



## THE INFLUENCE OF PRODUCT QUALITY AND SERVICE QUALITY ON PURCHASING DECISIONS AT RICHEESE FACTORY RESTAURANTS IN MAKASSAR CITY

Fatmawati A Rahman<sup>1\*</sup>, Masmarulan R<sup>2</sup>

Sekolah Tinggi Ilmu Ekonomi Tri Dharma Nusantara Makassar

Email: [fatmawati.a.rahman@gmail.com](mailto:fatmawati.a.rahman@gmail.com)<sup>1\*</sup>, [ulan1960@gmail.com](mailto:ulan1960@gmail.com)<sup>2</sup>

### Abstrak

*The research was conducted with the intention of evaluating how product quality and service influence purchasing decisions at the Richeese Factory branch in Makassar city. Product quality and service are identified as factors that have the potential to influence how consumers make purchasing decisions. Quantitative methods were used in this study, and questionnaires as a medium to collect data from Richeese Factory consumers in Makassar. The results of the analysis suggest that there is a positive and significant effect of product quality and service quality on purchasing decisions. The product quality for the regression coefficient is 0.345, which indicates that each increase in product quality will increase purchasing decisions by 0.345 points. In addition, the service quality for the regression coefficient is 0.497, which means that if each increase of 1 point in service quality will increase purchasing decisions by 0.497 points. This confirms that both product quality and service quality have a positive and important effect on the decision to purchase consumer products or services. This is in line with theory and previous research which emphasizes the importance of maintaining product quality and service quality.*

**Keywords:** *Purchase Decision, Service Quality, Product Quality*

### INTRODUCTION

Today's development makes people tend to have more busy and high mobility, they generally spend more time outside the home. Enjoying fast food is no longer to fulfill primary needs but also as part of a lifestyle, where food courts, cafes, fast food restaurants are very popular gathering places. This lifestyle is in line with the character of Indonesians who like to gather with relatives or family. Food courts, cafes or fast food restaurants have become a separate identity for certain groups, both teenagers and adults. Thus, competition in the culinary business world is getting tighter and more complex. Many culinary businesses are competing with the aim of making a profit. In facing this competition, company management must have good skills and be sensitive to the competition that occurs in order to anticipate and win business competition so that they can run the company effectively and efficiently.

In Indonesia today, there are various types of industries growing very rapidly, one of which is the culinary industry, namely fast food restaurants. Restaurants that provide fast food have broad and large and profitable opportunities such as Richeese Factory. In the face of fierce competition, every company has the ability to compete with its competitors. Enjoying fast food is not just to fulfill basic needs, but also reflects a lifestyle, with fast food restaurants becoming popular places. With fast food restaurants that provide food quickly, consumers will not wait long to enjoy it, this will lead to customer satisfaction.

Running a fast food restaurant business certainly has its advantages and disadvantages. One of the disadvantages in opening a restaurant is the different tastes of consumers. Therefore, restaurant owners carefully understand what consumers want, in order to attract the attention of buyers and create various innovations to attract consumers to buy. Consumer satisfaction is

customer feedback in the form of evaluation after buying a product compared to customer expectations, in this case it will encourage consumers to repurchase the product. The decision to buy a product is the result of a strong desire, but there are two influencing factors, namely the intention to buy and the purchase action itself. The purchase decision is the process that makes consumers come back to the restaurant.

Several factors can influence consumer purchasing decisions, one of which is product quality. According to Kotler & Keller (2010: 230) (Sejati, 2016), product quality has a major impact on the level of customer satisfaction when they buy and use these products. The products sold must meet quality standards in accordance with consumer expectations, and the packaging must be attractive and safe to maintain the freshness of the product. The relationship between product quality and customer satisfaction is very close because product quality can be assessed based on its ability to create satisfaction.

The company aims to achieve good service quality in the consumer purchasing decision-making process. In an effort to create customer satisfaction, there are great benefits that can be obtained, including creating a harmonious relationship between the company and the customer. This can encourage customers to make repeat purchases, become loyal customers, and provide positive recommendations through the word of mouth recommendation method.

