

Making Decisions About Purchases Based on Varying Consumer Behavior Concerning Product Quality Evaluations

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ABSTRACT

The purpose of this study was to determine how consumer behavior and product quality influence purchasing decisions. The subject of this research is UD Putra TS Majalengka West Java, which is a company engaged in fashion in Majalengka. The analysis technique uses a bootstrapping resampling process to determine the hypothesis using SEM-PLS using a second-order approach. The results of this study indicate that consumer behavior and product quality are the two most important factors in influencing consumer choice. Customer behavior significantly influences the final purchase decision, with cultural influences being the most influential force. Culture includes values, norms, beliefs, and practices that influence individuals and groups. Factors such as product preferences, communication styles, decision-making processes, and customer expectations influence customer behavior. To maintain profitability and market share, manufacturers must consider factors such as product quality, features, and price. Belief in product excellence increases the likelihood of purchase and can increase sales volume by maintaining quality and innovating. Measuring consumer behavior, product quality, and purchasing decisions is expected to use different indicators to be able to compare research results.

Keywords: Customer Needs; Consumer Behavior; Product Design; Product Quality; Purchase Decision

INTRODUCTION

The paradigm shift with the existence of the Industrial Revolution 4.0 is currently making social change in the modern era. The addition of clothing outlets in several regions in Indonesia may indicate that clothing exists in Indonesia currently in vogue. This phenomenon is the result of modernization which changes not only lifestyles but also mindsets and cultural values. A person's actions to fulfill their requirements will evolve in tandem with the ways in which they choose to live (Yang et al., 2014). Efforts to meet community needs can be seen from many industries that are developing and competing to promote their products to consumers. The emerging industry certainly ensures the existence of every element of marketing management used. The marketing mix is an essential and widely used component of modern marketing administration (Sudari et al., 2019). The marketing mix provides an approach to assessing purchasing decisions with various aspects that are used as the object of study. An element of the marketing balance, product price influences consumers' willingness to buy; consequently, a decrease in price indicates an increase in service quality. The problem that is often encountered is the purchase of products offered through the marketplace.

Product purchasing decisions can be seen when consumers carry out their activities in economic activities that sort out the quality of products to buy. Purchasing decisions occur when consumers recognize problems, seek information about products, and evaluate each of these alternatives properly to solve problems, which leads to purchasing decisions (Senggetang et al., 2019). Consumers have a lot of leeway in deciding which product to buy, and purchase choices tend to vary widely (Cravens, 2000). Purchase decisions can occur when the tendency of consumer behavior has a social life, personal needs, and community culture. Some of the previous studies can be seen as Huang and Benyoucef (2017) have studied how consumers make choices about what to buy. Designing to comprehend consumer choices has proven to be challenging. They evaluated five procedures related to online DMP that affect customers' buying choices. Karimi et al. (2018) studied variations in customer behavior, consumer traits, and buying choices. Certain aspects of a merchandise can sway a customer's decision to purchase it. The procedure aids in buying choices. The crucial trade processes, such as assessment and resale, that will clarify customer behavior are still left unexplained (Petcharat & Leelasantitham, 2021). For some customers, a crucial factor in buying choices is product excellence. Additionally, consumers' attempts to keep their identification and look for their individuality are significant factors (Borowska, 2008).

Companies must be aware of consumers' requirements, perceptions, and behaviors during the purchasing choice process if they hope to succeed in the sales field. Consumer purchasing behavior must be examined and understood by each enterprise (Oblak, 2012). UD Putra TS Majalengka is a place of business that offers a wide range of options, including children's clothing, adult clothing, meals and snacks, toys, bags, shoes, and gaming. In the early phases of our observations, the researchers conducted interviews with several customers to obtain this information. It was discovered that UD Putra TS Majalengka shoppers purchased UD based on preliminary observations because the quality of the products was considered good and the prices tended to be cheaper compared to other stores. Consumer behavior consisting of personal, social, and shopping culture in Majalengka is also a determining factor. In addition, most prior research has used isolated cases from a single nation to identify the factors that influence consumers' final purchasing decisions (Festila et al., 2014). However, this study focuses on purchasing decisions based on consumer behavior and product quality approaches. This study is the comparison of consumer behavior and product quality as well as consumer comparisons in determining a purchasing decision. The purpose of this study was to determine how consumer behavior and product quality influence purchasing

decisions. From the above background, the urgency of this research lies in the extent to which purchasing decisions are important to research.

