

## **PURCHASING DECISION MODEL, PRODUCT QUALITY AND SERVICE QUALITY ON CONSUMER SATISFACTION ON THE SHOPEE APPLICATION MARKETPLACE IN JEMBER REGENCY**

**Angga Ade Permana<sup>1</sup>, Wasana Sinrungtam<sup>2</sup>, Ihrom Caesar Ananta Putra<sup>3</sup>, Abdul Wahid<sup>4</sup>, Zainul Hasan<sup>5</sup>**

**Institute of Technology and Science Mandala<sup>1</sup>, Rajamangala University of Technology Thanyaburi<sup>2</sup>, Institute of Technology and Science Mandala<sup>3</sup>, Institute of Technology and Science Mandala<sup>4</sup>, Institute of Technology and Science Mandala<sup>5</sup>**

**Email: angga@itsm.ac.id, wasanasin@rmutt.ac.th, ihrom@itsm.ac.id, abdulwahid@itsm.ac.id, zainul@itsm.ac.id**

### **Abstract**

Previous research is the most important thing in a research or scientific article. Previous research is useful for strengthening theories and phenomena that influence variables. This article reviews the factors that influence Product Quality and Service Quality on Purchasing Decisions and Consumer Satisfaction, a Marketing Management Literature Study. The purpose of writing this marketing management literature review article is to build a hypothesis that can be used in further research. The results of this library research are: 1) The Influence of Product Quality on Consumer Satisfaction; 2) The Influence of Service Quality on Consumer Satisfaction; 3) The Influence of Product Quality on Consumer Satisfaction; 4) The Influence of Service Quality on Consumer Satisfaction; 5) The Influence of Consumer Satisfaction on Purchasing Decisions;

Keywords: Product Quality, Service Quality, Purchasing Decisions, Consumer Satisfaction

### **INTRODUCTION**

In the current era of globalization, technological progress has experienced an extraordinary rapid increase. One of them is internet technology which is increasingly developing, making it easier for people to communicate. Making various daily activities such as shopping, searching for various information and other needs can be done practically and quickly just by accessing the internet. This can be seen by the availability of various online-based services that can make things easier for the public. One of them is the availability of market places and e-commerce.

The increasing number of internet users currently makes competition in the business world increasingly tight. One of the developments in internet technology is the creation of online markets. With this online market, every company has the opportunity to run a business online. business people compete to think. be more creative and carry out various new innovations in order to survive every change that occurs. The shift in people's interest to online media is due to the convenience provided by the internet, making people choose to shop online. Online shopping is a transaction activity to buy or sell products and services, this makes it easy for buyers to be able to buy products directly on the internet through the available marketplace.

Customers can see reviews and items first before making a purchase on the marketplace without needing to come to the store. The internet provides a channel for marketing products or services online, namely e-commerce.

E-commerce is all marketing activities, buying and selling transactions for goods or services carried out through electronic systems. One of the e-commerce applications that currently makes up the majority of social media users is Shopee. Shopee is an online marketplace application that makes it easier for consumers and sellers to carry out buying and selling agreements easily, quickly and comfortably. This convenience makes online shopping enjoyed by many people. Shopee provides a wide variety of products ranging from household appliances, electronic goods, food, fashion, automotive and various other products. Currently, marketing communications are experiencing changes due to digital media which has an impact on the emergence of social media, crowdsourcing, changes in consumption patterns, and increasingly high competition (Smith & Zook, 2011).

In running a business, one of the factors that can influence purchasing decisions is product quality. According to Kotler and Keller in a research journal, (Lathiifa & Hapzi Ali, 2013), product quality is the skill of a product to provide consumer satisfaction results that match or even exceed what customers expect. Some customers make product quality a consideration before making their purchase.

The next factor that can influence consumers to make purchasing decisions is service quality. According to Sudarso in the journal (Rozi & Khuzaini, 2021) Service quality is an action offered by one party to another party which is basically intangible and results in ownership of something. In this case, consumers tend to choose companies that can provide good quality in terms of service. Customer satisfaction is very important for a company for its business continuity. According to what was stated by (Zeithaml & Bitner 2003) the definition of customer satisfaction is as a customer's reaction to the assessment of the discrepancy felt by the customer between expectations and actual customer satisfaction with services. Consumer satisfaction is the main goal in business success.

