

Analysis Of The Effect Of Product Quality On Consumer Purchasing Decisions At Rr Collection Soppeng District

Surianti, *Department of Management, Universitas Lamappoleonro, Indonesia*¹

Verri Ginoga, *Department of Management, Universitas Lamappoleonro, Indonesia*²

Asmiah, *Department of Management, Universitas Lamappoleonro, Indonesia*³

*Corresponding Author : surianti@unipol.ac.id

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Abstract

The main problem in this study is whether product quality affects consumer purchasing decisions at RR Collection Soppeng Regency, while the purpose of this study is to determine the effect of product quality on consumer purchasing decisions at RR Collection Soppeng Regency. This research was conducted at the RR Collection which is located in Cabenge, Cabenge Village, Lilirilau District, Soppeng Regency, South Sulawesi Province. the population in this study were all customers at the RR Collection, Determination of samples using Purposive Sampling and Convenience Sampling techniques. Purposive Sampling is a sample selection of consumers based on objectives, so the number of samples in this study were 100 Respondents. To determine the effect of Product Quality on purchasing decisions, simple linear regression analysis is used. Based on the results of the research analysis, it can be concluded that: Product quality has a positive and significant influence on consumer purchasing decisions at RR Collection Soppeng Regency, which indicates that improving product quality aspects such as performance, features, reliability, and aesthetics directly increases consumer interest and decisions to buy these products. Based on the results of the conclusions stated above, the RR Collection Management is advised to continue to improve and maintain product quality through feature innovation, increased durability, and responsive after-sales service in order to strengthen positive consumer perceptions, increase loyalty, and maintain product competitiveness in the market.

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INTRODUCTION

Stable economic development and the increasing development of information technology have a major impact on consumer behavior in choosing and purchasing products. Consumers now have more access to find information about various products available on the market via the internet and social media. This causes companies to have to work hard to maintain their competitiveness in the market. RR Collection, as one of the popular fashion brands, must ensure that the quality of the products offered is in accordance with consumer expectations in order to

continue to attract attention and maintain customer loyalty.

The increasingly tight competition in the fashion market requires companies to have a competitive advantage that can differentiate them from other competitors. One way to achieve this is to ensure that the products sold are of superior quality. Product quality covers various aspects such as materials, design, durability, and comfort of use. Consumers tend to choose products with good quality, which not only offer functional value but also aesthetics that suit their tastes. In this context, product quality is one of the elements that greatly influences consumer purchasing decisions.

Consumer purchasing decisions are a complex process and involve various factors, including product quality. When consumers feel that a product has good quality, they will be more likely to choose that product over other products. In addition, purchasing decisions are also influenced by factors such as price, brand, and previous purchasing experience. Therefore, it is very important for companies to understand how product quality can influence consumer purchasing decisions and how companies can improve their product quality to remain relevant and competitive in the market.

RR Collection, which has been known by many consumers, certainly has the challenge of maintaining and improving product quality in order to meet consumer expectations. In addition, it should be noted that product quality does not only include physical aspects, but also the emotional experience felt by consumers when using the product. By understanding the influence of product quality on consumer purchasing decisions, companies can design more effective marketing strategies and focus on improving product quality that suits market needs.

However, based on the results of observations made by researchers, consumers who made purchases at RR Collection in the last 4 (four) years, namely in 2020 - 2023, sales of RR Collection products in Soppeng Regency have decreased, this can be seen in the following table:

Table 1. RR Collection Sales Results in Soppeng Regency In 2021-2025

No	Year	Total Sales (Unit)
1	2021	1.544
2	2022	1.861
3	2023	1.482
4	2024	1.110

Source: Processed data, 2025

From table 1, it can be seen that overall, RR Collection in Soppeng Regency experienced significant fluctuations in its sales from 2021 to 2024. The increase in sales that occurred in 2022 could not be maintained in the following years, with a sharper decline in 2024. This decline indicates that the company needs evaluate the marketing strategy, product quality, and innovation implemented in order to re-optimize sales and face increasingly competitive market challenges. Seeing the importance of product quality in determining consumer purchasing decisions, this study aims to analyze the influence of product quality on consumer purchasing decisions at RR Collection. This study is expected to provide a deeper understanding of the relationship between product quality and consumer purchasing decisions, which in turn can help companies develop more appropriate marketing strategies to increase sales and customer satisfaction.

