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The Influence of Product Quality on Purchasing Decisions at Teko Healthy Resto, Medan

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Abstract

This research aims to determine whether there is an influence of product quality on purchasing decisions at Teko Healthy Resto, Medan. The author uses an associative quantitative research method. The data collection technique used by the author is through a questionnaire. The sample used is 97 individuals selected using the Accidental Sampling technique. The research instruments used include validity and reliability tests. The data analysis technique used includes correlation coefficient, coefficient of determination, simple linear regression, and Z-test. Based on calculations conducted by the author using SPSS version 22, it was found that the correlation (r) is 0.671 with a significance value of 0.000, indicating a strong relationship between purchasing decisions and product quality. From the determination coefficient calculation, the R square (R2) value is 45.1%, with the remaining 54.9% influenced by other factors. Through regression analysis, the regression equation is obtained as Y = 9.664 + 0.628X. In the hypothesis testing results, it is found that the Z-score of 6.57 is greater than the Z-table value of 1.96, leading to the conclusion that product quality significantly influences purchasing decisions at Teko Healthy Resto, Medan.

Keywords: Product Quality, Purchasing Decisions

1. INTRODUCTION

In the current era of globalization, business competition is becoming increasingly fierce, and companies must be able to compete to survive in the ever more competitive market (Willianson et al., 2021). Restaurants are one of the culinary businesses that people prefer for enjoying delicious dishes and dining in a comfortable environment. One of the factors that can affect the success of a company is product quality. Product quality is one of the elements that influence purchasing decisions. Because product quality is an important aspect in making purchasing decisions, companies should focus on the quality of their products (Angkasa et al., 2021; Evelyn et al., 2022; Geredis et al., 2022; Tanaka et al., 2022; Yultavera & Arwin, 2022). A company is considered more successful if it can provide good product quality (Learns & Nainggolan, 2021). Therefore, it is crucial for Teko Healthy Resto to understand how product quality affects consumer purchasing decisions. It is necessary to consistently improve product quality by conducting regular quality tests in terms of taste, texture, appearance, and addressing any issues that may arise. Additionally, providing high-quality customer service to assist customers in problem-solving and providing necessary information is essential. According to Schiffman and Kanuk, product quality is the ability of a company to provide identity or features for each product so that consumers can recognize the product(Putra, 2021). Purchase decisions, as stated by Tjiptono, form the basis for purchasing a product, are based on product attributes. Product attributes are the elements of a product considered important by consumers, encompassing aspects of product quality, price, brand, label, functional completeness (features), new product packaging, and after-sales service(Fitriana, 2020).

Teko Healthy Resto, located in Deli Serdang, is one of the restaurants that has been operating since 2009. Teco Healthy Resto offers a variety of vegan dishes daily. Veganism is no longer just about religion but about health, nature, and compassion. Teko Healthy Resto is situated in the komplek Cemara Asri, jalan Boulevard Utara No. 8, Medan Estate, Percut Sei Tuan district. Based on information obtained from several Teco Healthy Resto customers, customer "A" stated that the product quality needs improvement because many dishes are too oily and salty, and the prices are relatively high, leading to customer dissatisfaction. In addition, customer "C" mentioned that many dishes lack freshness, and their taste is inconsistent. Customer "P" pointed out that the service provided is unsatisfactory due to a lack of friendliness and frequent delays, causing customers to wait for extended periods. Poor product quality and unsatisfactory service are causing a decline in sales at Teko Healthy Resto, indicating the need for improvement. The aim of this study is to determine whether product quality has an impact on purchasing decisions at Teco Healthy Resto, Medan.

Before the author proceeds with their research, they will gather relevant research related to the issue to be investigated as references and for comparisons with the upcoming research. Research conducted by a student from the State Islamic University Sultan Syarif Kasim Riau, (Safitri, 2020), titled "The Influence of Product Quality and Brand Image on the Purchasing Decision of Nescafe Instant Coffee Products in the Minas District of Siak Regency." The results indicated that product quality influences the purchasing decision, which means that H1, as proposed, is accepted. With assured and trustworthy product quality, consumers are more likely to choose the product and make purchasing decisions quickly. This demonstrates that product quality is more dominant in influencing purchasing decisions. The R-Square value is 47%, indicating that product quality and brand image can affect purchasing decisions, while the remaining 53% is influenced by other variables not used in this study.

