

The Influence of Product Quality, Service Quality, and Promotions on Clothing Purchase Decisions at GAIA Shop

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ABSTRACT

This research is entitled The Influence of Product Quality, Service Quality, and Promotion on Clothing Purchase Decisions at the Gaia Shop. This research aims to determine the influence of product quality, service quality and promotion on clothing purchasing decisions at the Gaia Shop. This research used the Slovin formula to obtain a sample of 93 respondents. The sampling technique used in this research is a nonprobability sampling technique with the type of Accidental Sampling. The data analysis method in this research is quantitative analysis. Hypothesis testing uses the t test, F test, and Determination test. Apart from that, the data normality test, multicollinearity test and heteroscedasticity test were also used. Product quality has a positive and significant effect on purchasing decisions, service quality has a negative and insignificant effect on purchasing decisions, promotion has a positive and significant effect on purchasing decisions.

Keywords: Product Quality, Service Quality, Promotion, and Clothing Purchase Decisions at Gaia Shop

INTRODUCTION

Industrial growth in Indonesia always increases rapidly from year to year. Because, everything that has ties to humans will experience change at any time, be it changes in political, economic, cultural, social and other matters. These changes can also impact how we compete in running a business. As a result, many businesses will compete with each other to ensure the smooth running of their business operations, making the business environment increasingly competitive (Boediono, Christian, & Immanuel, 2018).

With the rapid growth in the textile industry, it makes it easier for customers to get products that suit their wants and needs. In this way, competition in the industrial world is increasing, especially in the fashion world. So producers must understand what customers' tastes are, and what influences these consumers in making decisions to make purchasing transactions (Denok, 2020).

Apart from that, product quality is not always good, making consumers sometimes reluctant to buy, resulting in a decline in sales at this shop. Determining product quality is the key to success in a business, especially in the fashion sector. This requires the owner of the Gaia Shop shop, which operates as a seller of women's fashion products, to find a good strategy so that it can survive and compete healthily and be able to attract consumers' interest in buying its products.

According to (Kotler & Keller, 2016). Product quality is the ability of a product to carry out its function, this ability includes durability, reliability, accuracy obtained by the product as a whole. According to (Lestiyono, 2018) service quality is a measure of how good the level of service provided is, and in accordance with customer expectations. According to (Lupiyoadi & Hamdani, 2011) Promotion is one of the most important marketing mix variables that companies apply when marketing their service products and functions as a communication tool between the company and consumers.

LITERATURE REVIEW

Buying decision

According to (Kotler & Keller, 2016) that consumer purchasing decisions are part of consumer behavior, namely the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires. According to (Wulandari, 2019) states that, "Purchasing decisions are buyers' decisions about which brand to buy" which means believe. Purchasing decisions are a process where a consumer decides to make a purchase which requires several stages. In this research, four indicators are used to determine purchasing decisions taken from (Kotler & Armstrong, 2018), namely as follows:

- a. Buying stability after knowing product information
- b. Buy because it suits your wants and needs
- c. Decided to buy because it was the most preferred brand
- d. Provide recommendations to others

Product quality

According to (Kotler & Armstrong, 2018) product quality is one of the main market facilities. Quality directly affects the performance of a product or service. Meanwhile, according to (Wulandari, 2019) product quality is an ability possessed by a product that has the function of providing a result or performance that is expected to be in line with customer expectations or even exceed what customers want.

Service quality

(Manoy, Mananeke, & Rotinsulu, 2021) say that service quality is the expected level of excellence and control over this level of excellence to fulfill customer desires.

Brand Promotion

According to (Lupiyoadi & Hamdani, 2011) Promotion is one of the very important marketing mix variables that companies apply when marketing their service products and functions as a communication tool between the company and consumers. According to (Kotler & Armstrong, 2018) promotion indicators are:

1. advertising
2. sales promotion
3. Direct marketing

Relationship Between Variables

Product quality

Based on previous research, the influence of product quality and service quality on purchasing decisions at CV. Ake Maumbi (Manoy, 2021) states that product quality has a positive and significant effect on purchasing decisions. Therefore, the alternative hypothesis proposed for this research is:

H₁: Product quality has a positive and significant effect on clothing purchasing decisions at the Gaia Shop.