From the background above, researchers are interested in analyzing how the quality of products offered by RR Collection affects consumer purchasing decisions. Thus, this study is expected to provide useful insights for RR Collection management in making policies related to improving product quality, as well as contributing to the development of the fashion industry in

Indonesia in general.

Based on the description above, it encourages researchers to find out more about how IMC can influence consumer purchasing decisions so that the title "Analysis of the Influence of Product Quality on Consumer Purchasing Decisions at RR Collection, Soppeng Regency" was determined. Problem formulation is the most important thing in a study, this is needed so that the problem boundaries become clear so that they can be used as guidelines in conducting research. The formulation of the problem in this study is: Does Product Quality Influence Consumer Purchasing Decisions at RR Collection, Soppeng Regency? The research objectives to be achieved in writing this thesis are: To determine the influence of Product Quality on Consumer Purchasing Decisions at RR Collection, Soppeng Regency.

According to Basu and Hani in (Ginogaa et al., 2022) Marketing is a whole system of business activities aimed at planning, pricing, promoting, and distributing goods and services that can satisfy the needs of both existing and potential buyers. Then according to William J. Stanton in T.H.Handoko in (Surianti et al., 2023) stated that Marketing is a whole system of business activities aimed at planning, pricing, promoting, distributing goods and services that can satisfy the needs of both existing and potential buyers.

According to Kotler and Keller ini (Amrial & Masyadi, 2022) Marketing is one of the main activities that need to be carried out by companies, both goods and service companies, in an effort to maintain the survival of their businesses. Meanwhile, according to Tjiptono and Chandra in (Ginoga et al., 2022), Marketing means individual activities that are directed at fulfilling desires and needs through barter.

According to the American Marketing Association in (Rahmah et al., 2025) Marketing is a function of the organization and a series of processes of creating, communicating, and delivering value to consumers and managing relationships between consumers and companies to provide benefits to consumers and producers. Meanwhile, according to Brech in (Rahmah, Surianti, et al., 2023), marketing is the process of determining consumer demand for a product or service, motivating the sale of the product or service. According to Philip Kotler and Keller in (Prayogi & Subriadi, 2024) marketing is a human activity that is directed at meeting needs and desires through the exchange process. According to them, marketing is part of a social and managerial process that makes individuals and groups obtain what they need and want through the creation and reciprocal exchange of products and values with others.

Marketing management consists of planning, organizing, directing, controlling according to Ebert and Griffin in (Rahmah, Ramli, et al., 2023) or can also be said as designing and implementing plans. According to Kotler and Keller in (Ramli et al., 2024), Marketing management is defined as the art and science of selecting target markets and acquiring, retaining, and growing customers through creating, delivering, and communicating superior customer value. Furthermore, Kotler in (Minarti et al., 2023) states that Marketing management is the process of planning and implementing thinking, pricing, promoting and distributing ideas, goods and services to create exchanges that satisfy individual and organizational goals. Kinner and Kenneth (Minarti & Ginoga, 2022) Marketing Management is a process of planning, implementing and controlling each area of product offering, promotion, distribution and pricing. So it can be concluded that marketing management is a process to encourage and facilitate the exchange process that aims to satisfy each other to meet market targets.

According to Kotler in (Suhairi et al., 2020) Marketing Mix is a set of technical marketing tools that can be controlled, and which are combined by the company to produce the desired response in its target market. In marketing mix activities there are four components that are often

known as 4P which consist of: product, price, place, and promotion. Furthermore, according to Sumarni and Soeprihanto in (Paswan et al., 2011), Marketing mix is a combination of variables or activities that are the core of the marketing system, namely product, price, distribution, and promotion.

According to Kotler and Armstrong in (Prayogi & Subriadi, 2024), product quality is "the ability of a product to demonstrate its function, this includes the overall durability, reliability, accuracy, ease of operation, and repair of the product, as well as other product attributes." (Božek et al., 2021) defines product quality as "the expected level of quality and the control of diversity in achieving that quality to meet consumer needs." (Chuenyindee et al., 2022) provides a more comprehensive definition, he states that "quality is a dynamic condition related to products, people/labor, processes and tasks, and the environment that meets or exceeds customer or consumer expectations." Meanwhile, (Gupta et al., 2021) defines quality as "fitness for use, which means the ability of a product or service to meet customer needs." According to (Adil et al., 2023), "product quality is defined as the customer's overall evaluation of the goodness of the performance of goods or services." From these various definitions, it can be concluded that product quality is the overall features and characteristics of a product that can meet customer needs and expectations, both those stated explicitly and implicitly.