(Amstrong, Gary & Philip, Kotler. (2021) states that: "Purchasing decisions are a problem solving process that includes assessing needs and desires, searching for data, evaluating sources of selection of purchasing options, making purchasing decisions, and behavior after purchase." Likewise with the author who will research the Influence of Purchasing Decisions ( $X_1$ ), Product Quality ( $X_2$ ) and Service Quality ( $X_3$ ) through Consumer Satisfaction ( $Y$ ).

Based on the background of the problem, the problem formulation in this research analysis is as follows:

1. Do Purchase Decisions partially influence Consumer Satisfaction?
2. Do product quality partially influence consumer satisfaction?
3. Do Service Quality have a partial effect on Customer Satisfaction?
4. Do Purchasing Decisions, Product Quality, and Service Quality simultaneously influence Consumer Satisfaction?

The purpose of writing this marketing management literature review article is to build a hypothesis that can be used in further research.

1. Purchase Decision ( $X_1$ )

(Tjiptono 2020) Purchase decisions are a process where consumers get to know a particular product or brand and evaluate how well each alternative can solve their problem, which then leads to a purchase decision.

- a. product choice

- b. brand choice
- c. seller's choice
- d. number of product purchases
- e. time to buy the product
- f. Methods of payment.

Purchasing decisions are mental processes carried out by consumers to choose and buy certain products or services. This process involves evaluating various options, considering needs and preferences, and assessing factors such as price, quality, brand, and product benefits. Purchasing decisions can be influenced by many factors, including personal, social, cultural, and psychological factors. This process involves assessing needs, preferences, and other factors, such as price, quality, brand, and previous experience. Purchase decisions can also be influenced by external factors, such as promotions, recommendations from other people, or market trends. This is a crucial stage in the consumer and business cycle, which has a major impact on the market and the economy as a whole.

In the decision-making process carried out by consumers, there is a consumer decision-making model proposed by Schiffman & Wisenblit (2019), which is shown in Figure 1 below;

