

The Effect of Product Quality and Service Quality on Purchase Decisions Through Word of Mouth at PT Hosana Inti Branch Malang

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Abstract

This study examines four variables, namely product quality, service quality, word of mouth, purchasing decisions. The purpose of this study was to analyze and explain the effect of product and service quality on purchasing decisions by testing word of mouth as an intervention. Research respondents are consumers of PT Hosana Inti Malang Branch. A total of 321 people became the sample of this study. The analysis technique is descriptive, classical assumption test, and linear regression to confirm a structural equation model built by the researcher. A quantitative approach was chosen to explain the influence between research variables. Collecting data using a questionnaire. The results of this study found that word of mouth can mediate the influence of product quality and service quality so that it has an impact on increasing purchasing decisions at PT Hosana Inti Branch Malang.

Keywords: Product Quality, Service Quality, Word of Mouth Purchase Decision

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I. Introduction

Economic growth in Indonesia today is influenced by technology and globalization. According to Bank Indonesia data, Indonesia's economic growth in 2019 was above 5%. Entrepreneurs can take advantage of this opportunity to maximize marketing the products and services they produce. People's purchasing power in meeting their daily needs has increased as a result of positive economic growth. Needs are divided into three (judging from the urgency or not), namely the first primary needs are the main needs or natural needs, the needs that are required by nature, for example, food, clothing, housing. The second need is the secondary need, namely the need for additional goods. This need is a result of the increasing human civilization, for example, kitchen utensils and electronic equipment. The third need is the need for tertiary or luxury needs, which are needs that can only be satisfied if the community is in a rich society. These needs can include Primary and Secondary needs but in excess quantity or luxury quality. Examples of Tertiary needs are luxury homes, luxury clothes, and others.

Industrial developments also occur in the development of the household appliance industry. This development creates strong competition, so the Company is required to optimize its resources to face the competition. Companies are required to have the right way and strategy so that the company has a competitive advantage to win the competition in marketing its products. Business managers are required to be able to create a competitive advantage over various variables that can influence consumer purchasing decisions so that they can survive and develop, that advantage is the use of appropriate marketing strategies to satisfy customers and face competition in this business. Companies that have strong competitiveness that will be able to survive and develop. In addition to competitive advantage, an effective marketing strategy must be a concern. Another marketing strategy is to bring in new customers and retain existing ones. where retaining existing customers is a priority because it is cheaper and easier than bringing in new customers.

Consumers Before deciding to buy a product, try to get complete and detailed product information from advertisements or other people. Consumers will weigh and evaluate existing alternatives. Consumers decide to buy, then what is decided include the right time to buy, which products are following their wishes, and how to buy them. The role of Marketing in this position is very important to evaluate the extent to which the promotions that have been carried out are under the expectations of the Company, namely influencing prospective consumers to make purchases of products offered by the company. According to Tjiptono (2014), Purchase Decision is a process where consumers recognize the problem, seek information about a particular product or brand, and then evaluate how well each alternative can solve the problem, which then leads to a purchase decision. Rumondor's research, Wenda Priskyla (2017) says that product quality has a positive and significant effect on purchasing decisions. The research of Febriana, Diana, et al (2014) states that there is a significant effect of Word of Mouth on Purchase Decisions.

The product is an important factor that needs to be considered by the company because it is from the sales turnover of the product that the company can obtain a sales turnover that generates profits. Consumers can demand the company to maintain product quality or improve the products offered. Products that can be

successful in the market are suitable products and of quality as expected by consumers. According to Kotler and Armstrong (2012), product quality is the ability of a product to perform its functions, this includes durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes. In the research of Aziz, Yusuf, et al, (2019), it is stated that product quality has a direct positive effect on purchasing decisions through word of mouth and has no effect on purchasing decisions. According to Pradista's research, Risma, et al (2017) stated that product quality directly through Word of Mouth has a significant influence on purchasing decisions.

