

## PURCHASING DECISION: DO YOU NEED SERVICE QUALITY, PRODUCT QUALITY AND WORD OF MOUTH?

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**Abstract:** This study aims to analyze the effect of service quality, product quality and word of mouth on purchasing decisions. The population is consumers at Purwokerto Cosmetic Warehouse. The sample of this study amounted to 100 respondents with the roscow quota technique. The data analysis technique used is Structural Equation Modeling (SEM) Part Least Square (PLS). The results of this study show that service quality has a positive effect on purchasing decisions, product quality has a positive effect on purchasing decisions, word of mouth has a positive effect on purchasing decisions.

**Keywords:** *Purchasing decision, quality of service, product quality, word of mouth*

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### 1. Introduction

The development of various businesses today and competition that is considered tight, spur multiple types of companies to compete to improve the quality of the goods created. Cosmetics are currently a critical need to support the popularity of some women, because they can make a beautiful face, which makes women more confident. This creates competition for large and small-scale cosmetic companies (Wulandari & Saragih, 2022).

This is also connected to Indonesia's expanding cosmetics business. According to the international market and consumer data portal Statista, the market growth of Indonesia's cosmetics industry is projected to be 4.59 per cent per year from 2023 to 2028. This includes skincare products. In addition, the Food and Drug Supervisory Agency (BPOM) noted that the number of cosmetic industry players increased from 819 business units in 2021 to 913 business units in 2022 or an increase of 20.6 per cent (www.kompas.id, 2023).

Many new beauty shops have appeared in Purwokerto, including Gudang Kosmetik Purwokerto. Gudang Kosmetik Purwokerto strives to improve its service, trust, and product quality to remain competitive in the beauty product business competition. This store is located in the centre of the crowd, which makes this research location quite strategic and easily accessible to various communities. In addition to body and skin care items, Gudang Kosmetik Purwokerto offers various cosmetics. Customers at Gudang Kosmetik Purwokerto are big fans of several brands of cosmetics and skin care items. In addition, the store offers reasonable rates and frequent sales for frugal shoppers. The condition of the store itself is spacious, clean, and comfortable for customers, besides that the saleswoman is also friendly and informative (Hapsari, 2023).

Provision of services One element that affects purchasing decisions is quality. The quality of service the company provides aims to provide convenience for consumers. The company

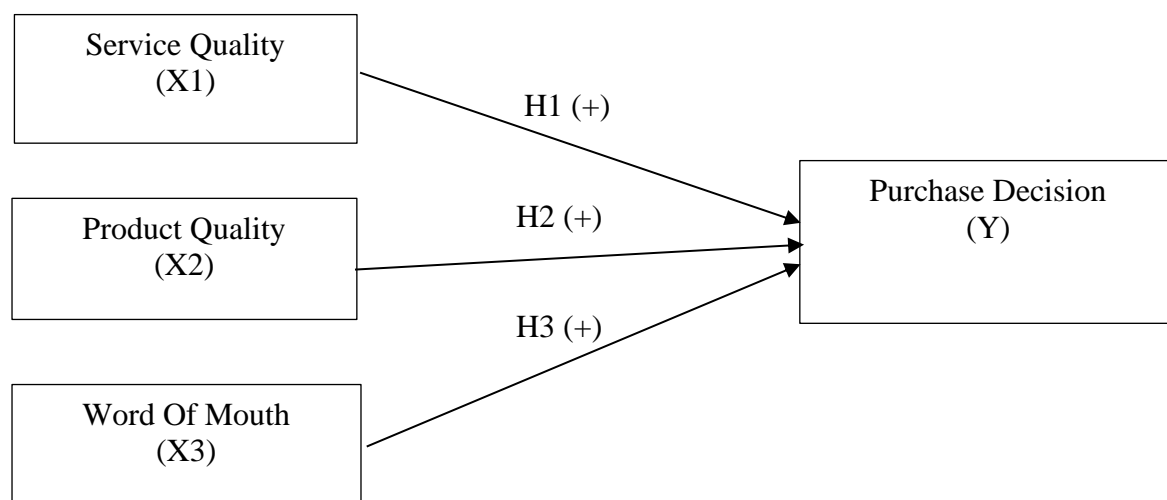
can maintain its business and compete with competitors if it allows for good service (Saputra & Ardani, 2020). These days, decisions on what to buy are greatly influenced by the phenomenon of service quality. Business decisions are significantly impacted by the contemporary phenomenon of service quality, according to PDberger.com (2022) One of the advantages of Gudang Kosmetik Purwokerto is its friendly and informative saleswoman. In addition to these advantages, there are shortcomings conveyed in consumer reviews, namely the payment service at the Gudang Kosmetik Purwokerto, which could be better because the queue is very long (Nicelocal.Id, 2023). The findings of studies conducted by researchers from (Nafiisah et al., 2021), (Prabowo et al., 2021), (Saputra, 2023) state that Service Quality has a positive and significant influence on Purchasing Decisions. It differs from the research results (Cynthia et al., 2022), which claim that decisions about what to buy are negatively impacted by service quality.