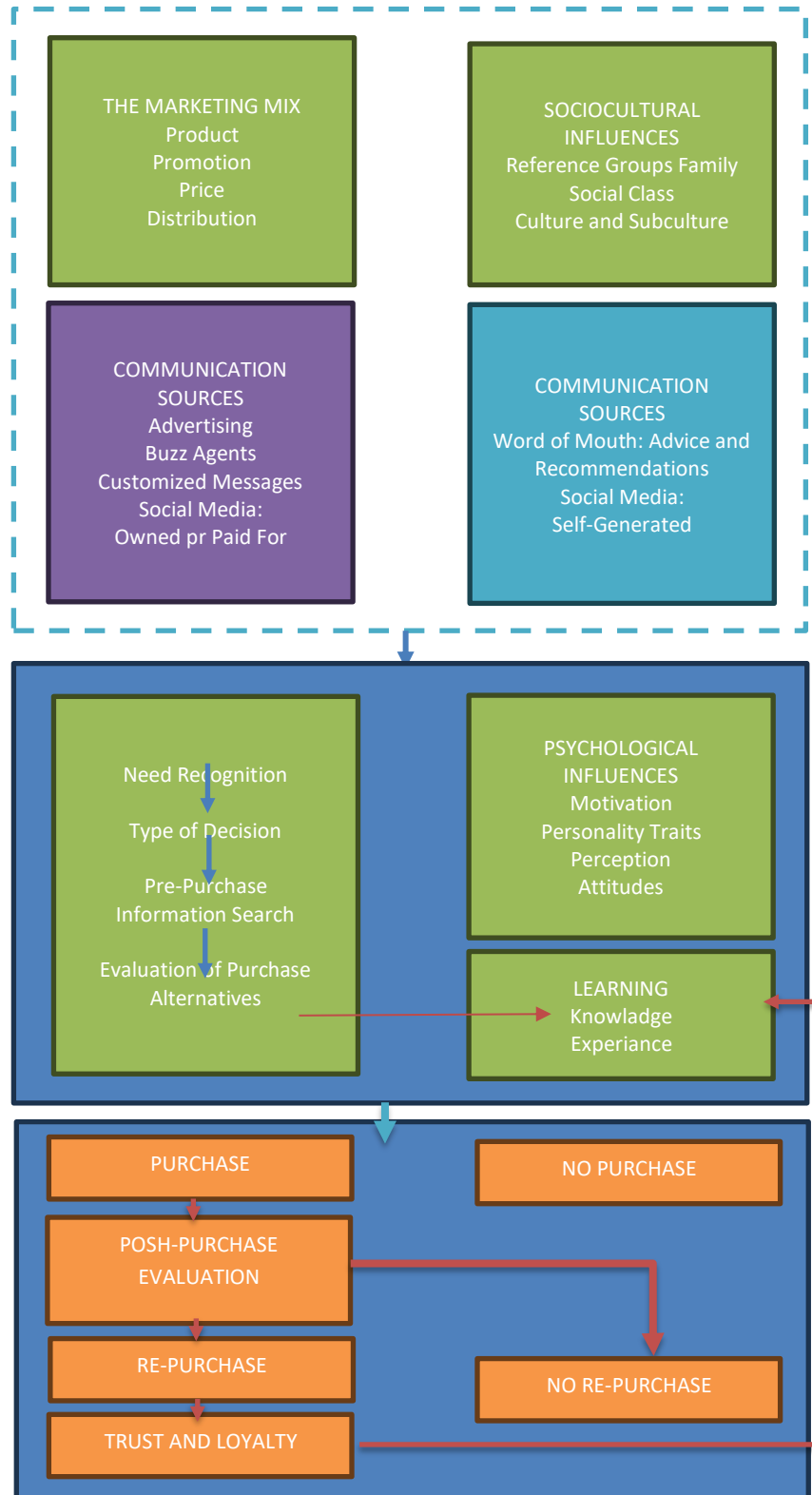


Figure 1. Consumer Decision Making Model

Figure 1 shows the decision-making process carried out by consumers, which consists of three main stages including 1) The input stage which includes three types of external influences, namely marketing mix, sociocultural influences, and communications; 2) Process stage, at this stage the consumer makes a decision, taking into account internal influences, which consist of four, namely need recognition, decision spectrum, prepurchase information search, evaluation of purchase alternatives, psychological influences, and learning; 3) Output stage, this last stage involves two types of consumer activities, namely, purchase behavior and post-purchase evaluation (Schiffman & Wisenblit, 2019).

2. Product Quality ( $X_2$ )

Meanwhile, according to (Kotler and Keller, 2012) product quality is the product's ability to carry out its functions including durability, reliability, durability, ease of use and repair and other valuable attributes.

There are several things related to product quality that can be described (Lupiyoadi, 2008) as follows:

- a. reliability
- b. Performance
- c. aesthetics
- d. serviceability

3. Service Quality ( $X_3$ )

(Manengal 2021) states that service quality is a dynamic state that is closely related to products, services, human resources, as well as processes and the environment that can at least meet or even exceed the expected service quality.

- a. Physical evidence
- b. Reliability
- c. Responsiveness
- d. Guarantee
- e. Empathy

4. Consumer Satisfaction (Y)

(Dzikra 2020) states that satisfaction is defined as an evaluation after purchase resulting from a comparison between expectations before purchase and actual performance.