In addition to product quality, another important factor is service quality. By providing good service quality, consumers will make repeat purchases. According to Munir (2005), Service Quality is the process of meeting needs through the activities of other people directly. Meanwhile, according to Parasurahman, in Tjiptono (1998) identifying service quality indicators include reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding / knowing the customer, and tangible. According to revelation research, Hardi et al, (2017) stated that service quality had a significant positive effect on Word Of Mouth. According to research by Atifah, Suci, et al, (2020) stated that service quality has a positive and significant effect on purchasing decisions.

Humans in their daily communicate with others through word of mouth. This communication is for exchanging ideas, exchanging information, or for other needs. Communicating by word of mouth or called word of mouth to spread information to others. According to Hasan (2010), word of mouth is the act of consumers providing information to other consumers from one person to another (interpersonal) non-commercially both brands, products, and services. According to Sernvitz Word of mouth. There are five dimensions of Word, namely, Talkers, Topic, Tools, Talking part, and tracking. Customers will trust more credible sources (known people) than salespeople or marketers. According to Kertajaya (2007). Consumers trust word of mouth more from stories of consumers who have used the product rather than advertisements, posters, or salespersons. At this stage, the marketer's role is needed to build a positive word of mouth so that consumers can promote, build an image and even sell products as the company wants. Research by Juniantoko, et al, (2017) states that word of mouth has a significant effect on purchasing decisions, research by Pradesta, Risma, et al, (2017) states that there is a positive and significant influence between word of mouth on purchasing decisions.

PT Hosana Inti is a household appliance distributor company with the Hakasima brand which is headquartered in South Jakarta with 150 Branch Offices spread throughout Indonesia and has more than 200 kinds of products. The products owned by PT Hosana Inti are imports from Korea, Germany, PRC, Italy, and France (PT Hosana Inti, Inventory section, 2019). Initial observations made by researchers at PT Hosana Inti Branch Malang, researchers found that several products were returned by consumers. The researcher found that there were consumer reports about product use errors because the product explanation made by the salesperson was incomplete, this caused dissatisfaction by consumers and resulted in the incorrect use of the product and product returns. The researcher also found that there were sales fluctuations in 2019, there was a decline in sales in February, April, and June. Meanwhile, there was an increase in sales only in March, April, and September. This can be shown by the sales data of PT Hosana Inti Malang in 2019, along with the sales data of PT Hosana Inti in 2019. According to the sales data of PT Hosana Inti in 2019, sales fluctuated. Due to this, the company must know the cause so that it can evaluate the decline in sales and can take steps for the next improvement, for example evaluating product quality, service quality, and company word of mouth to consumers. strategy in product marketing of PT Hosana Inti Malang Branch, so that the influence of product quality and service quality on household appliance purchasing decisions through word of mouth at PT Hosana Inti Malang branch becomes a very interesting research topic.

II. Literature review

According to Tjiptono (2014), Purchase Decision is a process where consumers recognize the problem, seek information about a particular product or brand, and then evaluate how well each alternative can solve the problem, which then leads to a purchase decision. According to Handoko (2012), explaining that the purchase decision is an approach to solving human problems in buying an item or service in meeting their needs from recognizing needs, seeking information, evaluating alternative purchases and conditions after purchase.

Word of mouth or word of mouth communication is communication given by consumers to other consumers or from someone to other people (interpersonal) non-commercially, about product brands or service marks Hasan (2013). Word Of Mouth is a word-of-mouth communication, both positive and negative things that will quickly spread Kumaji (2016).

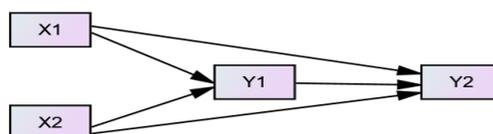
According to Rhamdani, (2017), service quality focuses on efforts to fulfill consumer needs and desires as well as delivery accuracy to balance customer expectations. According to Lovelock, (2011), service quality is the level of expected excellence and control over that advantage to fulfill customer desires. Good or bad service quality depends on the ability of service providers to consistently meet customer expectations.