LITERATURE REVIEW

Consumer Behavior

The definition of customer behavior is the dynamic interaction between influence, awareness, behavior, and context in which people make purchases and exchange resources. The study of consumer behavior focuses on the actions people take when deciding what products, services, ideas, or encounters to try and what to throw away if they do not meet their needs, according to Wardhana et al. (2021). The researchers took into account respondents from a variety of origins, including gender, occupation, and income level. The marketing concept says that in order for a business to be profitable, it must meet the needs and desires of its customers. In order to implement the marketing concept, businesses need to know their customers and maintain a close relationship with them in order to offer goods and services that they will purchase and utilize Baisyir and Quintania in Gunawan (2021).

Brand image will influence customer behavior as they consider multiple factors when making purchases. Brand image has a sufficient likelihood to enhance consumers' decision-making process when making purchases (Mardikaningsih & Sinambela in Djaelani & Darmawan, 2021). Three categories of factors—cultural, social, and personal which are identified by Philip Kotler and Kevin Lane Keller in Saino (2019) as influencing consumer behavior:

Cultural Factors

Culture is what shapes our most fundamental needs and actions. Every culture has a number of subcultures that each show more distinct member identification and socialization. Social stratification exists in nearly all human societies. Occasionally, stratification is shaped by the caste system, in which individuals from various castes are supported by being assigned specific roles and are unable to leave their caste.

Social Factors

Any group that can directly (face-to-face) or indirectly influence a person's attitudes or behavior is considered their reference group. Family is the group that makes the majority of consumer purchases in the community, and family members rank among the most significant primary references. Throughout his life, a person participates in a variety of groups depending on his status and role (family, clubs, organizations). Depending on the role and status, one can decide where a person belongs in each group.

Personal Factors

A person's purchasing habits change depending on their age and stage of life. A person's age can also be determined by their tastes in furniture, clothes, and hobbies. A person's employment and the state of the economy have an impact on their consumption habits. A person's financial situation has a significant impact on the products they choose. These factors include their disposable income (amount, stability, and pattern over time), savings and assets (including the proportion of liquid current assets), debt, borrowing capacity, and attitudes toward saving and shopping. Every person possesses unique personality traits that impact their purchasing choices. Typical responses to the stimulus environment that are reasonably consistent and enduring are considered human psychological traits, or personality traits. Individuals from the same social class, subculture, or occupation may lead distinct lives. A person's activities, interests, and opinions make up their lifestyle in the world.

Product Quality

Product quality is a measure of how well a product meets the needs and demands of the customer. The definition emphasizes the customer and their perception of the product's alignment with their objectives (Peerelault et al. in Fauzi & Ali, 2021). According to Schiffman and Kanuk in Fauzi and Ali (2021), product quality can be defined as the degree to which the final product consistently satisfies the requirements and expectations of both internal and external customers. High product quality will undoubtedly attract consumers, as they are inclined to purchase products that meet superior standards (Arianty & Siregar, 2021).

The capacity of a product to perform its purpose, as defined by Kotler and Armstrong (2014), encompasses general longevity, dependability, precision, simplicity of use, and product maintenance, among other product characteristics. In particular, excellent goods, and human conduct should be taken into account (Petcharat & Leelasantitham, 2021). Evaluating the quality of an object using seven signs, including (1) effectiveness; (2) longevity; (3) adherence to requirements; (4) characteristics; (5) dependability; (6) appeal; (7) observed quality.