The author finds differences in the results of previous studies, which encourage consideration of the use of product quality and service variables. According to (in Mustafida, 2022) in his research, it was found that there was a positive and meaningful influence of service quality variables on purchasing decisions for Richeese Factory products in Manyar Surabaya. Meanwhile, according to (Danawira, 2019) in his research, it was concluded that the product quality variable has a beneficial and meaningful effect on purchasing decisions for Richeese Factory products in the Rempoa area, South Jakarta. Based on the explanation that has been conveyed by the author above, the problems that will be discussed in this study are: (1) Does Product Quality affect purchasing decisions on Richeese Factory products, Makassar City branch? (2) Does Service Quality affect purchasing decisions on Richeese Factory products, Makassar City branch? Therefore, this study aims to enable Richeese Factory restaurants to improve the quality of their products and services to increase customer satisfaction and achieve repeat purchases.

## **METHOD**

### **3.1. Research Design**

In this study, quantitative methods were used and the data collection tool was a questionnaire. The variables that are the object of research are service quality and product quality, while the dependent variable is the purchase decision at Richeese Factory in Makassar. The research population involved all consumers who had made purchases at Richeese Factory in Makassar.

### **3.2. Population and Sample**

This research conducted observations with a population of people living in the Makassar city area. In the study 50 respondents met the sampling criteria using the method of purposeful sampling.

### **3.3. Type and Source**

The data used is primary data. Primary data obtained by means of a questionnaire regarding the quality of Richeese Factory products and services in Makassar City.

### **3.4. Data Collection Technique**

In this study, primary data was collected through distributing questionnaires using Google Form to consumers. The use of questionnaires is expected to provide relevant and valuable information for this research. The results of the questionnaire distribution will be measured



using a Likert scale, which allows respondents to express their level of agreement or disagreement with statements relating to product and service quality at Richeese Factory. This Likert scale is used to quantitatively measure consumer perceptions and opinions.

### 1.5. Analysis Technique

The data analysis method at the time of testing used multiple linear regression analysis. This method aims to determine the relationship between two or more independent variables between variables linked, so that an explanation can be obtained regarding possible variations and hypotheses can be confirmed by research. The regression equation in this research model is:

$$Y = a + bX_1 + bX_2 + e$$

Description:

$Y$  = dependent variable (customer satisfaction)

$a$  = constant

$b$  = regression coefficient

$X_1$  = independent variable (product quality)

$X_2$  = independent variable (service quality)

#### *Simultaneous Hypothesis Test (F Test)*

The F test is used to assess whether the independent variables as a whole have an impact on the dependent variable. This test is conducted to evaluate the joint effect of all independent variables on the dependent variable. Usually, the level of significance used is 0.05 or 5%. If the F significance result is  $<0.05$ , this indicates that the independent variables jointly affect the dependent variable, or vice versa. The simultaneous F test (Simultaneous Test) is used to determine whether there is a joint or simultaneous influence between the independent variables on the dependent variable.

## RESULT AND DISCUSSION

### *Multiple Linear Correlation Test*

**Tabel. 1. Uji Regresi Linier Berganda**

| Model              | Unstandardized Coefficients |            | t     |
|--------------------|-----------------------------|------------|-------|
|                    | B                           | Std. Error |       |
| (Constant)         | 8.397                       | 4.870      | 1.724 |
| 1 Kualitas Produk  | .345                        | .078       | 4.397 |
| Kualitas Pelayanan | .497                        | .124       | 4.017 |

The regression equation has a constant value ( $B_0$ ) of 8.937,  $b_1 = 0.345$  and  $b_2 = 0.497$ . If this value is entered into the regression equation, the result is  $\hat{Y} = 8.397 + 0.345 X_1 + 0.497X_2$  with the following explanation:

1. The constant value in the regression ( $B_0$ ) is 8.937, which indicates that if product quality and service quality are held constant, the average purchase decision is -8.397. Although there is a slight difference in the constant values you have mentioned (8.937 vs. 8.397).
2. The regression coefficient for product quality ( $X_1$ ) is positive at 0.345. This means that every one point increase in product quality will increase purchasing decisions by 0.345 points, with a constant of 8.937.