According to Kotler and Keller, (2014), product quality is the totality of product features and characteristics

that depend on the ability to satisfy stated needs. Product quality is the ability of a product to perform its functions, including the overall durability, reliability, ease of operation, and improvement of the product as well as product attributes. Product quality is the ability of a product to perform its function. Kotler and Armstrong (2015) define product quality as the characteristics of a product or service that can meet consumer needs.

Previous research on the effect of product quality and service quality on purchasing decisions through word of mouth, namely Wahyu, Hardi, Agung, (2017), Puspitasari, Anita, (2014), Rumondor, Wenda, Priskyla, (2017), Satmoko, Dwi, Taufiq, et al, (2016), Atifah, Suci and Suhardi, (2020), Juniantoko, et al, (2017), Febiana, Dina, et al, (2014), Nugraha, AAFinnan, et al, (2015), Pradesta, Risma, et al, (2017), Aziz, Yusuf, et al, (2019).

Figure 1. Structural Equation Model



Notes:

X_1 = Product Quality

X_2 = Service Quality

Y_1 = Word of Mouth

Y_2 = Purchase Decision

III. Research methods

3.1 Research Design

This research design is quantitative with four research hypotheses. Description analysis is used to explain the description of each variable studied and multiple linear regression analysis is used to determine the effect between the variables tested. Questionnaires were used to collect primary data. Respondents only chose five answers according to the Likert scale on choice 1 which strongly disagreed, 2 disagreed, 3 was neutral, 4 was agreed and 5 was strongly agreed.

3.2 Population and Sample

The research was conducted in the period from September 1, 2021, to October 31, 2021. The research respondents were all consumers of the PT Hosana Inti Malang branch with a total of 1,623 people. The Slovin formula was used to determine the sample so that a sample of 321 respondents was obtained. The sampling technique used is simple random sampling with the consideration that all consumers have the same opportunity to answer the research questionnaire.

3.3 Variables and Indicators

Product quality is measured by seven indicators, namely performance, reliability, confirmation, durability, serviceability, aesthetics, and perception. Service quality is measured by five indicators, namely reliability, responsiveness, assurance, empathy, and physical evidence. Word of mouth is measured by three indicators, namely telling, recommending, and inviting. While purchasing decisions are measured by three indicators, namely product choice, brand choice, and payment. The structure of variables, indicators, and the number of research instruments is presented in Table 1.

Table 1. Variables, indicators, and research instruments

Variables dan Indicators	Number of instruments
Product Quality (X_1)	
Performance (X1.1)	2
Reliability (X1.2)	2
Confirm (X1.3)	2
Durability (X1.4)	2
Service Ability (X1.5)	2
Aesthetics (X1.6)	2
Perception (X1.7)	2
Service Quality (X_2)	
Reliability (X2.1)	2
Responsiveness (X2.2)	2
Guarantee (X2.3)	2
Empathy (X2.4)	2
Physical Evidence (X2.5)	2
Word of Mouth (Y_1)	
Telling (Y1.1)	2
Recommend (Y1.2)	2
Invite (Y1.3)	2
Purchase Decision (Y_2)	
Product Choice (Y2.1)	2
Brand Choice (Y2.2)	2
Payment (Y2.3)	2
Total	36

IV. Research result

4.1 Respondent Profile

PT Hosana Inti is the sole distributor of household appliances under the brands Hakasima, Bianco, Baby Bless, and Silit Made Germany. However, with time, the Hakasima Brand is the most superior in sales. Researchers measure respondents' perceptions of the effect of product quality and service quality. Word of mouth as an intervening variable on purchasing decisions. The data collected were 321 questionnaire units. Respondent profiles are presented in Table 2.

Table 2. Profile of Respondents

Age	%	Level of Education	%
21 – 30	27,4	No school	6,2
31 – 40	37,1	Elementary-Junior High	28,3
41 – 50	10,0	High School-Diploma	37,4
>50	25,5	Bachelor and above	28
Gender	%	Income	%
man	7,8	<3 Million	24,6
woman	92,2	3 - 5 Million	26,2
		5 - 7 Million	24,9
		< 7 Million	24,3

There are more female respondents than men because there are more women who shop for household furniture and the age range is more than 31 to 40, the level of education is high school diploma and an income of 3-5 million which means that more women are already married and have enough income to buy household furniture.