Good relationships between consumers and product provider companies are a matter of concern when it comes to product quality. A mutually beneficial relationship between the company and its customers will make it possible to learn about and comprehend the needs and expectations that customers believe to be there. Therefore, by optimizing a positive consumer experience and minimizing a negative one, product provider companies can deliver high performance to achieve consumer satisfaction. The quality of a product is in line with customer expectations if its performance meets or exceeds their expectations (Islahuben et al., 2023).

Kotler and Keller in Chaerudin and Syafarudin (2021) have revealed that there are eight dimensions of product quality: (1) A product's primary feature or purpose is its performance. This is the primary advantage or benefit of the goods we purchase; (2) A product's ability to self-correct after failing while carrying out its intended functions is known as its reliability or product reliability; (3) Characteristics of the product or features. A feature is an attribute or extra feature that enhances a product's core benefits; (4) Durability, also known as product age, refers to how many uses a product can withstand before needing to be replaced or becoming damaged. It will be more durable if its lifespan is longer. Products that last longer will be thought to be of higher quality than those that wear out or replace themselves more quickly; (5) The parameters of appropriateness or conformance pertain to how well a product performs in relation to its stated standards. A product needs to live up to promises like these. When a product meets the product standard, it is said to have this dimension of quality; (6) The capacity to be repaired or serviced Here, the meaning indicates that the product's easy, quick, and competent repairability determines its quality. Items that are easy or impossible to repair are not as good as those that are; (7) Aesthetically pleasing or the product's stunning appearance. The aspect of a product's appearance that appeals to customers is its aesthetic or beauty. Often, this takes the shape of packaging or product design. Some companies change their faces to appeal to customers' eyes more; and (8) Quality as perceived by the user. This relates to how customers evaluate the advertisement, brand, or image. Well-known brands are typically associated with higher-quality products than lesser-known ones. For this reason, goods constantly work to establish their brands in order to have strong brand equity.

Five important components should be considered in order to gauge the quality of the service. According to Hertati et al. in Chaerudin and Syafarudin (2021), the following five components are essential:

Reliability

The capacity to deliver the promised services precisely and on time is what is meant by reliability. Examples in this instance include staff members' abilities to deliver the best possible service, respond promptly and accurately to customer needs, and enable the business to meet customer expectations for quality service.

Assurance

Specifically, the expertise, courtesy, and capacity for confidence and trust displayed by staff members. in the capacity of staff members to inspire confidence and trust in commitments made to customers. Here, examples include the employees' ability to perform their jobs with knowledge and skill, their dependability, their ability to inspire confidence in customers, and their strong technical knowledge.

Tangible

The physical facilities' appearance, as well as that of their personal belongings and correspondence.

Empathy

The state of being attentive and providing clients with individual attention. Employees should attempt to pose as customers, for instance. In order to keep a positive working relationship going, it is necessary to find a quick fix and demonstrate that you genuinely care about the customer's concerns.

Responsiveness

Willingness to assist clients and deliver services on schedule. The readiness of staff members and employers to assist clients, deliver services promptly, and receive and address complaints from clients.

The amount of money exchanged for a good or service is known as the price, according to Kotler and Keller in Chaerudin and Syafarudin (2021). In addition, price represents the value that a consumer can exchange for a number of advantages from possessing or utilizing an item or service. Price affordability, price compatibility with product quality, price compatibility with benefits, and priced according to price capability or competitiveness are the four price-related metrics that Kotler and Armstrong in Chaerudin and Syafarudin (2021) outline as follows. First, prices set by the company may not always be affordable for customers. A single brand of product typically offers a variety of varieties, with prices ranging from the least expensive to the most expensive. Many buyers of the product purchase it at the set price. Second, balance the cost and the quality of the product. Customers frequently use price as a gauge of quality; if they perceive a difference between two goods, they will frequently choose the higher price. People often assume that higher prices correspond with higher quality.