Product Quality is another element that affects purchasing decisions. Product Quality Competition in Gudang Kosmetik Purwokerto indicates that these products have advantages, such as local products that compete with foreign cosmetic products in Gudang Kosmetik Purwokerto because of the excellent quality of these products (Falaah, 2020). This is reinforced by the results of research conducted by (Manafe et al., 2020), (Herliani et al., 2022), (Falaah, 2020), who asserts that purchasing decisions are significantly impacted favourably by product quality. Compared to the study's findings (Dwi, 2021), Product Quality negatively affects Purchasing Decisions.

Word-of-mouth referrals also have an impact on buying decisions. Customers communicate with one another through discussing certain products and sharing their opinions in various ways through social media posts, user-generated content, and product reviews. (S.-C. Chu & Kim, 2018). Consumers are much more likely to share negative experiences than positive ones. This is confirmed by [ZenDesk](#) research which states that 95 percent of consumers will share a bad experience on a review page. This number is more significant than the number of consumers who will share positive experiences, which is 87 per cent (UkmIndonesiaid, 2022). This is reinforced by the results of research (Puspasari et al., 2023), (Latifah et al., 2023), (Kusnadi, 2020), which states that Word Of Mouth has a significant positive effect on Purchasing Decisions. In contrast to the results of research conducted by (Maimunah et al., 2023), (Ustazah & Prabowo, 2023) states Word Of Mouth negatively affects Purchasing Decisions.

This research is an expansion of earlier studies carried out by (Astini & Amrita, 2023) By considering the variable, Service Quality, the variable significantly influences the Purchase Decision in a good way. The difference between this study and previous studies lies in the Independent variable. In this study, researchers added the variables of Product Quality (Larasati et al., 2021) and Word Of Mouth (Prasetya et al., 2022) from previous research because these variables significantly positively affect purchasing decisions. In addition, the renewal of this research lies in the object of research, which is located in the Gudang Kosmetik Purwokerto.

## Frame of Mind



**Figure 1.1 Framework of Thought**

Concerning the formulation of the problem and empirical research that has been carried out before, the hypotheses proposed in this study are as follows:

H1: Service Quality has a significant positive effect on Purchasing Decisions.

H2: Product Quality has a significant positive effect on Purchasing Decisions.

H3: Word of Mouth has a significant positive effect on Purchasing Decisions.

## 2. Literature Review

### 2.1. Consumer Behavior

The dynamic interplay between influence, consciousness, conduct, and the surroundings in which people exchange aspects of their lives is known as consumer behaviour (Peter & Olson, 2018). Based on cognition theory, which refers to what consumers think about trust in a product, this theory includes the mental structures and processes involved in thinking, comprehending and interpreting stimuli events, looking back on the past, assessing, and making judgments about purchases. (Peter & Olson, 2018).

### 2.2. Purchasing Decision

According to (Kotler & Armstrong, 2016), Purchasing decisions are the actions taken by individuals, groups, and organizations in selecting, acquiring, and using goods, services, ideas, or experiences to meet their wants and preferences. (Kotler & Armstrong, 2016) Presenting purchasing decisions has the following dimensions:

- 1) Product selection.
- 2) The choice of brand.
- 3) Choice of reseller.
- 4) Time of purchase.
- 5) Purchase amount.
- 6) Payment methods.