Service quality

Based on previous research, the influence of location, product completeness and service quality on purchasing decisions at Alfamart Blahkiuh in Badung Regency (Susanti, 2020) states that service quality has a positive and significant effect on purchasing decisions. Therefore, the alternative hypothesis proposed for this research is:

H₂: Service quality has a positive and significant effect on clothing purchasing decisions at the Gaia Shop.

Promotion

Based on previous research, the influence of price, product quality and promotion on purchasing decisions for Graby Bites products states that promotions have a positive and significant effect on purchasing decisions (Aprilia, Herdinata, & Padmawidjaja, 2021). Therefore, the alternative hypothesis proposed for this research is:

H₃: Promotion has a positive and significant effect on clothing purchasing decisions at the Gaia Shop.

The Influence of Product Quality, Service Quality and Promotion on Purchasing Decisions.

Based on previous research, the influence of price, product quality and promotion on purchasing decisions at Delicio Bakery Café Tebet Jakarta (Cyasmoro and Anggraeni, 2020) states that price, product quality and promotion together have a positive and significant effect on purchasing decisions. Therefore, the alternative hypothesis proposed for this research is:

H₄: The influence of promotion, product quality and promotion together have a positive and significant effect on clothing purchasing decisions at the Gaia Shop.

RESEARCH METHOD

Independent Variable

In this research, to look for evidence of a cause and effect relationship between independent variables that influence the dependent variable, what will be observed in this research is the influence of product quality (X_1), *Service quality* (X_2), and Promotion (X_3) on decisions. purchase (Y).

Dependent Variable

In this variable, the dependent variable is the purchasing decision variable (Y), which is influenced by the independent variable.

Population

According to (Sugiyono, 2022), population is a collection of objects or subjects that have certain properties or characteristics determined by researchers to be studied and conclusions drawn. The population in this research is Gaia Shop consumers for one month, namely 1.555 consumers.

Sample

According to (Sugiyono, 2022), a sample is a small portion of the number and characteristics of a population. If the population is large, and it is impossible for researchers to study everything in the population, for example due to limited funds, energy and time, then researchers can use samples taken from that population. Determining the sample size uses the Slovin formula, because the sample population is known to be a relatively large number, namely 1.555 and produces a sample of 93 respondents.

Method of collecting data

According to (Sugiyono, 2020), in research, data collection is a very crucial step. This is because the main aim of research is to obtain valid and measurable information. Data collection can be done by means of interviews, questionnaires, and observations. In this research, researchers collected data using a questionnaire that was distributed to Gaia Shop consumers who were used as samples.

Analysis Method

The analysis method used by researchers is the IBM SPSS Statistics 25 application. The data is processed into tables, graphs and conclusions which are used to determine the results of the analysis.

RESULTS

Object Description

Gaia Shop is a company operating in the clothing and fashion industry, founded in 2015. Gaia Shop has its head office located on Jl. Pekunden Park No.7, Pekunden, Kec. Central Semarang, Semarang City with Mrs. Sonni as the owner of Gaia Shop. Initially, Gaia Shop was located on Jl. Pedamaran, Kauman, District. Central Semarang, Semarang City, with relatively small shops. However, through continued dedication, the company succeeded in opening three branch stores located in Malangsari, Mranggen. Peterongan and Ngaliyan. Apart from that, Gaia Shop has also employed a number of employees who help in running this business.

Respondent Description

The data used in this research is primary data which includes respondent data. Responses regarding statements from the variables product quality (X_1), Service quality (X_2), Promotion (X_3).

Description Based on Gender

The gender of the respondents consists of men and women, the gender frequency of the respondents can be seen in the table below.

Gender	Frequency	Percentage
Man	0%	0%
Woman	93%	93%

Total 93% 100%

Source: Questionnaire Data Processing, 2024

Based on Table 1, explained that the majority of respondents according to gender were women with a percentage of 100% and 0% were men.

Description Based on Age

Table 2 Age of Respondents

Age Range	Frequency	Percentage
< 19 years old	3%	3%
20-27 years	89%	89%
>28 years	1%	1%
Total	93%	100%

Source: Questionnaire Data Processing, 2024

Illustrates that of the 93 respondents, 3 were aged under 19 years with a level of 3%, 89 respondents aged 20-27 years were with a level of 89%, then for respondents aged >28 years there was 1 respondent with a level of 1%. This means that the minimum number of respondents is >28 years old and the most respondents are 20-27 years old.