Purchasing decisions are one of the main components of consumer behavior. Consumer purchasing decisions are the stages that consumers use when purchasing goods and services" (Minarti & Ginoga, 2022). According to Swasta in Suhairi et al (2021) Purchasing decisions are a problem-solving approach to human activities to purchase goods or services to fulfill their desires and needs which consist of recognizing needs and desires, searching for information, evaluating purchasing alternatives, purchasing decisions and behavior after purchase.

METHOD

Type of Research

The research conducted in this study is quantitative research. Quantitative research uses numerical data and statistical techniques to understand the relationship between variables. In this case, this study explores how emotional branding affects customer loyalty among Es Teh Poci consumers at the Aspol Soppeng outlet. Quantitative research allows for precise measurement of these variables and statistical analysis to determine the strength and nature of the relationship between them

Data Collection Method

The data used in this study is primary data. Primary data is data obtained directly from the first source. This data collection is carried out by:

1. Interview method

The interview method is a method of collecting data by asking questions directly to respondents to obtain more accurate data regarding the problem to be discussed.

2. Questionnaire method

The questionnaire method is a method for obtaining data which is carried out by providing a list of questions to be filled in by respondents consisting of questions about the quality of RR Collection products in Soppeng Regency to determine the extent to which the quality of the product influences purchasing decisions

Data Analysis Technique

Data analysis will be conducted using simple linear regression analysis to determine whether product quality significantly influences buying decision. The regression analysis formula is as follows:

$$Y' = a + bx$$

Where:

Y' : Purchase decision

a : Constant

b : Regression coefficient

X: product quality

The analysis will be conducted using SPSS software to analyse the relationship between product quality and buying decision variable.

RESULTS AND DISCUSSION

The results of simple linear regression analysis show that product quality has a positive and significant effect on purchasing decisions. This finding confirms that the aspect of product quality is a key factor that can encourage consumers in making decisions to purchase RR Collection products.

Instrument and Hypothesis Testing

The tools used for data collection, including questionnaires and interviews, were tested for reliability and validity. The Cronbach's alpha value for the questionnaire exceeded 0.7, indicating that the tool is reliable for data collection. Additionally, the face and content validity of the questions were evaluated and deemed appropriate for the research context.

Hypothesis Testing:

The positive coefficient value of 0.531 indicates that the product quality variable will increase purchasing decisions by 0.531 units, assuming other variables are constant. This confirms a positive relationship, meaning that the better the product quality, the higher the consumer's tendency to make a purchasing decision. The standardized Beta value of 0.173 indicates that product quality has a moderate influence on purchasing decisions when compared to other variables (although in this model there is only one independent variable).

Answer to the Research Question

The research question asked is whether Product Quality has an effect on Consumer Purchasing Decisions at RR Collection, Soppeng Regency? The answer is Yes. Product quality has a positive and significant effect on consumer purchasing decisions at RR Collection, Soppeng Regency,

Findings

The findings show that product quality has a positive and significant effect on purchasing decisions. This finding confirms that the aspect of product quality is a key factor that can encourage consumers in making decisions to purchase RR Collection products.

Impact of Emotional Branding Elements:

Emotional branding elements, such as relationship building, sensory experiences, imagination, and brand vision, play a crucial role in building loyalty. These elements contribute to the formation of strong emotional bonds between consumers and the brand.

Interpretation of Findings

The research results show Product quality in the context of this study covers various dimensions, ranging from performance, features, reliability, to aesthetics and overall quality perception. These factors together shape consumer perceptions of the value of the products they use. When consumers assess a product as having good quality, their level of satisfaction will increase, which in turn strengthens purchase intentions and decisions.

In conclusion, product quality is a powerful tool for building deeper customer relationships, leading to long-term purchasing decision and improved customer retention..

CONCLUSIONS AND SUGGESTION

Based on the results of the research analysis, it can be concluded that: Product quality has a positive and significant influence on consumer purchasing decisions at RR Collection, Soppeng Regency, which shows that improving aspects of product quality such as performance, features, reliability, and aesthetics directly increases consumer interest and decisions to purchase the product.

Based on the conclusions presented above, RR Collection Management is advised to continue to improve and maintain product quality through feature innovation, increased durability, and responsive after-sales service in order to strengthen positive consumer perceptions, increase loyalty, and maintain product competitiveness in the market

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