### **2.3. Service Quality**

According to (Kotler & Keller, 2016) "The entirety of a product or service's attributes that enable it to meet explicit or implicit needs is referred to as quality of service". According to Parasuraman quoted Darmawan Wibisono (2016) that the following five factors are the primary indicators of service quality:

- 1) Tangible.
- 2) Reliability.
- 3) Responsiveness.
- 4) Assurance.
- 5) Empathy

### **2.4. Product Quality**

The totality of a product's features or attributes determines how well a service or product can meet customer expectations or evaluate how effectively a part can meet the client's needs. This is known as product quality (Tjiptono 2016: 176). According to Garvin dan Sower (2011) Product quality can be measured through 8 dimensions, including:

- 1) Performance.
- 2) Features.
- 3) Reliability.
- 4) Conformance To Specifications.
- 5) Durability.
- 6) Serviceability.
- 7) Aesthetic.

### **2.5. Word of Mouth**

Word of mouth (WOM) is a statement (personal or non-personal) submitted to consumers by someone other than the organization (service provider) (Tjiptono, 2014). "Modeling Consumer Satisfaction And Word-of-mouth Communication: Restaurant Patronage Korea" (Babin, Barry, Journal of Services Marketing, Vol. 19, pp. 133–139) Communication through word-of-mouth is as:

- 1) Discuss.
- 2) Recommend.
- 3) Encourage.

## **3. Research Method**

### **3.1. Types of Research**

This research uses survey techniques combined with quantitative methodologies. The survey method, questionnaires, was chosen as the primary data source for the study. According to Sugiyono (2015) Quantitative research is survey research. In survey research, many people (referred to as respondents) are questioned about their views, opinions, past and present behaviours, and attributes of an object. A structural equation model (SEM) based on partial least squares (PLS) was used to examine the study's data. SmartPLS 3.0 will investigate each hypothesis and determine the association between the variables. The validity and reliability analyses of this study used the outer model. They were testing hypotheses with the internal model.

### 3.2. Data Sources

Primary data were gathered for this study using a specific methodology. Information collected directly from the field via questionnaires or questionnaires that respondents fill out is primary data. Therefore, primary data was used as a data source in this study. Researchers used the Likert scale. According to (Sugiyono, 2016), The Likert scale is a method for assessing an individual's attitudes, beliefs, and perceptions on social issues. These are the weighting value criteria:

- 1) STS = Score 1 for Strongly Disagree
- 2) TS = Score 2 for Disagree
- 3) N = Score 3 for Neutral
- 4) S = Score 4 for Agree
- 5) SS = Score 5 for Strongly Agree

### 3.3. Population

A population is a broad group of objects and individuals with particular characteristics selected by researchers to be examined further before findings are drawn. Sugiyono (2015) Those who have purchased from the Gudang Kosmetik Purwokerto comprise the study's respondents.

### 3.4. Sample

According to (Sugiyono, 2015) "The sample is a subset of the attributes and quantity of a given population. In this investigation, non-probability sampling approaches were used. Purposive sampling is a data collection technique that addresses specific issues in sampling (Sugiyono, 2016). The samples in this study have the following criteria: a) Have purchased products at Gudang Kosmetik Purwokerto at least once.

In this study, the size of the population is not identified, so the researcher will determine the size of the research sample from the population using the rescue formula. Based on the calculation of the Roscoe formula, the researcher took samples based on variables (independent and dependent) in this study as many as 4 variables, so the number of sample members in this study was  $20 \times 4$ , so as many as 80 respondents, so that the accuracy results of the questionnaire were better This study used a sample of 100 respondents.