4.2. Analysis Results Description

Analysis of data processing using the SPSS (Statistical Package for Social Science) program. There are four variables, 18 indicators, and a total instrument of 36 items. The results of the validity and reliability testing for 36 items proved valid from the probability of each instrument not exceeding the 5% error rate, meaning that the respondent understood the meaning of the measurements in the questionnaire (see Appendix). The results of the research instrument reliability test showed a good level of reliability as evidenced by the Cronbach alpha value not exceeding 0.6. The results of the descriptive analysis for each research variable, indicator, and 36 research instruments are presented in the appendix.

The description of respondents' perceptions can be analyzed from the average value generated by the indicators and instrument items. The indicator that best describes purchasing decisions is that respondents tend to agree about the brand of products sold by PT Hosana Inti following consumer expectations. The indicator that best describes word of mouth is that consumers are willing to tell other people about the advantages of the product. The indicator that best describes product quality is that Hakasima products have product functions as needed. The indicator that best describes the quality of service is that the employees of PT Hosana Inti provide the right service to consumers.

4.3. Results of linear regression analysis

The structural equation model is built by doing regression twice, with the regression model equation as follows:

The first multiple linear regression model: $Y_1 = 0.306 X_1 + 0.314 X_2 + e_1$

Second multiple linear regression model: $Y_2 = 0.358 X_1 + 0.214 X_2 + 0.187Y_1 + e_2$

Notes:

X_1 = Product quality

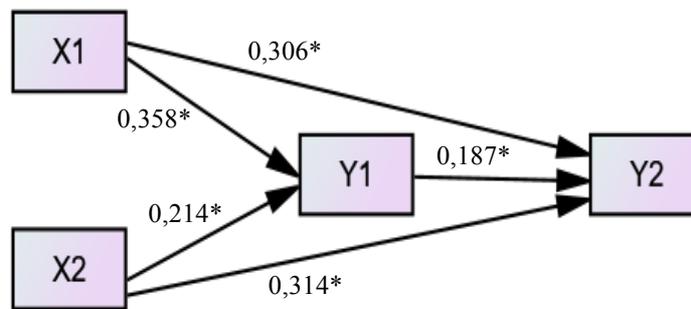
X_2 = Quality of service

Y_1 = Word of mouth

Y_2 = Purchase decision

The results of the structural equation model are presented in Figure 2 below:

Figure 2. Structural Equation Model and Coefficient of Path



Note: *) level significant of probability less than 0,05

There are three regression coefficients in the structural equation model above. The regression coefficient of product quality and service quality showed a significant effect on word of mouth, product quality, and service quality showed a significant effect on purchasing decisions, and the regression coefficient for word of mouth as an intervention showed a significant effect. The results of the path analysis evaluation are presented in Table 3.

Table 3. Path Analysis Results.

Path	Direct Influence	Significance	result
Product Quality to Word of Mouth	0,358	0,000	Significant
Service Quality to Word of Mouth	0,214	0,000	Significant
Product Quality to Buying Decision	0,306	0,000	Significant
Service Quality to Buying Decision	0,314	0,000	Significant
Word of Mouth to Buying Decision	0,187	0,000	Significant

V. Discussion

Product quality is a thorough evaluation of customers of the performance of a product. An indicator of product quality that makes a major contribution to word of mouth is performance. From these results, it can be concluded that the function of the product according to the needs will have a major impact on word of mouth. Product quality cannot be ruled out, because the characteristics of the product can meet consumer needs, which in turn will be beneficial for consumers. This is also explained in the research of Wahyu, et al, (2017), Puspitasari (2014) and Rumondor, et al, (2017) which explain that product quality has a positive and significant effect on word of mouth.

