product quality of BunQee Craft n Fashion is relatively good when compared to its competitors. These results are consistent with the study by Sholihah and Rohendi (2022), which stated that increased product quality and appealing product design enhance the probability of consumers making a purchase at a boutique. Similarly, research conducted by Ekky Suti Wibisono (2019), titled *"The Influence of Product Quality, Price, and Consumer Satisfaction on Purchasing Decisions at UD. Rizky Barokah in Balongbendo,"* stated that good product quality is essential for consumers and should be a primary concern for business actors. This means that in the context of BunQee Craft n Fashion, it is crucial to consistently maintain product quality, including aspects such as fabric, materials, stitching, and other details. Moreover, offering visually appealing designs is also important to attract consumer interest, as high product quality can help shape a positive perception, thereby encouraging repeat purchases or recommendations to others.

CONCLUSION

The product quality of BunQee Craft n Fashion partially has a positive and significant influence on consumer decisions to purchase products but the company. In this study, product quality contributed 44.1% to the decision.

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