- a. Service quality
- b. Product quality
- c. Price
- d. Situational Factors

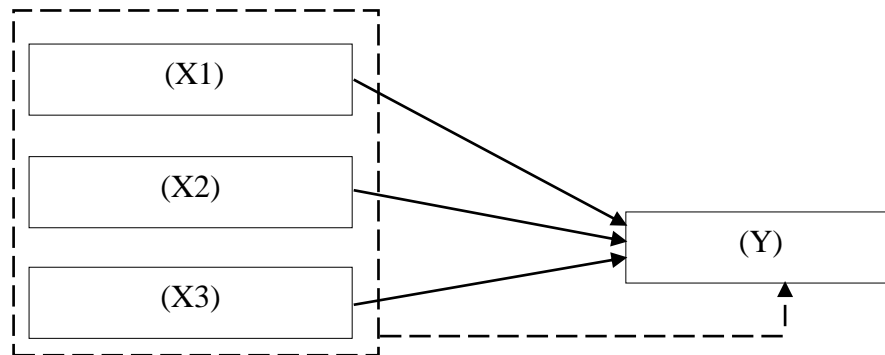


Figure 1. Conceptual Framework

## RESEARCH METHODS

This research uses a quantitative approach, namely to determine the influence of the independent variable on the dependent variable and the influence of the independent variable on the dependent variable through intervening variables. The population of this research is all consumers in the Shopee application marketplace in Jember Regency who are directly involved in transactions. The sample in this research is customers who meet the requirements using a purposive sampling method.

According to (Hair et al., 2014) the sample size should be 100 or larger. As a general rule, the minimum sample size is at least five times larger than the number of question items to be analyzed, and the sample size will be more acceptable if it has a ratio of 10:1. Researchers use purposive sampling provided that they have been consumers for at least 5 years, repurchase interaction 3 times a week, and the user age range is 25-35 years.

### Instrument Test

The validity test can be seen from the significance value by comparing the calculated  $r$  value with the  $r$  table for degree of freedom ( $df = n - 2$ ), in this case  $n$  is the number of samples. Meanwhile, to find out whether the score for each question item is valid or not (Ghozali 2021), the following statistical criteria are set:

- a. If  $r \text{ count} > r \text{ table}$  and is positive, then the variable is valid.
- b. If  $r \text{ count} < r \text{ table}$  and is negative, then the variable is invalid.

Ghozali (2013) Measuring reliability can be done in two ways, namely if the alpha value  $> 0.7$  means sufficient reliability, while if  $\alpha > 0.80$  this suggests all items are reliable and all tests are internally consistent because they have high reliability. strong. Or, there are also those who interpret it as follows:

- a. If  $\alpha > 0.90$  then reliability is perfect
- b. If  $\alpha$  is between  $0.70 - 0.90$  then reliability is high
- c. If  $\alpha$  is between  $0.50 - 0.70$  then reliability is moderate
- d. if  $\alpha < 0.50$  then reliability is low

### Data Analysis Tools

The multiple linear regression analysis model in this research is to find out how much influence the independent variables, namely purchasing decisions ( $X_1$ ), product quality ( $X_2$ ), and service quality ( $X_3$ ) have on consumer satisfaction ( $Y$ ) on the Shopee application marketplace in Jember Regency, then multiple liner regression equation as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_nX_n + e$$

Information:

- Y = consumer satisfaction
- $X_1$  = purchase decision
- $X_2$  = product quality
- $X_3$  = service quality
- n = Variable to-n
- a = Constant
- $b_1..b_3$  = Koefisien regresi  $X_1, X_2, X_3$
- e = Nuisance variable

### Coefficient of Determination $R^2$

The coefficient of determination  $R^2$  is used to measure the ability of all independent variables to explain the variance of the dependent variable. The value of the coefficient of determination is between zero and one. A small  $R^2$  value means that the ability of the independent variables to explain variations in the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict variations in the dependent variable (Ghozali, 2021).

### Hypothesis testing

Hypothesis testing is to establish a basis so that you can collect evidence in the form of data in determining whether to reject or accept the truth of the statement or assumption that has been made. Hypothesis testing can also provide confidence in making objective decisions. The hypothesis is divided into two, namely the  $H_0$  hypothesis (there is no relationship between research variables  $x$  and  $y$ ) and  $H_a$  (there is a relationship between research variables  $x$  and  $y$ ).

### Simultaneous Test

According to (Ghozali 2021) the F statistical test basically shows whether all the independent variables included in the model have a joint influence on the dependent variable

- a. If  $F_{count} > F_{table}$  then  $H_1$  is rejected and  $H_0$  is accepted.
- b. If  $F_{count} < F_{table}$  then  $H_1$  is accepted and  $H_0$  is rejected.