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Research conducted by a student from Buddhi Dharma University in Tangerang, (Nirwan, 2020), titled "The Influence of Product Quality and Brand Image on Consumer Purchasing Decisions for Water Purifiers (Case Study: PT. Karya Republika Kohod)." The results state that the R-Square value is 0.499. This means that the impact of Product Quality on Consumer Purchasing Decisions is 49.9%, while the remaining 100% - 49.9% = 50.1% is influenced by other factors.

2. RESEARCH METHODS

2.1 Product Quality

According to Kotler and Armstrong in (Firmansyah, 2019), product quality is "the ability of a product to perform its function, which includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes." In other words, it refers to a product's capability to fulfill its function, encompassing aspects such as overall durability, precision, ease of operation and repair, as well as other attributes. According to Kotler 2019 (Brama Kumbara, 2021), product quality is the sum total of a product's characteristics that influence its ability to satisfy expressed or implied needs.

According to Tjiptono (Firmansyah, 2019), the indicators of product quality are as follows:

1. Performance: This refers to the primary operational characteristics of the core product that is purchased.
2. Additional Features: These are secondary and complementary characteristics.
3. Reliability: It pertains to the likelihood of experiencing damage or failure.
4. Conformance to Specifications: This measures how well the design and operation characteristics meet previously established standards.
5. Aesthetics: It relates to the product's appeal to the senses.

2.2 Purchase Decision

According to Kotler in (Shafira et al., 2021), consumer purchase decision is the final decision of individuals and households to buy goods and services for personal consumption. According to Setiadi in (Sangadji, 2018), defines that the essence of consumer decision-making is the process of integrating and combining knowledge to evaluate two or more alternative behaviors and selecting one among them.

According to Kotler 2021 in (Maryari, 2022), there are several indicators in purchase decisions as follows:

6. The presence of product stability, a purchase decision can also be made by consumers by seeking such information.
7. Buying habits, receiving recommendations from suppliers, which are essential pieces of information, make an indicator of purchase decisions very appealing.
8. Recommendations from others, conveying information from others to generate interest in making a purchase.
9. Repurchase, which is crucial in your business, as it is an indicator that consumers repurchase a product for a particular reason.

2.3 Research Framework

This research employs a quantitative method with an associative research type. The study is conducted at Teko Healthy Resto, located in Komplek Cemara Asri, Jalan Boulevard Utara, No. 8, Medan Estate, Percut Sei Tuan Subdistrict, Deli Serdang Regency, North Sumatra. The research period began in March 2023 and concluded in August 2023. In this research, there are two variables used: product quality (X) as the independent variable and purchase decision (Y) as the dependent variable.

The types and sources of data in this research include:

According to (Sugiyono, 2021), there are two data sources, namely:

a) Primary Source

A primary source is a data source that directly provides data to the data collector. In this study, the researcher used questionnaires provided to customers at Teko Healthy Resto, Cemara Asri, to systematically and accurately collect data.

b) Secondary Source

A secondary source is a source that does not directly provide data to the data collector, for example, through others or through documents. In this research, the data obtained by the researcher is based on books and previous students' research as references.

Data collection technique used a questionnaire method with a closed-ended questionnaire data collection method, where the author can only provide a few statement choices for respondents to answer, and respondents can only choose from the answers provided by the author in the questionnaire.

In this study, the author used a Likert scale. The Likert scale is used to measure the attitudes, opinions, and perceptions of an individual or a group of people about social phenomena (Sugiyono, 2021). The criteria for research questionnaire scores are: Strongly Agree (SA) score 5 ; Agree (A) score 4; Neutral (N) score 3; Disagree (D) score 2; Strongly Disagree (SD) score 1.