Quality of service provides quality services to design market offerings that provide more value than competitors trying to win over the same market companies must understand customers and develop strong customer relationships. The indicator of service quality that makes a major contribution to service quality is reliability which shows respondents tend to agree about PT Hosana Inti employees providing appropriate service to consumers. From these results, it can be understood that the services provided are following the target, namely to consumers. Good service quality and as expected by customers can increase positive word of mouth so that the information conveyed will have a good impact on PT Hosana Inti Branch Malang. This is in line with the

research of Wahyu, et al (2017), Satmoko, Dwi Taufiq, et al (2016), and Pradesta, Risma, et al (2017) about service quality on word of mouth has a positive and significant effect, providing evidence that service to consumers can increase positive word of mouth.

Good word of mouth can attract potential consumers to decide to buy a product. Meanwhile, if word of mouth is not good, it can have an impact on the absence of purchases from consumers. Good word of mouth is the capital of a business so that consumers make purchases, even consumers can make repeat purchases. Word of mouth must be maintained properly, such as maintaining telling stories, recommending, and even inviting other consumers to buy PT Hosana Inti Branch Malang products. This is in line with research by Juniantoko, et al (2017), Febiana, Dina, et al (2014), and Nugraha, A.A. Finnan, et al (2015) on the influence of service quality on purchasing decisions.

Word of mouth also mediates the effect of product quality on purchasing decisions. This means that good product quality will build word of mouth of a product which will ultimately have an impact on purchasing decisions. Product quality must be maintained properly. If the quality of the product decreases or changes, it will make the word of mouth of a product not good. Which of course will affect the purchase decision. Maintaining product quality is not easy, it takes enough experience so that the product is always consistent in taste, raw materials, and even in terms of appearance. Consistency is the main key to product quality. In this study, the most influential variable is the product function variable as needed. It can be concluded that product performance is the main key in the formation of good word of mouth so that it has a positive effect on product purchases.

Word of mouth mediates the effect of service quality on purchasing decisions. It can be interpreted that service quality can influence purchasing decisions with the help of word of mouth from a company or product. Good service quality will have an impact on word of mouth on purchasing decisions. Customer trust gained from service quality is expected to make customers decide to buy the product. Word of mouth is a factor that must be maintained by the owner of a business. Consumers are important in a business. Word of mouth obtained from the quality of service is expected to persuade consumers to decide to buy our products. Good word of mouth is the capital of a business so that consumers make purchases, even consumers can make repeat purchases.

VI. Conclusions and Recommendations

The study concludes that purchasing decisions are also influenced by service quality, the decision to buy a product is influenced by product choice, word of mouth also mediates the effect of product quality on purchasing decisions and word of mouth mediates the effect of service quality on purchasing decisions. Suggestions for the leadership of PT Hosana Inti Malang branch are expected to maintain the quality of the products they market, employees of PT Hosana Inti should still be given training on the uses, benefits and how to use the products to be marketed, employees of PT Hosana Inti Malang branch are expected to embrace consumers to become consumers -Loyal consumers and for future researchers are advised to replace the Word Of Mouth variable with the Direct Selling variable, so that it can be seen how much the Direct Selling variable mediates purchasing decisions on product sales of PT Hosana Inti Branch Malang. Because these variables are still the main marketing strategy at PT Hosana Inti Malang Branch.