### Partial Test

According to Imam (Ghozali, 2021) the t statistical test basically shows how much influence an independent variable individually has in explaining the dependent variable. The basis for decision making in this test is as follows (Ghozali, 2021):

- a. If the significance probability number is  $> 0.5$  then  $H_0$  is accepted and  $H_1$  is rejected.
- b. If the significance probability number is  $< 0.5$  then  $H_0$  is rejected and  $H_1$  is accepted.

## RESULT AND DISCUSSION

The multiple linear regression test is used to determine the influence between two or more independent variables and one dependent variable. This test also looks at the amount of R square to find out what percentage (%) of the variance in the independent variable is simultaneous with the dependent variable and to see whether the regression coefficient of each independent variable is significant or not.

Table 1. Results of Multiple Linear Regression Analysis  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	,411	,164		-2,229	,029
1 Purchase decision	,341	,061	,422	3,182	,011
Product quality	,482	,051	,412	4,254	,000
Service quality	,514	,048	,215	3,255	,000

a. Dependent Variable: Consumer Satisfaction

Source: primary data processed in 2024

Based on the table above, a multiple linear regression equation model can be created as follows:

$$Y = 0,411 + 0,341X_1 + 0,482X_2 + 0,514X_3$$

- a. The constant value is 0.411, which means that if the independent variables purchasing decisions ( $X_1$ ), Product Quality ( $X_2$ ), and Service Quality ( $X_3$ ) have a value of zero (0), then Consumer Satisfaction ( $Y$ ) has a value of 0.411.
- b. Purchasing decision variable ( $X_1$ ) on Consumer Satisfaction ( $Y$ ). The purchasing decision coefficient value ( $X_1$ ) is 0.341. This means that for every one unit increase in purchasing decisions, the Consumer Satisfaction variable ( $Y$ ) will increase by 0.341 with the assumption that the other independent variables from the regression model are fixed. The coefficient is positive, which means that there is a positive relationship between purchasing decisions ( $X_1$ ) and Consumer Satisfaction ( $Y$ ). The higher the coefficient value of the purchasing decision variable, the higher the value of the Consumer Satisfaction variable.
- c. Product Quality Variable ( $X_2$ ) on Consumer Satisfaction ( $Y$ ). The Product Quality coefficient value ( $X_2$ ) is 0.482. This means that for every one unit increase in Product Quality ( $X_2$ ), the Consumer Satisfaction variable ( $Y$ ) will increase by 0.482 with the assumption that the other independent variables from the regression model are fixed.



The coefficient is positive, which means there is a positive relationship between Product Quality ( $X_2$ ) and Consumer Satisfaction ( $Y$ ). The higher the coefficient value of the Product Quality variable ( $X_2$ ), the higher the value of the Consumer Satisfaction variable.

- d. Service Quality Variable ( $X_3$ ) on Consumer Satisfaction ( $Y$ ). The Service Quality coefficient value ( $X_3$ ) is 0.514. This means that for every one unit increase in Service Quality ( $X_3$ ), the Consumer Satisfaction variable ( $Y$ ) will increase by 0.514 with the assumption that the other independent variables from the regression model are fixed. The coefficient is positive, which means there is a positive relationship between Service Quality ( $X_3$ ) and Consumer Satisfaction ( $Y$ ), the higher the coefficient value of the Service Quality variable ( $X_3$ ), the higher the value of the Consumer Satisfaction variable.

**Coefficient of Determination  $R^2$**

Coefficient of Determination ( $R^2$ ) o measure how big or percentage the contribution of the independent variables purchasing decisions ( $X_1$ ), Product Quality ( $X_2$ ), dan Service Quality ( $X_3$ ) to Consumer Satisfaction as the dependent variable..

Table 2. Results of Determination Test Analysis

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,716 <sup>a</sup>	,735	,756	,2722

a. Predictors: (Constant), purchasing decisions, product quality, service quality

b. Dependent Variable: Consumer Satisfaction

Source: primary data processed in 2024

Based on table 2, it shows the value of  $R = 0.716$  and the coefficient of determination ( $R^2$ ) is 0.735. This shows that the Consumer Satisfaction variable ( $Y$ ) is influenced by 73.5% by the purchasing decision variable ( $X_1$ ), Product Quality ( $X_2$ ), and Service Quality ( $X_3$ ) while the remainder is  $100\% - 73.5\% = 26.5\%$  is explained by other variables.