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2.4 Population and Sample

According to (Sugiyono, 2021), the population is a generalization area consisting of objects/subjects with specific qualities and characteristics determined by the researcher for study and subsequent conclusion drawing. The population used by the author is all customers who have experienced and made purchases at Teko Healthy Resto, Medan. According to (Sugiyono, 2021), a sample is a part of the total number and characteristics possessed by the population. In this research, the author used the Accidental Sampling technique, a form of sampling based on coincidence, where anyone who coincidentally meets the researcher and is considered suitable to be a data source becomes a sample for this researcher (Jamarnis & Susanti, 2019). To calculate the sample size using the Accidental Sampling technique, the researcher uses the Lemeshow formula as follows:

$$n = \frac{(Za)^2 \times P \times Q}{L^2}$$

Where:
n = The minimum sample size required
Zα = Standard value from the distribution corresponding to α = 5% = 1.96
P = Prevalence of the outcome, using 50% as data is not available
Q = 1 - P
L = Precision level of 10%
Based on the formula, then:

$$n = \frac{(1.96)^2 \times 0.5 \times 0{,}5}{(0.1)^2} = 96.04$$

Based on the formula, the calculation results indicate that the minimum sample size needed for this research is 96.04 respondents, and the author rounds the sample up to 97 individuals.

2.5 Validation and Reliability Testing of Research Instruments

In this study, to assess the validity and reliability, a pretest was administered to 37 respondents (customers) at Fortunate Coffee, using the Accidental Sampling method, where the researcher had minimal authority to choose the sample elements, and this was purely based on proximity rather than representation.

2.6 Data Analysis Methods

This research employed various data analysis methods, including tests for normality, linearity, calculation of correlation coefficients, coefficient of determination, simple linear regression analysis, and Z-test.

3. RESULT AND DISCUSSION

3.1 Respondent Characteristics

The product quality variable (X) consists of 10 statement items, and the purchase decision variable (Y) consists of 8 statement items. The total number of respondents in this study is 97 individuals, categorized by gender, as shown in the following general description:

Table 1. Description of Subject Characteristics in the Study Based on Gender and Age

No.	Gender	Quantity	Percentage	Age	Quantity	Percentage
1.	Man	42	43,30%	15-30 years old	69	71,13%
2.	Woman	55	56,70%	31-46 years old	15	15,47%
3.				> 46 years old	13	13,40%
Total		**97**	**100%**		**97**	**100%**

Based on Table 3. it can be seen that the total of 97 respondents is divided into two categories: 42 individuals (43.30%) are male, and 55 individuals (56.70%) are female. This indicates that the majority of the respondents in this study are female.

Based on Table 4. it shows that out of the 97 respondents: 69 individuals, or 71.13%, are between 15-30 years old, 15 individuals, or 15.47%, are between 31-46 years old, and 13 individuals, or 13.40%, are older than 46 years. This indicates that the majority of respondents in this study are between 15-30 years old.

3.2 Results of Validity and Reliability Testing

Valid instrument means that the measurement tool used to obtain data is valid. In this context, valid implies that the instrument can accurately measure what it is intended to measure (Yusup, 2018). The criteria for testing instrument validity. If the calculated r-value > r_table, then the item is considered valid. If the calculated r-value < r-table), then the item is considered not valid.

According to (Silaen, 2018), reliability using the Cronbach's Alpha formula is employed to determine the coefficient of instrument reliability. The basis for decision-making in reliability testing, If the Cronbach's Alpha value is > 0.60, the questionnaire or survey is considered reliable or consistent. Conversely, if the Cronbach's Alpha value is < 0.60, the questionnaire or survey is considered unreliable or inconsistent.

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Table 2. The results of the Product Quality Validity Test.

No	r-value	r-table	status	Conbach's Alpha	Status	No	r-value	r-table	status	Conbach's Alpha	Status
X1	0,485	0,325	Valid	0.938	Reliable	Y1	0,429	0,325	Valid	0.908	Reliable
X2	0,529	0,325	Valid			Y2	0,394	0,325	Valid		
X3	0,542	0,325	Valid			Y3	0,392	0,325	Valid		
X4	0,467	0,325	Valid			Y4	0,384	0,325	Valid		
X5	0,509	0,325	Valid			Y5	0,737	0,325	Valid		
X6	0,666	0,325	Valid			Y6	0,424	0,325	Valid		
X7	0,640	0,325	Valid			Y7	0,429	0,325	Valid		
X8	0,726	0,325	Valid			Y8	1	0,325	Valid		
X9	0,698	0,325	Valid								
X10	1	0,325	Valid								

Source: Data Processed (2023)

Based on Table 2. it is known that for the research variable product quality (X), there are 10 statement items, and all of these items are declared valid. An item is considered valid if the corrected item value is greater than 0.325. Purchase decision variable (Y), there are 8 statement items, and all of these items are declared valid. An item is considered valid if the corrected item value is greater than 0.325.