Validity test

Table 3 Validity Test

Variable	Statement Item	r count	r table	Information
Product quality (X ₁)	X1.1	0,541	0,171	Valid
	X1.2	0,827	0,171	Valid
	X1.3	0,805	0,171	Valid
	X1.4	0,753	0,171	Valid
	X1.5	0,760	0,171	Valid
Service quality (X ₂)	X2.1	0,811	0,171	Valid
	X2.2	0,815	0,171	Valid
	X2.3	0,776	0,171	Valid
	X2.4	0,757	0,171	Valid
	X2.5	0,782	0,171	Valid
promotion (X ₃)	X3.1	0,837	0,171	Valid
	X3.2	0,874	0,171	Valid
	X3.3	0,884	0,171	Valid
	X3.4	0,839	0,171	Valid
	X3.5	0,825	0,171	Valid
Buying decision (Y)	Y1	0,794	0,171	Valid
	Y2	0,813	0,171	Valid
	Y3	0,698	0,171	Valid
	Y4	0,817	0,171	Valid

Source: Processing Questionnaire Data 2024

Based on the table above, it is declared valid if $r_{count} > r_{table}$, so it can be concluded that the product quality variable, Service quality, promotion, and decision purchase has table r value $> r$ count then the result is valid.

Reliability Test

Table 4 Reliability Test

Variable	Cronbach alpha	Conclusion
Quality Product (X_1)	0.784	Reliable
Service quality (X_2)	0,846	Reliable
promotion (X_3)	0.904	Reliable
Decision Purchase (Y)	0.784	Reliable

Source: Processing Questionnaire Data 2024

Based on the table above from the results of reliability tests on independent variables and variables dependent own mark Cronbach alpha > 0.60 , so can concluded that result of Reliability tests are declared to have reliable or consistent values.

**Hypothesis test
t test**

**Table 5 t test (partial)
Coefficients^a**

Model		Unstandardized		Standardized	t	Sig.
		Coefficients	Std. Error	Beta		
1	(Constant)	4.284	1.284		3.337	.001
	Product quality	.420	.095	.501	4.438	.000
	Service quality	-.029	.079	-.035	-.362	.718
	Promotion	.229	.074	.331	3.089	.003

a. Dependent Variable: buying decision

Source : Processing Data Questionnaire 2024

Based on analysis obtained table results test t as following:

1. Hypothesis 1 states that the Product Quality variable is a variable that influences Peimbeilian Philippitude. Based on data analysis, H1 indicates that the coefficient value is 4.438 > approx 1.661 with a significance level of 0.000 < 0.05. So it can be concluded that H0 is rejected and Ha is accepted, which means that partially Product Quality has a positive and significant impact on Peimbeilian Poeticness.
2. Hypothesis 2 states that the Service Quality variable is a variable that influences Peimbeilian Poetry. Based on data analysis, H2 indicates that the coefficient value is -0.362 > the aggregate value is 1.661 with a significance level of 0.718 < 0.05. So it can be concluded that H0 is accepted and Ha is rejected, which means that partially Service Quality has a negative and insignificant impact on Peimbeilian Artistry.
3. Hypothesis 3 states that the Promotion variable is a variable that influences Peimbeilian Illusionism. Based on data analysis, H3 indicates that the coefficient value is 3.089 > approx 1.661 with a significance level of 0.003 < 0.05. So it can be concluded that H0 is rejected and Ha is accepted, which means that partially the promotion has a positive and significant impact on Peimbeilian creativity.

F test

Table 7 F Test (Simultaneous)

		ANOVA ^a				
		Sum of	Mean			
Model		Squares	df	Square	F	Sig.
1	Regressi on	229.174	3	76.391	38.927	.000 ^b
	Residual	174.654	89	1.962		
	Total	403.828	92			

a. Dependent Variable: Buying decision

b. Predictors: (Constant), Promotion, Product Quality, Service Quality

Source : Processing Data Questionnaire 2024

Based on the results of the F statistical test in the table above, it can be seen that the results of Fhitung are around 38,927 with a significance level of around 0.000. 38,927 > 3.10 and 0.000 < 0.05. So, it can be concluded that the variables of Product Quality, Service Quality and Promotion have a positive and significant impact simultaneously on Peimbeilian Artistry.