3. The regression coefficient for service quality (X2) is also positive at 0.497. In other words, an increase of one point in service quality will result in an increase in purchasing decisions by 0.497 points at a constant value of 8.397.

table above provides the following explanation:

1. The  $t_{count}$  value of the product quality variable is 4.937 and the degree of freedom (df) with the condition that  $df = n-k-1$ . According to this rule, the  $t_{table}$  number is 1.97838. So the  $t_{count}$  result of  $4.937 >$  from the  $t_{table}$  value of 1.97838 with a significance value of  $0.000 < 0.05$  means that partially product quality has a significant influence on purchasing decisions, so  $H_{a1}$  is accepted.
2. The  $t_{count}$  value of the service quality variable is 4.017 and the degree of freedom (df) with the condition that  $df = n-k-1$ . According to this rule, the table number is 1.97838. So the  $t_{count}$  result of  $4.017 >$  from the  $t_{table}$  value of 1.97838 with a significance value of  $0.000 < 0.05$  means that partially service quality has a significant influence on purchasing decisions, so  $H_{a2}$  is accepted.

**Simultaneous Hypothesis Test Results (F Test)**



**Tabel 2 ANOVA<sup>a</sup>**

| Model        | Sum of Squares | df  | Mean Square | F      | Sig.              |
|--------------|----------------|-----|-------------|--------|-------------------|
| 1 Regression | 1571.972       | 2   | 785.986     | 29.981 | .000 <sup>b</sup> |
| Residual     | 3408.103       | 130 | 26.216      |        |                   |
| Total        | 4980.075       | 132 |             |        |                   |

From the table given, it can be seen that the  $F_{count}$  value is 29.981, which is greater than the  $F_{table}$  value of 3.12, with a significance level of 0.000 which is less than 0.05. This indicates that simultaneously, the variables of product quality and service quality have a significant influence on purchasing decisions. Thus, it can be concluded that  $H_{a3}$  is accepted.

**DISCUSSION**

***Product quality affects the Purchasing Decision of Richeese Factory Makassar.***

The regression coefficient for the product quality variable has increased by one unit, the Purchasing Decision will increase. This finding is in line with previous research conducted by (Ikhtiasari & Suwitho, 2019), which states that product quality has a positive and significant influence on purchasing decisions at Richeese Factory Rungkut Madya Surabaya.

Under competitive conditions, it is difficult for marketers to receive feedback from the market if they do not have a clear picture of how their products compare to competitors' similar products. Marketers can boost product appeal by setting low prices. However, consumers are getting smarter so low prices no longer always provide strong appeal. In fact, low prices tend to be considered classless products.

***Service quality affects the Purchasing Decision of Richeese Factory Makassar***

The analysis results show that service quality has a positive and significant influence on product purchasing decisions at Richeese Factory restaurants in Makassar City. Therefore, it can be concluded that providing services that are friendly, good, fast, and in accordance with consumer expectations will have a positive impact on consumers' repeat purchase decisions.

The results obtained are in accordance with the theory put forward by Lovelock and Wright (2005) which states that when marketing services it is important to consider service quality as a form of effort to increase consumer response when making purchases. The existence of a positive and significant effect of service quality on consumer decisions, it can be interpreted



that the more appropriate the quality of service provided by Richeese Factory employees in Makassar City, the more consumer purchasing decisions will increase.

***The effect of product differentiation and service quality on purchasing decisions at Richeese Factory Makassar.***

These results are consistent with hypothesis H3 that the two variables, namely X1 (Product Differentiation) and X2 (Service Quality), have the same effect simultaneously on Y (Purchasing Decisions). The results of this study are in accordance with Pratama Djatuti's research (2015) which states that product differentiation, service quality and brand image simultaneously have a significant influence on purchasing decisions.

The results of this study are also in accordance with the evidence conducted by Rachman and Suryoko (2017), which suggests that service quality has an effect on consumer purchasing decisions. Therefore, companies need to review service quality to encourage consumer attractiveness to make repeat purchases. Service quality is always associated with service offerings, so it plays a big role in service delivery. In terms of interior and exterior aspects, it is necessary to review, evaluate, and set up to provide experiences that can satisfy consumer expectations to make repeat purchases.