According to Table 2. Cronbach's alpha value for the product quality variable (X) is 0.938, indicating that the data is considered reliable. Cronbach's alpha value for the purchase decision variable (Y) is 0.908, which means that the data is considered reliable.

3.3 Results of Data Analysis

3.3.1 Normality Test Results

Normality test aims to examine whether, in a regression model, the independent and dependent variables are normally distributed or not. If the distribution results indicate that the data is normal or nearly normal, then the regression model can be considered good. To determine whether the data is normal or not in SPSS, you can use the Kolmogorov-Smirnov test. Residual data is used as the value in the Kolmogorov-Smirnov test. The criteria in the Kolmogorov-Smirnov test to determine the results can be based on decision-making, namely if the Significance value > 0.05, then the residual values are normally distributed. If the Significance value < 0.05, then the residual values are not normally distributed (Quraisy, 2020)

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.99584344
Most Extreme Differences	Absolute	.088
	Positive	.052
	Negative	-.088
Test Statistic		.088
Asymp. Sig. (2-tailed)		.060[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: Data Processed (2023)

Based on the results of the normality test using the Kolmogorov-Smirnov test in SPSS 22, as shown in Table 9. above, it can be observed that the significance value (Asymp.Sig) is 0.60 > 0.05. Therefore, it can be concluded that the residual values are normally distributed and can be used for further research.

3.3.2 Linearity Test Results

According to (Setiawan et al., 2020), the linearity test aims to determine whether two or more tested variables have a significant linear relationship or not. This test is typically used as a requirement in linear correlation or regression analysis. The basis for decision-making in the linearity test is as follows:

1. If the probability value > 0.05, then the relationship between variables (X) and (Y) is true.
2. If the probability value < 0.05, then the relationship between variables (X) and (Y) is not true.

The linearity test is a step to determine the linear status of a research distribution. The results obtained through the linearity test will determine the regression analysis technique to be used. If the linearity test results indicate linear data, linear regression analysis is used. Conversely, if the linearity test results indicate non-linear data, then non-linear regression analysis is used.

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Table 4. Linearity Test Results

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * Product Quality	Between Groups	(Combined)	932.749	18	51.819	6.361	.000
		Linearity	706.516	1	706.516	86.734	.000
		Deviation from Linearity	226.233	17	13.308	1.634	.076
	Within Groups		635.374	78	8.146		
	Total		1568.124	96			

Source: Data Processed (2023)

From the results above, it can be seen that the significance value of the test is 0.000, which is lower than 0.05. Therefore, it can be concluded that there is a linear relationship between product quality and purchase decisions.

3.3.3 Correlation Coefficient Analysis Results

Correlation coefficient analysis using statistical tests is intended to measure the degree of correlation between two variables or to determine the significance of the relationship between independent variables and dependent variables (Silaen, 2018).

Table 5. Correlation Coefficient Analysis Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.671[a]	.451	.445	3.012

a. Predictors: (Constant), Product Quality
b. Dependent Variable: Purchase Decision

Source: Data Processed (2023)

From the results above, it can be concluded that variable X (Product Quality) and variable Y (Purchase Decision) are related because the value indicates a positive result. The correlation value (r) is 0.671, according to (Sugiyono, 2021) 0.60 – 0.799 have strong correlation which means that purchase decisions have a strong relationship with product quality.

3.3.4 Coefficient of Determination Test Results

According to (Silaen, 2018), the coefficient of determination (CD), also known as the determinant coefficient (DC), is the square of the correlation coefficient. In other words, it represents the proportion of the variation in the dependent variable (variable Y) that is explained by the independent variable (variable X) squared (r^2). The coefficient of determination explains the percentage of the influence of variable X on the fluctuations in the value of variable Y, while the remainder, or the difference from 100%, is the influence caused by other unexamined factors.