## 4. Results and Discussion

### 4.1. Results

**Characteristics Respondent**

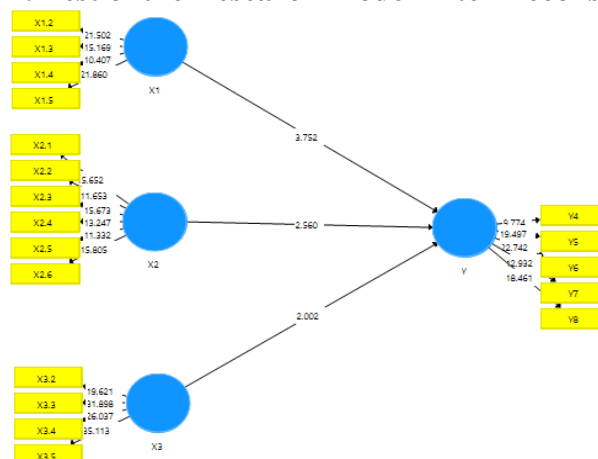
No	Information	Sum	Percentage
Gender			
1.	Man	24	24%
2.	Woman	76	76%
Age			
3.	Under 20	11	11%
4.	20-30	79	79%
5.	31-40	9	9%
6.	41-50	0	0%
7.	Above 50	1	1%
\Marital Status			
8.	Marry	16	16%

9.	Unmarried	84	84%
Last Formal Education			
10.	SMP	9	9%
11.	SMA	61	61%
12.	D3	1	1%
13.	S1	24	24%
14.	S2	5	5%
15.	S3	0	0%
Status Responding			
16.	High school student	9	9%
17.	Student	57	57%
18.	Private Officers	12	12%
19.	Civil Servants	11	11%
20.	Other	11	11%
Frequently Purchased Products (can choose more than 1)			
21.	Skincare	59	59%
22.	Bodycare	39	39%
23.	Makeup	48	57%

Respondents in this study were consumers at Gudang Kosmetik Purwokerto who had purchased products at Gudang Kosmetik Purwokerto at least 1 time. Looking at the characteristics of 100 respondents in terms of gender, it was found that female respondents dominated the number of respondents. When viewed in terms of the age of respondents, the dominance of respondents aged 20-30 years. Then in terms of marital status, respondents are dominated by unmarried respondents. When viewed from the side of formal education, the last respondent was dominated by respondents with a previous high school education. When viewed from the status of respondents dominated by students. Then when viewed from the products that respondents often purchase, they are dominated by skincare products.

This research was conducted on consumers at Gudang Kosmetik Purwokerto. The research sample amounted to 100 respondents. This study looks at how word-of-mouth, product quality, and service quality affect consumers' purchasing decisions. There are 5 statements for service quality, 7 for product quality, 5 for word of mouth, and 8 for purchasing decisions.

**Figure 1. Test of the Research Model After Reconstruction**



A few statement items in the first test had outside loadings that were less than 0.7. The results show the variable service quality of one statement item with outer loading below 0.7 (X1.1). For product quality variables, there is a one-item statement (X2.7). For a variable word of mouth one item statement (X4.1). The purchase decision variable has two item statements (Y1,Y2). The statement item is removed from the model, after which a second test is performed. The test results show that one statement item has an outer loading smaller than 0.7 for the purchase decision variable (Y3). The test's findings demonstrate that every variable satisfies the requirements and has an outside loading greater than 0.7. The R Square value of the first equation is 0.452, while the R Square value of the second equation is 0.472.

**Table 1. Cronbach Alpha, Composite Reliability, and Average Variance Extract (AVE)**

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
<b>Service Quality</b>	<b>0.804</b>	<b>0.819</b>	<b>0.871</b>	<b>0.630</b>
<b>Product Quality</b>	<b>0.836</b>	<b>0.842</b>	<b>0.880</b>	<b>0.549</b>
<b>Word Of Mouth</b>	<b>0.868</b>	<b>0.887</b>	<b>0.909</b>	<b>0.715</b>
<b>Purchasing Decision</b>	<b>0.834</b>	<b>0.842</b>	<b>0.883</b>	<b>0.602</b>

The findings of the Cronbach Alpha, Composite Reliability, and Average Variance Extract tests are displayed in Table 1. According to the AVE value, convergent validity test results should be more than 0.5. According to the results, all variables had an AVE value greater than 0.5.