Further, customers who feel that a product is worth the price they pay for it will purchase it if the benefits outweigh or are equivalent to the cost. Should the consumer perceive that the product's benefits outweigh the cost, they may be disinclined to make additional purchases and may view the product as pricey. Last, prices are determined by how well customers can compare a product's price to those of similar products; in this scenario, the customer takes the product's cost into account before making a purchase.

Purchasing Decisions

A wide range of important elements influence the complex processes involved in consumer purchase decisions (Valda et al., 2023). Another example by Kotler and Keller, (2012) demonstrates how the buy decision is a five-stage process that a customer goes

through before making a choice and again after the sale. Consumer behavior will examine how each person, family, or business acts after acquiring and ingesting goods, services, or concepts as well as how they behave before making a purchase choice. Based on the description above, buyer decision-making is the procedure by which an individual or group gathers and integrates information and knowledge in order to assess two or more alternative actions and select one.

Tjiptono and Fandy in Fauzi and Ali (2021) state that making a purchasing decision involves a consumer identifying the issue, researching a specific brand or product, and assessing how well each solution will address the issue before making a decision to buy. Making decisions about purchases involves choosing between two or more options. To put it another way, a person must have access to alternatives when making a decision.

The alternative choices include whether to buy something or not, which brands to choose from, where to buy it, where to live, and more (Schiffman & Kanuk in Fauzi & Ali (2021)). The process of selecting a solution from a range of potential solutions that the customer has gathered and implementing it with genuine follow-up is known as consumer decision-making (Zuliyarso et al., 2014). The ultimate action that consumers take when making a purchase is to make a purchase after considering a range of options and factors that may affect their decision to buy (Widjaja & Wildan, 2023). An expensive product will make people feel more confident because they believe the brand can elevate their status, boost their self-worth, and enable them to live the life of a socialite, which influences their purchasing decisions (Mongol et al., 2023). Products with strong brands may draw customers in and make them want to buy them, which may lead to purchases (Amirudin in Mongol et al., 2023). Umar and Husein in Fauji and Sari (2023) claim that consumers go through a sequence of steps when making a purchase. These steps include identifying a problem, researching potential brands or products, and comparing how well each option will solve the problem. Ultimately, a series of steps culminate in a purchase decision.

According to Swastha and Irawan in Zuliyarso et al. (2014), every purchasing decision involves selecting a structure made up of up to several components as follows: (1) Decision about product type, customers can choose which products to purchase in this situation to meet their needs; (2) Decision on product form, customers are free to choose which version of a product to purchase based only on their personal preferences; (3) Brand decision, due to the variations between each brand, consumers must choose which one to purchase; (4) Decision about the seller, deciding where to purchase the necessary product is up to the consumer; (5) Decisions on product quantities, the amount of product that a customer chooses to purchase at a time is up to them; and (6) Decision about time of purchase, it is up to the consumer to decide when to make purchases. So, businesses, or marketers specifically, need to be aware of the elements influencing consumer choices regarding when to make purchases; Decision on payment method, whether to pay with cash or credit, consumers must decide how they want to receive the product they have purchased. The choice will influence the choice regarding the seller and the quantity of purchasers.

According to Kotler and Keller, as cited in Cesariana et al. (2022), several metrics are used to assess buying decisions. These include problem recognition, where customers realize a brand meets their needs, and information search, where consumers gather details about a brand's benefits from various media sources. The evaluation of alternatives involves comparing the brand against other available options to determine the most suitable choice. The purchase decision reflects consumer trust in the brand when selecting a product. Lastly, post-purchase behavior is assessed based on the consumer's positive perception after using the purchased brand.