Based on the coefficient of determination test using SPSS 22 in Table 5 above, it can be seen that the Adjusted R square (adjusted R^2) is 0.451, indicating a strong correlation between the Product Quality (X) variable and the Purchase Decision (Y) variable. From the results above, it can be concluded that product quality is influenced by the purchase decision to the extent of 45.1%, and the remaining 54.9% is influenced by other factors not tested in this study.

3.3.5 Simple Linear Regression Test Results

According to (Sugiyono, 2018), simple linear regression analysis is used to determine the influence of an independent variable on a dependent variable by analyzing the relationship between the dependent variable and two or more independent variables, either partially or simultaneously.

$$Y = a + bX$$

Where:
Y = Dependent variable or response variable
X = Independent variable or predictor variable
a = Constant
b = Coefficient of the predictor

Table 6. Simple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	9.664	2.272		4.253	.000
	Kualitas Produk	.628	.071	.671	8.826	.000

a. Dependent Variable: Purchase Decision

Source: Data Processed (2023)

Y = 9.664 + 0.628X

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From Table 6 above, it can be concluded that the constant value is 9.664, and the coefficient of the product quality variable (X) is 0.628. This means that if the product quality increases by one unit, the purchase decision (Y) will increase by 0.628 units, and conversely, for every one-unit decrease in product quality, the purchase decision will decrease by 0.628 times.

3.3.6 Z-Test Results

In this research, the researcher uses the Z-test. According to (Sugiyono, 2018), the significance test for correlation coefficients uses the Z formula because the distribution is close to normal, and the Z-test is used when n > 30. In hypothesis testing, if z-test < z-table, then H0 is accepted, and Ha is rejected. Conversely, if z-test > z-table, then H0 is rejected, and Ha is accepted. In this study, the author used the Z-Test to determine whether there is a significant influence of the independent variable (X) on the dependent variable (Y). The Z-test formula used in this study, according to (Silaen, 2018), is as follows:

$$z = \frac{r}{\frac{1}{\sqrt{n-1}}}$$

$$z = \frac{0{,}671}{\frac{1}{\sqrt{97-1}}} \quad z = \frac{0{,}671}{\frac{1}{9{,}79}} \quad z = \frac{0{,}671}{0{,}102} \quad z = 6{,}57$$

From the test above, the result of Z-score is 6.57, while the Z-table value is 1.96, where Z-score (6.57) > Z-table (1.96). Therefore, if Z-score > Z-table, then Ha is accepted, and Ho is rejected, which means that there is an influence of product quality on purchase decisions at Teko Healthy Resto, Medan.

4. CONCLUTION

Based on the results of data analysis and previous discussions, it can be concluded that there is a strong and significant influence of product quality on purchasing decisions at Teko Healthy Resto, Medan. The obtained result of the correlation coefficient (r) in this study is 0.671, indicating a strong relationship between purchasing decisions and product quality at Teko Healthy Resto, Medan. Based on the results of the coefficient of determination (Adjusted R square), it shows that product quality is influenced by purchasing decisions to the extent of 45.1%, with the remaining 54.9% being influenced by other factors not tested in this research. In summary, there is a significant influence of product quality on purchasing decisions at Teko Healthy Resto, Medan. Furthermore, from the results of the simple linear regression analysis, a regression model was found, which is Y = 9.664 + 0.628X. This means that the constant value is 9.664, and the coefficient of the product quality variable (X) is 0.628. This implies that for every one-unit increase in product quality, the purchasing decision (Y) will increase by 0.628 units, and vice versa, for every one-unit decrease in product quality, the purchasing decision will decrease by 0.628 times. The hypothesis testing results indicate that Z observed is 6.57, while the critical Z value (Z table) is 1.96. Since Z observed (6.57) > Z table (1.96), we can conclude that if Z observed > Z table, then the alternative hypothesis (Ha) is accepted, and the null hypothesis (Ho) is rejected, meaning that there is an influence of product quality on purchasing decisions at Teko Healthy Resto, Medan.

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