



# The Influence of Product Quality on Woman Fashion Caluellathelabel of Purchase Decision Through Shopee E-commerce

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ABSTRACT	ARTICLE INFO
<p>The purpose of this research is to determine the influence of product quality on Caluellathelabel consumer purchasing decisions. This study uses quantitative data analysis involving 72 samples, namely consumer of Caluellathelabel. The result of this research is that there is a positive and significant influence between product quality (X) on purchasing decision (Y). This is known by conducting a t-test which states there is positive correlation or significant influence between product quality on purchasing decision at Caluellathelabel through shopee e-commerce.</p> <p>© 2022 Kantor Jurnal dan Publikasi UPI</p>	<p><b>Article History:</b> <i>Submitted/Received 20 Sept 2022</i> <i>First Revised 15 Dec 2021</i> <i>Accepted 25 Jul 2022</i> <i>First Available online 30 Aug 2022</i> <i>Publication date 01 Sept 2022</i></p> <p><b>Keyword:</b> <i>Quality Product, Purchase Decisions, Caluellathelabel.</i></p>

## 1. INTRODUCTION

The perception of quality gave value in several forms, which is a reason to buy (Sari & Widowati, 2014). Perception of quality is the perception of consumers, so it can be predicted that if the perception of quality is negative, the product will not be liked and will not long last in the market. Otherwise, if the consumer's perception is positive, the product will be liked. Consequently, a brand must design products with good product

quality, quality that can compete with competitors and satisfy consumer needs and desires so when consumers decide to make purchasing decisions, products with positive perceptions and brands become top of mind consumers will become a first choice to buy (Evelina & Listyorini, 2013).

## 2. METHOD

The method used in this research is descriptive quantitative and verification

method. According to descriptive analysis method used statistics to analyze data with describe method or data describe that has been collected (Sholikhah, 2016). Verification means test the theory with testing the hypothesis is reveiced or rejected.

Sources of data in this study came used primary data and secondary data. For primary data, author get the data from respondent answer via google form. For Secondary data, author get data from latest research, documents of Caluellathelabel that contain the Quality Product(x) and Purchase Decision(Y). The research object in this study are Caluellathelabel customers.

### 2.1 Purchase Decision

According to , purchase decision is a process where consumer know the problem and looking for information about product or brand and evaluate how the brand can solve the problem, then lead consumer to make a purchase decision (Kumbara, 2021). According to (Darmansah & Yosepha, 2020) here are 5 indicators of purchasing decision :

1. Brand Choice : Consumer must take decision about which brand will purchased. In this case, the brand must knowing how consumer choose a brand to make a purchase decision.
2. Dealer Choice : Consumer will look the different of every brand because many factor which is low price, completed item, easy platform and many more.
3. Purchasing Timing : Consumer could take decision based on money they have.
4. Purchasing Amount : Consumer take a decision how much they bought a products from a brand. In this case, brand must prepare a lot of product.
5. Method Payment : Consumer take a decision about method payment, such as online payment or credit.

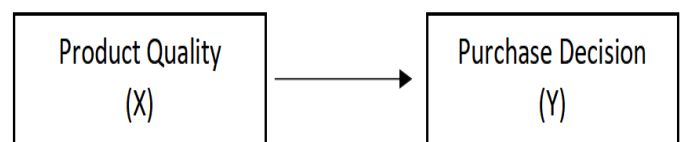
### 2.2 Quality Product

Defines product quality is total features ability and product characterisitcs or service for satisfying and fulfil the expectations customer. Here are 5 indicators of product quality that uses in this study according to (Susanti, 2017):

1. Perfomance : the characteristic of core product.
2. Features : secondary characteristics or complement.
3. Reliability : the small damage possibility of product damage.
4. Conformance to spesifications : characteristic design from product that fulfil the product standar.
5. Durability Power : how long the product could used.

One of the factors that influence consumer behavior in making purchase decision in the marketing mix is a product, which is product quality element (Arimbawa et al., 2019) . From the secriptions above. Here is the research paradigm of this study:

**Figure 1.** Paradigm Research



## 3. RESULT AND DISCUSSION

### 3.1 General Description

In this research, descriptive data explain by displayed data consist from value of Mean(M), Median(Me), Mode, Standar Deviation(SD), Range, Minimum and maximum Value. Here are the results of the data description :

**Table 1.** Descriptive Data Statistic

No	N= <u>Valid</u> <u>Missing</u>	Product Quality (X)	Purchase Decision (Y)
		72	72
		0	0
1	Mean	111,90	111,76
2	Median	113	113
3	Mode	114	118
4	Std. Deviation	7,047	8,154
5	Range	36	37
6	Maximum	89	88
7	Minimum	125	125

Based on table above, each variable have N value 72 and missing value 0. Then mean value on product quality variable 111,90 and purchase decision 111,76. On median value, product quality get 113 and purchase decision get also 113. On mode value product quality get 114 and purchase decision 118. On standar deviation value product quality get 7,047 and purchase decision get 8,154. On range value product quality get 36 and purchase decision get 37. On maximum value product quality get 89 and purchase decision get 88. On minimum value product quality get 125 and also minimum value get 125.

### 3.2 The Influence of Product Quality On Purchase Decision

Based on results data analysis shows that there is influence positive among product quality(X) to Purchase Decision (Y). This result is known with do a t-test which states that there is connection positive and significant sinfluence between Quality Product (X) to Purchase Decision (Y) product on Caluellathelabel through shopee e-commerce. It means Ha is accepted and Ho is rejected . The theory that used in this study show the influence of product quality on purchase decision. This study used theory that defines from various influence

factors, consumer in making purchase decision will always look the quality, price and product that have benn knowing in society. This theory supported by (Putra, 2017) research that quality product impression give the value in form the reasons for buying. From the data presented in the research said that in general study this in line with research previously said that " There is influence between quality product on purchase decision, one of them is research conducted by (Sunarto, 2015) that product quality influence purchase decision.

### 4. CONCLUSION

1. Product quality variable has maximum value 125 and minimum value 89. Then, mean value of product quality is 111,90 and purchase decision value get 111,76. On median value, both variable have same value which is 113. Purchase decision influenced by quality product, this statement explain that more good quality product the purchase decision more high.
2. There is positive significant influence among product quality and purchase decision. This thing is known with a t-test was carried out which stated that there is positive correlative or

significant influence between product quality(X) on purchase decision (Y).

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