Khraim in Marlius and Jovanka (2023) identifies six product factors—brand, price, product quality, service quality, promotion, and store environment—that affect consumers' decisions about what products to use. Additionally, the seller of a product needs to be aware of the product target when marketing it. With the correct target, a product can yield the highest possible sales results.

Utilizing the decision-making model outlined by Kotler and Armstrong (2014), the process can be delineated into five distinct stages. Firstly, the process begins with identifying the issues, where the buyer recognizes a problem or need, marking the initial step towards fulfilling unmet desires. Secondly, consumers embark on the process of obtaining data, which may involve seeking information from various sources including personal resources such as family, acquaintances, and neighbors, private sources like mass media and customer rating agencies, commercial sources such as advertisements and sales representatives, and experiential sources through the use, inspection, and handling of the merchandise. Thirdly, alternatives evaluation entails consumers comparing competing companies when selecting a product, considering factors like available resources and the possibility of making a mistaken choice. Fourthly, purchasing choice involves consumers developing biases towards certain brands or companies within the option group and making the final decision to purchase. Finally, after-purchase conduct represents the stage where consumers take further action based on their satisfaction post-purchase. Building upon the framework proposed by Kotler and Keller (2012), this study incorporates aspects of buying decision variables including product selection, brand selection, purchase channel selection, purchase time, and purchase amount. These elements are measured through indicators such as product introduction, search information, option evaluation, purchase decision, and post-purchase behavior.

Hypothesis Development

The study of consumer behavior has been extensively researched to determine the influencing factors. Previous research has yielded results showed that the most important factor influencing consumer behavior is perceived utility (Wong et al., 2023). Consumer behavior often serves as a primary factor in purchasing decisions. When consumers evaluate the quality of a product, they tend to consider various aspects, including reliability, durability, and product performance. The results of this product quality evaluation can then directly impact their purchasing decisions. A study revealed that consumers are more likely to choose to purchase products perceived to have high quality, even if their prices are higher compared to similar products perceived to have low quality (Raya & Kartawinata, 2022). Therefore, a deep understanding of consumer behavior and product quality evaluation can be key for companies in designing effective marketing strategies and enhancing consumer satisfaction. Based on the explanation provided, the formulated hypotheses are as follows:

H1: Consumer behavior impacts purchasing decisions.

H2: Product quality affects purchasing decisions.

RESEARCH METHOD

The second-order SEM-PLS strategy was employed in this research. The outer model (measurement model) is first examined to determine the accuracy and reliability of the dimension markers, and then the inner model is put to the test by means of bootstrapping resampling.

Outer Model Measurement

Convergent Validity Test

This measurement's goal is to determine whether indicators and factors have a connection with or impact on the fundamental categories and to determine whether an indicator is true or not. If the AVE value > 0.50, then the indicator is considered valid (Ghozali & Latan, 2015).

Discriminant Validity Test

This measurement aims to confirm that there are differences between the latent model and other variables. The cross-loading value must be > 0.70 (Ghozali & Latan, 2015).

Composite Reliability

This measurement is intended to obtain the results of measuring the reliability value of a variable. The value that must be generated from Composite Reliability must be > 0.70 (Ghozali & Latan, 2015).

Inner Model Measurement

The link between the hidden variables that had been earlier postulated was examined using the structural model. Measures like R-square (R²), Q-Square Predictive Relevance (Q²), and GoF Index can be used to assess the internal model (interior model). The route parameter coefficient and the organic construct's coefficient of determination make up R²'s number. The criteria for the R² value are 0.75, 0.50, and 0.25 meaning that from these criteria it can be said that these values have strong, medium, and weak models. Meanwhile, the Q² value can be used to validate the model's predictive ability. The value of Q² > 0 produces good observations, but Q² < 0 indicates that the results of these observations are bad (Ghozali & Latan, 2015). The GoF Index value is used for model evaluation and simply measures the overall prediction of the model. If the GoF Index value is 0.1 then it is classified as low, 0.25 is classified as medium, and 0.36 then the GoF is classified as high.