**Simultaneous Test**

The F test is used to test whether the independent variable simultaneously influences the dependent variable.

Table 3. F Test Analysis Results

**ANOVA<sup>a</sup>**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	30,426	3	7,445	86,813	,000 <sup>b</sup>
Residual	5,238	29	,079		
Total	37,215	32			

a. Dependent Variable: Consumer Satisfaction

b. Predictors: (Constant), purchasing decisions, Product Quality, Service Quality

Source; Primary data processed in 2024

Based on table 3, the following results are obtained. The  $F_{count}$  value is 86.813 with the provisions of  $F_{tabel} \frac{df1}{df2}$  or  $\frac{3}{33}$  5% of 2.89, with the test criteria above the  $F_{count}$  is  $86,813 \geq F_{tabel}$  is 2,89 which means that statistically it can be proven that all the independent variables for purchasing decisions ( $X_1$ ), Product Quality ( $X_2$ ), and Service Quality ( $X_3$ ) imultaneously influence consumer satisfaction (Y) on the Shopee application marketplace in Jember Regency.

#### Partial Test

The t test is used to determine whether the independent variables purchasing decisions ( $X_1$ ), Product Quality ( $X_2$ ), and Service Quality ( $X_3$ ) have a partial (individual) effect on the dependent variable (Consumer Satisfaction).  $H_0$  states that there is no influence between the independent variable and the dependent variable and  $H_a$  states that there is an influence.

Table 4. Results of t test analysis

Item	$T_{count}$	$T_{table}$
Purchase decision	3,182	1.69236
Product quality	4,254	1.69236
ervice quality	3,255	1.69236

Source; Primary data processed in 2024

1. The results of the t test analysis show that the  $T_{count}$  on the purchasing decision variable is 3.182 and the  $T_{table}$  is 1.69236. This shows that  $T_{count} > T_{table}$ , then  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is a linear influence between the purchasing decision variable and the Consumer Satisfaction variable, so that the purchasing decision variable has no partial effect on consumer satisfaction (Y) in the Shopee application marketplace in Jember Regency.
2. The results of the t test analysis show that  $T_{count}$  for the Product Quality variable is 5,235 and  $T_{table}$  is 1.69236. This shows that  $T_{count} > T_{table}$ , then  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is a linear influence between the independent variable and the dependent variable, so that the Product Quality variable has a partial effect on consumer satisfaction (Y) in the Shopee application marketplace in Jember Regency.
3. The results of the t test analysis show that  $T_{count}$  for the Service Quality variable is 6,233 and  $T_{table}$  is 1.69236. This shows that  $T_{count} > T_{table}$ , then  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is a linear influence between the independent variable and the dependent variable, so that the Service Quality variable has a partial effect on consumer satisfaction (Y) in the Shopee application marketplace in Jember Regency.

## CONCLUSIONS

Based on the results of the analysis, several conclusions can be drawn from this research, namely as follows;

1. The purchasing decision variables ( $X_1$ ), Product Quality ( $X_2$ ), and Service Quality ( $X_3$ ) on Consumer Satisfaction have a simultaneous influence on the Shopee application marketplace in Jember Regency.
2. The purchasing decision variable ( $X_1$ ) on consumer satisfaction has a partial effect on the Shopee application marketplace in Jember Regency.
3. The Product Quality Variable ( $X_2$ ) on Consumer Satisfaction has a partial effect on the Shopee application marketplace in Jember Regency.
4. The Service Quality Variable ( $X_3$ ) on Consumer Satisfaction has a partial effect on the Shopee application marketplace in Jember Regency.

From the research results it is known that the purchasing decision variables, Product Quality, and Service Quality simultaneously (together) have a significant effect on the dependent variable Consumer Satisfaction in the Shopee application marketplace in Jember Regency, so it is hoped that the Shopee application marketplace can maintain or maintain existing Consumer Satisfaction in the marketplace. From the research results, it is known that Purchasing Decisions, Product Quality, and Service Quality partially influence consumer consumer satisfaction. from this research. In general, the existing regulatory system is good.

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