## **CONCLUSION**

The conclusions of this study are as follows:

1. Product quality has a positive and clear effect on purchasing decisions at Richeese Factory Makassar. This means that an increase in product quality will increase the likelihood of consumers buying products from the restaurant. This finding is in line with previous research and shows the importance of maintaining product quality in the face of market competition.
2. Service quality also has a positive and significant impact on purchasing decisions at Richeese Factory Makassar. These results indicate that friendly, quality, and efficient service can influence customer purchasing decisions. This finding is in line with theory and previous research which emphasizes the importance of service quality in attracting customer attention.
3. The results showed that both product quality and service quality have a significant influence on purchasing decisions at Richeese Factory, Makassar City branch. This shows the importance of maintaining and improving product and service quality to retain and attract customers.

In the context of intense competition, understanding consumer preferences and striving to meet or even exceed their expectations through product and service quality is the key to the success of a fast food restaurant business like Richeese Factory. Therefore, the results of this study help Richeese Factory Makassar focus on improving the quality of its products and services to increase consumer satisfaction and achieve repeat purchases. In addition, businesses must also continuously monitor and evaluate the quality of their products and services to maintain their relevance in an increasingly competitive market.

**REFERENCE**

- Alma, B. (2016). Manajemen Pemasaran dan Pemasaran Jasa. Bandung: Alfabeta.
- Anwar, I. (2015). Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian. Jurnal Ilmu dan Riset Manajemen, 3-5.
- Bahri, S. (2018). Metode Penelitian Bisnis - Lengkap Dengan Teknik Pengolahan Data SPSS. Yogyakarta: ANDI.
- Chandra, F. T. (2016). *Service, quality dan satisfaction 4*. Yogyakarta: Penerbit ANDI, 2016.
- Danawira, A. (2019). Pengaruh Differensiasi Produk Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Makanan Cepat Saji *Richeese Factory* Rempoa. Jurnal Ilmu Manajemen, 78-85.
- Gunawan, M. d. (2008). Pengaruh Atribut Produk Terhadap Keputusan Pembelian Kripik Pisang “Kenali” Pada Penduduk Asa Wira–Bandar Lampung. Jurnal Bisnis dan Manajemen vol 4 no 2. .
- Firmansyah, A. (2019). Pemasaran produk dan merek. Jawa timur: Qiara Media. Dalam Mustafida, A. &. (2022). Pengaruh Harga, Kualitas Pelayanan Dan Kualitas Produk Terhadap Keputusan Pembelian Pada *Richeese Factory* Manyar Surabaya. Jurnal Ilmu dan Riset Manajemen (JIRM), 11.
- Kasmir. (2017). *Customer Service Excellent* Teori dan Praktik. Jakarta: Raja Grafindo Persada.
- Lovelock, Christopher & Wright, Lauren K. 2005. Manajemen Pemasaran Jasa. Jakarta : PT Indeks.
- Luluk Febianti Mulyasari, H. P. (2022). Pengaruh Fasilitas Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan. Jurnal Mahasiswa Manajemen dan Akuntansi, 75-81.
- Mustafida, A. (2022). Pengaruh Harga, Kualitas Pelayanan Dan Kualitas Produk Terhadap Keputusan Pembelian Pada *Richeese Factory* Manyar Surabaya. Jurnal Ilmu dan Riset Manajemen, 3-5.
- Rahayu, E. (2020). Pengaruh Harga Dan Kualitas Produk Terhadap Kepuasan Konsumen *T-Mart Express* Indonesia. Jurnal Manajemen Strategi dan Aplikasi Bisnis, 4.
- Sejati, B. S. (2016). Pengaruh kualitas produk, kualitas pelayanan, dan harga terhadap keputusan pembelian pada *starbucks*. Jurnal Ilmu dan Riset Manajemen (JIRM), 5.
- Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif, R & D. Bandung: CV Alfabeta.
- Sugiyono. (2018). Metode Penelitian Kuantitatif. Bandung: Alfabeta.
- Umar, H. (2013). Metode Penelitian Untuk Skripsi dan Tesis. Jakarta: Rajawali.