$$\text{GoF} = \sqrt{((\text{AVE}) \times (\text{R}^2))}$$

Hypothesis Testing (Bootstrapping)

The goal of the hypothesis test is to identify a statistically meaningful relationship between the variables under investigation. Hypothesis testing uses the values in the t-table with the t-statistics resulting from the bootstrapping procedure on the smartPLS software. Because hypothesis testing can be proven by looking at the t-statistic value that is greater than the t-table value, the conclusion of these results is proven to have a significant relationship between the research variables. In testing the hypothesis, if the t-statistic value is > 1.96, it is concluded that the result is significant.

RESULTS

Table 1. Characteristics of Respondents

Characteristics of Respondents		Total	Percentage (%)
Gender	Male	40	66.7%
	Female	20	33.3%
Age	18-27	8	13.4%
	28-37	24	40%
	38-47	13	21.6%
	48-57	15	25%
Education	SMA/SMK	23	39.6%
	Diploma	3	5.2%
	Bachelor	34	55.2%

Table 1 can be interpreted that the majority of UD Putra TS Majalengka employees are male (66.7%) with ages between 28-24 (40.0%). Meanwhile, from the level of education, the majority of employees are graduates (55.2%)

Descriptive Analysis

To determine the condition of consumer behavior, product quality, and purchase behavior variables in UD Putra TS Majalengka from the respondent's assessment of the percentage score of the respondent's answers from the statements submitted, the authors refer to the following interpretation guidelines:

Table 2. Respondent Response Continuum Line

Very Low	Low	Low Enough	High	Very high
20%	52%	68%	84%	100%

Source: Sugiyono (2019)

Consumer Behavior Research Results at UD Putra TS Majalengka

Table 3 displays the findings of the descriptive analysis for the equity variable in consumer behavior.

Table 3. Descriptive Analysis of Consumer Behavior

Item	Score
Cultural	259
Social	258
Personal	248
Total Score	765
Ideal Score	845
Percentage	84.4%

The results of the descriptive analysis show the consumer behavior fairness of UD Putra TS Majalengka has a percentage of 84.4% which means it is in the very high category. It is known that the total score of respondents' responses is 765, with a mean score of 253.2. The highest score of 259 in statement 1 about indicator culture, paying attention to consumer behavior for all consumers who shop so that respondents assess it as good so that it can improve purchasing decisions in UD Pura TS Majalengka.

Product Quality at UD PUTRA TS Majalengka

Table 4 displays the descriptive analysis findings for the quality of the product.

Table 4. Descriptive Analysis of Product Quality

Item	Score
Performance	236
Durability	241
Conformance to specifications	245
Reliability	255
Features	256
Aesthetics	235
Perceived quality	242
Total Score	1,710
Ideal Score	1,500
Percentage	82.2%

The descriptive study shows that UD Putra TS Majalengka has high-quality products. UD Putra TS Majalengka has a percentage of 82.2% which indicates a high category. Based on Table 3, it is known that the total score of respondents' responses is 1,710, with a mean score of 246.6. The highest score of 256 in statement 4 about indicator reliability Where respondents assess the product quality as high.

Purchase Decision UD Putra TS Majalengka

Table 5 displays the descriptive analysis outcomes for the purchase decision variable.

Table 5. Descriptive Purchase Decision

Item	Score
Product introduction	260
Search Information	262
Alternative evaluation	258
Purchase Decision	255
Post-Purchase Behavior	245
Total Score	1,280
Ideal Score	1,500
Percentage	85.3%

The results of based on Table 5 the analysis show that the purchase decision of UD Putra TS Majalengka has a percentage of 85.3% which indicates it is in a very high category. There was a mean score of 256 out of a possible 1, and the overall score of responses was 1,280. The highest score of 262 in statement 2 is that indicator search information.