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Appendix

Variabel	Item	Pearson correlation	T table	Description
Product quality (X1)	X1.1.1	0,539	0,1967	Valid
	X1.1.2	0,589	0,1967	Valid
	X1.2.1	0,528	0,1967	Valid
	X1.2.2	0,634	0,1967	Valid
	X1.3.1	0,609	0,1967	Valid
	X1.3.2	0,521	0,1967	Valid
	X1.4.1	0,582	0,1967	Valid
	X1.4.2	0,587	0,1967	Valid
	X1.5.1	0,476	0,1967	Valid
	X1.5.2	0,411	0,1967	Valid
	X1.6.1	0,376	0,1967	Valid
	X1.6.2	0,502	0,1967	Valid
	X1.7.1	0,358	0,1967	Valid
	X1.7.2	0,443	0,1967	Valid
Service quality (X2)	X2.1.1	0,563	0,1967	Valid
	X2.1.2	0,617	0,1967	Valid
	X2.2.1	0,613	0,1967	Valid
	X2.2.2	0,626	0,1967	Valid
	X2.3.1	0,613	0,1967	Valid
	X2.3.2	0,574	0,1967	Valid
	X2.4.1	0,530	0,1967	Valid
	X2.4.2	0,502	0,1967	Valid
	X2.5.1	0,568	0,1967	Valid
	X2.5.2	0,523	0,1967	Valid
Word of mouth (Y1)	Y1.1.1	0,606	0,1967	Valid
	Y1.1.2	0,621	0,1967	Valid
	Y1.2.1	0,539	0,1967	Valid
	Y1.2.2	0,588	0,1967	Valid
	Y1.3.1	0,555	0,1967	Valid
	Y1.3.2	0,589	0,1967	Valid

Variabel	Item	Pearson correlation	T table	Description
buying decision (Y ₂)	Y2.1.1	0,668	0,1967	Valid
	Y2.1.2	0,560	0,1967	Valid
	Y2.2.1	0,667	0,1967	Valid
	Y2.2.2	0,620	0,1967	Valid
	Y2.3.1	0,680	0,1967	Valid
	Y2.3.2	0,552	0,1967	Valid

Note :

No	Variabel	Indikators	Items
1	Product quality (X ₁)	performance	1. Hakasima products have product functions as needed
			2. Hakasima products are very satisfying to consumers
		reliability	3. PT Hosana Inti's household products are very reliable
			4. PT Hosana Inti's household products have no defects
		confirmation	5. PT Hosana Inti's products comply with the established standards.
			6. Original PT Hosana Inti Products
		durability	7. PT Hosana Inti's products have quality materials
			8. PT Hosana Inti products have strong durability
		Service Ability	9. PT Hosana Inti products are easy to repair
			10. PT Hosana Inti employees are very competent in serving consumers
		Aesthetics	11. PT Hosana Inti products have an attractive appearance
			12. PT Hosana Inti's products are unique in that consumers can see
		perception	13. Consumers of PT Hosana Inti rate the product as good quality
			14. Consumers of PT Hosana Inti assess the reputation of the seller as trustworthy
2	Service quality (X ₂)	reliability	15. PT Hosana Inti employees provide the right service to consumers
			16. PT Hosana Inti employees can answer consumer questions
		responsiveness	17. PT Hosana Inti employees are friendly and fun
			18. Employees of PT Hosana Inti can explain product specifications correctly.
		guarantee	19. There is a guarantee for the service of PT Hosana Inti's products
			20. There is a manual for using PT Hosana Inti products
		empathy	21. PT Hosana Inti employees treat customers with great care
			22. PT Hosana Inti employees greet consumers with a smile and friendly
		physical evidence	23. The appearance of PT Hosana Inti employees is polite and attractive
			24. The PT Hosana Inti office is comfortable and clean.
3	Word of mouth (Y ₁)	tell	25. Consumers are willing to tell other people about the advantages of the product
			26. Consumers are willing to explain the benefits of the products used
		recommend	27. Consumers are willing to recommend products to other colleagues.
			28. Consumers are willing to recommend the benefits obtained after buying the product.
		invite	29. Consumers are willing to invite to buy products at PT Hosana Inti.
			30. Consumers are willing to promote product guarantees to others.
4	buying decision (Y ₂)	product choice	31. When buying household appliances, consumers choose PT Hosana Inti products
			32. Shopping for household appliances at PT Hosana Inti is the main choice for consumers
		brand choice	33. When buying household appliances, consumers choose the brand sold by PT Hosana Inti
			34. The brand of products sold by PT Hosana Inti is following consumer expectations.
		payment	35. Purchasing household appliances in cash at PT Hosana Inti is not a problem
			36. Non-cash purchases at PT Hosana Inti are preferred by consumers.