Coefficient of Determination (R^2)

Table 8 Determination Coefficient Test
Model Summary^b

Model	R	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.753 ^a	.568	1.401	2.020

a. Predictors: (Constant), Promotion, Product Quality, Service Quality

b. Dependent Variable: Buying decision

Source : Processing Data Questionnaire 2024

The results obtained for Adjusted R Square were 0.553. This means that 55.3% of the variables of Product Quality, Service Quality, Promotion (X) have an influence on Product Quality (Y). The conclusion is that there is an influence of the independent variable (X) on the dependent variable (Y) of around 55.3%.

DISCUSSION

1. Influence Quality Product to Buying decision

Judging from the t statistical test with a t count > t table value of 4.438 > 1.661 with a significance level of 0.000 < 0.05. This means that the statement H0 is rejected. H1 is accepted, which means that the Product Quality variable (X1) partially has a positive and significant effect on purchasing decisions (Y) at Gaia Shop.

This is in line with research put forward by Tirta et al (2021) in a journal entitled The Influence of Product Quality and Service Quality on Purchasing Decisions at Cv. Ake Maumbi. Based on previous research, it is known that the statistical t test result is 4.228 with a significance of 0.000, which shows that partially promotion (X1) has a positive and significant effect on purchasing decisions (Y).

2. The Influence of Service Quality on Purchasing Decisions

This can be seen from the t statistical test with a t value > t table value of -0.362 > 1.661 with a significance level of 0.718 > 0.05. This means that the statement H0 is accepted and H2 is rejected, which means that partially the Service Quality variable has a negative and insignificant effect on purchasing decisions.

This is in line with research put forward by Safarudin et al (2022) in a journal entitled The Influence of Price, Product Quality and Promotion on Purchase Decisions for Graby Bites Products. In accordance with previous research, it can be seen that the statistical t test results are 0.448 with a significance of 0.655 which shows that partially Service Quality (X2) has a negative and insignificant effect on purchasing decisions (Y).

3. The Influence of Promotions on Purchasing Decisions

This can be seen from the t statistical test with a t count > t table value of 3.089 > 1.661 with a significance level of 0.000 < 0.05. This means that the statement H0 is

rejected. H3 is accepted, which means that partially the Promotion variable has a positive and significant effect on Purchasing Decisions.

This is in line with research put forward by Aprilia et al (2021) in a journal entitled The Influence of Price, Product Quality and Promotion on Purchase Decisions for Graby Bites Products. In accordance with previous research, it can be seen that the statistical t test result is 3.508 with a significance of 0.001 which shows that partially promotion (X3) has a positive and significant effect on purchasing decisions (Y).

4. The Influence of Product Quality, Service Quality, and Promotion on Purchasing Decisions

This can be seen from the F statistical test with the Fcount value > Ftable value of $38.927 > 3.10$ with a significance level of $0.000 < 0.05$. This means that the statement H0 is rejected. H4 is accepted, which means that all the variables used in this research, namely the Product Quality, Service Quality and Promotion variables together (simultaneously) have a positive and significant effect on purchasing decisions.

CONCLUSION

Based on results research and discussion in chapter IV, then you can concluded as follows:

Influence Quality Product To Decision Purchase

Product quality (X_1) influential positive and significant to decision purchase. This proves that H₁ has been proven the truth and shows that the Quality factor Product Which Good can give influence to Decision Purchase at Gaia Shop.

Influence service quality To Decision Purchase

Service quality (X_2) negative influence and significant to Decision Purchase . This proves that H₂ is accepted so that price partially has a negative and significant effect on purchasing decisions.

Influence Promotion To Decision Purchase

Brand Image (X_3) influential positive and significant to decision purchase. This proves that H₃ has been proven the truth and shows that the Quality factor Product Which Good can give influence to Decision Purchase at Gaia Shop.

The influence of product quality, service quality and promotion on purchasing decisions simultaneously has a positive and significant effect on Gaia Shop purchasing decisions.

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