Verification Analysis

The data were first analyzed with PLS-3.0 software using a second-order method, and then the inner model was tested with a bootstrapping resampling process to determine its accuracy and reliability.

Outer Model Measurement

Convergent validity tests, discriminant validity tests, and composite reliability tests are all used to assess the external model. The accompanying table displays the outcomes of tests conducted on the exterior model:

Table 6. Outer Model Measurement

Variable	Item	Cross Loading	AVE	CR
Customer Behavior	CB 1	0.777	0.553	0.861
	CB 2	0.730		
	CB 3	0.705		
Product Quality	PQ 1	0.755	0.643	0.900
	PQ 2	0.700		
	PQ 3	0.784		
	PQ 4	0.875		
	PQ 5	0.884		
	PQ 6	0.765		
	PQ 7	0.843		
Purchase Decision	PD 1	0.903	0.643	0.900
	PD 2	0.803		
	PD 3	0.819		
	PD 4	0.714		
	PD 5	0.759		

Source: Output SmartPLS 3, 2023

Based on Table 6, each variable has an AVE value > 0.05 so it can be stated that it meets convergent validity. Furthermore, all statement items from the participatory procedural justice, job satisfaction, and Purchase Decision variables have a cross-loading value of > 0.70, which means that discriminant validity has been fulfilled. Finally, in evaluating the outer model, each statement must meet the reliability of a variable. Table 8 shows that all variables have a Composite Reliability (CR) value of > 0.70, thus the statement can be declared reliable.

Inner Model Measurement

After evaluating the outer model, the next stage is to evaluate the internal model using three methods: the R2 analysis to determine the model's viability, the forecast relevance (Q2) technique to test the model comprehensively, and the match percentage calculation to determine how well the model actually matches the data (GoF). To determine Q2 and GoF, the R-squared value is used (R2).

Table 7. Inner Model Measurement

Variable	R-Square	Q-Square	GoF
Purchase Decision	0.420	0.231	0.507

Source: Output SmartPLS 3, 2023

Note: The GoF value is calculated using the formula:

$$\begin{aligned}
 \text{GoF} &= \sqrt{\text{AVE} \times R^2} \\
 &= \sqrt{0.613 \times 0.420} \\
 &= \sqrt{0.257} \\
 &= 0.507
 \end{aligned}$$

Table 7 shows the R-square value (R2) of 0.420 which classifies the paradigm used in this investigation as moderate. In addition, the model has high predictive value because its Q-Square (Q2) number is 0.522 > 0. Finally, the GoF value obtained is 0.507, this means that the model is in a high classification and is feasible to use.

Hypothesis Test

Hypothesis testing has the goal of knowing whether a hypothesis is accepted or rejected. If the Path Coefficients value > 0 indicates that the hypothesis has a positive effect, conversely if the Path Coefficients value < 0 indicates that the hypothesis has a negative effect. The T-Statistics value in hypothesis testing must produce a value of > 1.96 and the P-Values value in hypothesis testing must produce a value of <0.05 which can be said to have a significant effect. Table 7 displays the findings of the tests performed to verify the hypotheses.

Table 8. Hypothesis Test

Variable	Path Coefficient	t-statistics	p-values
CB → PD	0.477	4.449	0.000
PQ → PD	0.256	2.336	0.020

Source: Output SmartPLS 3, 2023

Note: CB = Customer Behavior, PQ = Product Quality, PD = Purchase Decision

Based on Table 8, it can be interpreted as follows. The first hypothesis, which is customer behavior has t-statistics of 4.449 > 1.96 and p-values of 0.000 <0.05. This suggests that fair treatment of customers behavior has a significant and positive impact on purchase decision. Thus, H1 is supported. The second hypothesis, which is the t-statistic value for the product quality variable is 2.336 > 1.96 and the p-value is 0.020 <0.05. A positive

and statistically significant impact of product quality on purchase decision is indicated by this value so H2 is supported.