**Table 2. Uji Fornell Lacker's**

	<b>X1</b>	<b>X2</b>	<b>X3</b>	<b>Y</b>
<b>Service Quality</b>	0.793			
<b>Product Quality</b>	0.525	0.741		
<b>Word Of Mouth</b>	0.532	0.499	0.845	
<b>Purchasing Decision</b>	0.603	0.563	0.520	0.776

Use two metrics to test the discriminant's validity: Cross-loading and Fornell-Lacker's. Fornell-Lacker's test is computed by dividing the square root value of AVE by the correlation of latent variables. Table 2 presents the test findings.

Table 2 demonstrates that the AVE square root exceeds the latent variable correlation. As such, it makes sense to use the discriminant validity test.

**Table 3. Heterotrait-Monotrait Ratio (HTMT)**

	<b>X1</b>	<b>X2</b>	<b>X3</b>	<b>Y</b>
<b>Service Quality</b>				
<b>Product Quality</b>	<b>0.628</b>			
<b>Word Of Mouth</b>	<b>0.630</b>	<b>0.577</b>		
<b>Purchasing Decision</b>	<b>0.722</b>	<b>0.663</b>	<b>0.595</b>	

Table 3 shows the Heterotrait-Monotrait Ratio (HTMT), the variable of service quality to product quality has a value of  $0.628 < 0.90$ , indicating that the discrimination's validity is strong or entirely distinct from other constructs (because constructs are unique); the variable of service quality to word of mouth has a value of  $0.630 < 0.90$ , demonstrating a high degree of

discriminant validity or complete uniqueness from other conceptions (constructs are unique); the variable of service quality to purchasing decisions has a value of  $0.722 < 0.90$ , meaning that the validity of the discrimination is good, or completely different from other constructs (constructs are unique); the variable product quality to word of mouth has a value of  $0.577 < 0.90$ , meaning that the discriminant validity is good, or completely different from other constructs (constructs are unique); the variable product quality to purchasing decisions has a value of  $0.663 < 0.90$ , meaning that the validity of the discrimination is good, or completely different from other constructs (constructs are unique); The word of mouth variable on the Purchase Decision has a value of  $0.595 < 0.90$ , for the word-of-mouth variable for the Purchase Decision, Either the discriminant validity is outstanding or utterly different from other constructs (unique constructions).

**Table 4. Hypothesis Test**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
<b>Service Quality -&gt; Purchasing Decision</b>	0.353	0.357	0.094	3.752	<b>0.000</b>
<b>Product Quality -&gt; Purchasing Decision</b>	0.282	0.291	0.110	2.560	<b>0.011</b>
<b>Word Of Mouth -&gt; Purchasing Decision</b>	0.192	0.187	0.096	2.002	<b>0.046</b>

This study has three hypotheses, namely H1, H2, and H3, directly affecting service quality, product quality and word of mouth on purchasing decisions for consumers at Gudang Kosmetik Purwokerto.

The results of the hypothesis test are displayed in the above table. The t-test is used to assess if word-of-mouth (X3), product quality (X2), and service quality (X1) have a substantial impact on purchasing decisions (Y). It is known that  $t_{table} = 1.661$  obtained from the formula  $df = n - k$  or  $df = 100 - 5 = 95$ , then connected with a degree of confidence of 5% or 0.05. It can be seen in Table 4, t statistics can be concluded, that the results of testing service quality variables on purchasing decisions show a calculated t value of  $3.752 > t_{table} 1.661$  and a p value of 0.000 which states H1 service quality affects purchasing decisions. Furthermore, the results of testing product quality variables on purchasing decisions show a calculated t value of  $2.560 > t_{table} 1.661$  and a p value of 0.011 which states H2 product quality affects purchasing decisions. When viewed from the results of testing the word of mouth variable on purchasing decisions shows  $t_{table} 2.002 < t_{table} 1.661$  and p values 0.046 which states H3 word of mouth affects the purchase decision.

## **4.2 Discussion**

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

The results showed that Service Quality has a positive effect on Purchasing Decisions. This shows that P Values are  $0.000 > 0.05$ . This result shows that the more able Gudang Kosmetik Purwokerto is to have good facilities, provide accurate service to consumers, be able to provide timely service, have good communication skills, and employees can understand consumer needs, the higher the level of consumer purchasing decisions towards Gudang Kosmetik Purwokerto. This research is based on previous research conducted by (Agustini & Suasana, 2020) that Service Quality significantly positively influences Purchasing Decisions.