DISCUSSION

This research has established that customer behavior and product quality have a significant and beneficial influence on the final purchasing decision. According to the theory proposed by Kotler and Keller (2012), four variables influencing buyer behavior contribute to customer purchasing choices. It also indicates that customers have unique social, societal, and personal preferences. The most pervasive force on customer behavior is cultural influence. In order to maintain profitability, expand market share, and establish a dominant position in their respective markets, manufacturers should seriously consider these three factors. Therefore, factors such as product quality, features, and price play a role in shaping consumers' decisions to purchase permanent products. This is consistent with the findings of studies conducted by Romadhoni et al. (2024), Asti et al. (2022), Amrillah et al. (2023), and Herlambang et al. (2022) on product quality providing a significant influence on purchasing decisions.

Having confidence in the product's excellence is important when making a purchase. This indicates that high-quality products increase the likelihood that consumers will make a purchase. As a result, consumers place greater emphasis on the standard of goods when making a purchasing decision. Demonstrating the excellence of products, as done by UD PUTRA TS Majalengka, can increase sales volume. Many buyers in this store attest to this. By continuing to maintain quality and innovate from the beginning to design models, because there is such a wide variety of products to choose from, customers can feel comfortable. This is especially true for batik, known for its colorful designs and intricate patterns.

CONCLUSION

The study focuses on consumer behavior, product quality, and purchase behavior variables at UD Putra TS Majalengka Regency. The results show that consumer behavior fairness is high at 84.4%, with a mean score of 253. The product quality is high at 82.2%, with a mean score of 246.6. The purchase decision variable has a high percentage of 85.3%, with a mean score of 256 out of 1,280.

The hypothesis testing was conducted to determine whether a hypothesis was accepted or rejected. The results showed that the first hypothesis (Customer Behavior) was supported, with t-statistics of $4.449 > 1.96$ and p-values of $0.000 < 0.05$, indicating that fair treatment of customers behavior has a significant and positive impact on purchase decisions. The second hypothesis (Product Quality) was supported, with t-statistics of $2.336 > 1.96$ and p-values of $0.020 < 0.05$, indicating a positive and statistically significant impact of product quality on purchase decisions.

Customer conduct significantly influences final buying decisions, with cultural influences being the most pervasive force. Culture encompasses values, norms, beliefs, and practices that influence individuals and groups. Factors such as product preferences, communication styles, decision-making processes, and customer expectations influence customer behavior. To maintain profitability and market share, makers should consider factors like product quality, features, and cost price. Confidence in product excellence increases the likelihood of a purchase, and UD PUTRA TS Majalengka showroom can boost sales volume by maintaining quality and innovating. This is especially true for batik, known for its colorful designs and intricate patterns.

LIMITATION

This study can confirm previous concepts about consumer behavior, product quality, and purchasing decisions. All hypotheses put forward in this study can be proven, where the variables of consumer behavior and product quality have a positive effect on purchasing decisions. However, this study still has limitations that can be used as recommendations for further research. First, it can add research subjects or not only at UD Putra TS Majalengka but in other similar business fields. Second, in measuring the variables of consumer behavior, product quality, and purchasing decisions, it is expected to use of different indicators to be able to compare the results of research on the relationship.

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This article study is a form of the responsibility of a lecturer towards the Tridarma of higher education in the field of research and is implemented in the form of lesson plans for the taught subject in the form of Microeconomic Theory for students which can also be used as a reference in adding insight in the field of microeconomics

DECLARATION OF CONFLICTING INTERESTS

This research is based on the fact that most of the authors are microeconomics lecturers who are obliged to study more about research related to the scope of microeconomics. Besides that, by participating in this activity it is hoped that it will be able to add new references to help those who need information related to this matter. We would like to thank all parties who have collaborated in helping this research from start to finish. We also thank the organizers of this activity so that we can learn even better in terms of writing papers.

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