(Prasetyo et al., 2021) His research stated that Service Quality positively and significantly influences purchasing decisions. (Prabowo et al., 2021) In his research, it was stated that Service Quality is the variable that has the most strong and positive significant impact on Purchasing Decisions.

#### **4.2.2. The Influence of Product Quality on Purchasing Decisions**

The results showed that Product Quality has a positive effect on Purchasing Decisions. This indicates that the P values are  $0.011 > 0.05$ . This means that Product Quality at Gudang Kosmetik Purwokerto provides satisfaction to consumers, attracts consumers, the products are reliable, the products provided meet the advertised specifications, the products sold have long durability, the appearance of the products is satisfactory and Gudang Kosmetik Purwokerto provides adequate replacement services. Through good product quality, consumers will feel safe when buying products which will trigger purchase decisions by these consumers. This is the same earlier study carried out by (Pangastuti et al., 2019) which states that Product Quality affects Purchasing Decisions which means that good product quality makes consumers benefit from the perception that the cosmetics have good safety. (Apriani & Khairul Bahrin, 2021) According to his research, purchasing decisions are positively and significantly impacted by product quality.

#### **4.2.3. The Influence of Word Of Mouth on Purchasing Decision**

The results showed that Word Of Mouth positively affected Purchasing Decisions. This shows that the P Values are  $0.046 > 0.05$ . This indicates that Word Of Mouth at Gudang Kosmetik Purwokerto influences consumers in making Purchasing Decisions with consumers getting positive things about Gudang Kosmetik Purwokerto from others, recommending Gudang Kosmetik Purwokerto when asking for advice, told to buy goods from Gudang Kosmetik Purwokerto and getting encouragement to purchase goods from Gudang Kosmetik Purwokerto. Since marketing tactics are inexpensive but can attract customers, word-of-mouth advertising is seen to be the most effective type of advertising that can be used, the strength of Word Of Mouth lies in one's trust in whether a product is good or not and can be very strong arising from the motivation of the closest person (Wulansari, 2022). This is consistent with earlier studies carried out by (Nuriyah et al., 2022) that Word Of Mouth has a significant influence on Purchasing Decisions, these results show that the higher the frequency of positive Word Of Mouth from the closest person or others, the higher the consumer's purchase decision, because Word Of Mouth can influence behaviour, references, and behaviour of likes and wants to buy. (Ajrina & Prihatini, 2020) His research resulted in Word Of Mouth's positive and significant influence on Purchasing Decisions.

### **5. Conclusion**

Based on this research, it is known that service quality has a positive effect on purchasing decisions. That is, it shows that the more able Gudang Kosmetik Purwokerto has good facilities, provides accurate service to consumers, can provide timely service, has good communication skills. Employees can understand consumer needs, the higher the level of consumer purchasing decisions towards Gudang Kosmetik Purwokerto. Product quality positively affects purchasing decisions. That is, Product Quality at Gudang Kosmetik Purwokerto provides satisfaction to consumers, attracts consumers, the products are reliable, the products provided meet the advertised specifications, the products sold have long durability, the appearance of the products

is satisfactory and Gudang Kosmetik Purwokerto provides adequate replacement services. Word Of Mouth positively influences purchasing decisions. That is, this shows that Word Of Mouth in Gudang Kosmetik Purwokerto affects consumers in making Purchasing Decisions with consumers getting positive things about Gudang Kosmetik Purwokerto from others, recommending Gudang Kosmetik Purwokerto when asking for advice to buy goods from Gudang Kosmetik Purwokerto and getting encouragement to purchase goods from Gudang Kosmetik Purwokerto.

Existing procedures have carried out this research, but there are still shortcomings or limitations, this study is still limited in population because the population in this study is the Cosmetic Warehouse in Purwokerto, the following study is expected to increase the population in the research and is not limited to only in Purwokerto. In addition, this study has a reasonably weak R Square value of 0.472, so future research is expected to add other independent variables, such as price perception, product diversity, and store atmosphere, which are related to Purchasing Decisions.

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