



THE EFFECT OF PRODUCT QUALITY AND SERVICE QUALITY ON GARUDA PRODUCT PURCHASE DECISIONS THROUGH BRAND IMAGE AT CV. FAMILI SAKATO, SEBERIDA DISTRICT, INDRAGIRI HULU REGENCY

Veni Arista Lipti ^{*} Kurnia Dewi ² Novriyani ³

Institute of Technology and Business Indragiri

veniaristalipti@gmail.com kurniadewi@gmail.com novriyani@gmail.com

Abstract

CV. Famili Sakato is a company engaged in sales and distribution with a fairly wide coverage in Indragiri Hulu Regency. The problem that arises is that the number of consumers fluctuates, experiencing increases and decreases. Purchasing decisions are influenced by many factors, including product quality, service quality, and purchasing decisions. The research lasted approximately 6 (six) months. The objective of the study was to analyze the influence of product quality, service quality, and brand image on purchasing decisions for Garuda products at CV. Sakato family in Seberida Sub-district, Indragiri Hulu District. The type of research is quantitative. The data used is primary data. To analyze the data, quantitative methods were used, including path analysis, multiple correlation coefficients and determination, F-tests, and t-tests, which were assisted by SPSS. Based on the research results and discussion, the following conclusions can be drawn: product quality, service quality, and brand image influence the purchase decision of Garuda products at CV. Sakato Family, Seberida Sub-district, Indragiri Hulu Regency.

Keywords: *Product Quality, Service Quality, Brand Image, Purchase Decision.*

INTRODUCTION

CV. Famili Sakato is a company engaged in sales and distribution with a fairly extensive reach in Indragiri Hulu Regency. This company has a very large opportunity to expand its reach to the Inhu-Jambi border. The company, with a goods-to-consumer distribution system, sells Garuda Food, Coca-Cola, and various other product brands in bulk. This system is attractive to consumers because it is seen as effective and efficient, because consumers do not need to go shopping in person, because CV. Famili Sakato employees will visit their customers.

Table 1.1 Product Purchase Data at CV. Famili Sakato 2019-2024

NO.	Year	Number of Customers	Percentage (%)
1.	2019	6.101	-
2.	2020	6,981	14.42
3.	2021	5,987	(14.24)
4.	2022	3,390	(43.38)
5.	2023	3.101	(8.53)
6.	2024	3,234	4.29

Source: CV. Sakato Family, 2025 .

Table 1.1 shows a summary of CV. Famili Sakato's customer base from 2019 to 2024. The number of customers fluctuates, with increases and decreases. The lowest number of

customers was in 2023, with 3,101, and the highest number of customers was in 2020, with 6,981 customers spread across Seberida District and its surroundings.

Another factor influencing consumer purchasing decisions is product quality. Product quality is a key consideration for consumers. Consumers expect the best quality in the products they purchase. Therefore, product quality is closely linked to consumer value and satisfaction. Product quality must be consistently maintained to ensure products consistently meet predetermined standards and avoid losing consumer trust.

Service quality is also a variable that influences purchasing decisions for a product. Improving the quality of customer service is key for companies to create customer satisfaction. Consumers with a high level of education require companies to prioritize service quality. Loyalty, in this case, refers to consumers who spend a significant amount of money to obtain a company's products; in other words, consumers are not concerned about the high cost.

In addition to product quality and service, brand image is also a variable that influences purchasing decisions. Brand image is crucial for a company to gain consumer trust in its products. Once a brand image is established, it not only generates brand trust but also influences purchasing decisions.

In relation to the description above, the author intends to discuss and provide the title **"The Influence of Product Quality and Service Quality on Purchasing Decisions for Garuda Products Through Brand Image at CV. Famili Sakato, Seberida District, Indragiri Hulu Regency"**.

LITERATURE REVIEW

Buying decision

Purchasing decisions are part of consumer behavior, consumer behavior is about how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences to satisfy their needs and desires. (Kotler and Armstrong, 2016:110) . Purchasing decisions are decisions of a buyer also influenced by personality traits, including age, occupation, economic circumstances. Consumer behavior will determine the decision-making process in making purchases. (Pakpahan M, 2016:47) . Purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people, and processes. So that it forms an attitude in consumers to process all information and draw conclusions in the form of responses that appear for the product to be purchased. (Alma, 2018:117) .

Product Quality

Product Quality is the ability of a product to perform its function, including durability, reliability, accuracy, ease of operation and repair, and other valuable attributes. (Daga, 2017:37). Product quality is the ability of a product to provide results or performance that match or even exceed what consumers want. (Maharani, 2019:18). Product quality means the quality of work or the ability of a product to perform its function, the company chooses the level of facilities that suit the needs of the target market and the level of competing products. (Fuadi and Wijayanti, 2022:144).

Quality of Service

Service Quality is an important component that must be considered in providing excellent service quality. Service Quality is a central point for companies because it affects customer satisfaction and customer satisfaction will arise if the quality of service provided is good. (Aria and Atik, 2018:16). Service quality is a measure to assess whether a service has the desired

utility value or in other words, an item can be said to have quality if its utility value or function is in accordance with what is desired. (Gunawan, et al, 2019). Service quality is a company's expertise in meeting customer expectations and also if the service received or experienced is as expected, so that quality is perceived as good and can satisfy customers. (Cesariana, 2022:87).

Brand Image

A brand is a product that has a dimension that differentiates it from others that is intended as a substitute. (Kotler & Keller, 2016:178). Brand image is a representation of the overall perception of a brand and is formed from information and past experiences with that brand. (Setiadi, 2018:109). Brand image is a description of consumer associations and beliefs about a particular brand. Meanwhile, brand image is how people actually perceive them. In order for the correct image to be embedded in the minds of customers, marketers must look to show brand identity through all available communication and brand contact means. (Tjiptono, 2019:112).

RESEARCH METHODOLOGY

The type of research used in this study is descriptive research with a quantitative method which is data or information obtained in the form of numbers obtained from the company and can be processed using analysis with a statistical system.

The population in this study is The total number of customers of CV. Famili Sakato, Seberida District, Indragiri Hulu Regency in 2024 was 26,614. Meanwhile, the sample in this study numbered 97 people . Data was collected by taking random samples, or in other words, sampling.

The data sources used in this study are primary and secondary data. Primary data in this study are obtained directly from distributing questionnaires to research respondents. Secondary data, on the other hand, relates to the theoretical basis obtained from literature studies and data obtained directly from the company. These include a brief history of the organization, its organizational structure, job descriptions, and other materials needed to discuss the problem.

For determine coefficient track (Pyxi) used formulation with based on to coefficient regression by using coefficient calculations regression with program SPSS.

$$X_3 = \rho_{X_3 X_1} X_1 + \rho_y$$

$$Y = \rho_{y X_1} X_1 + \rho_{y X_2} X_2 + \rho_{y X_3} X_3 + \epsilon$$

Information :

- Y = Buying decision
- ρ_y = Path Analysis Coefficient
- X₁ = Product Quality
- X₂ = Service Quality
- X₃ = Brand I

The data analysis technique used in this study is path analysis . This quantitative method is applied and analyzed using path analysis, correlation coefficient, determination coefficient, and t-test using SPSS .

For further details regarding the framework of thought with *the Path Analysis model* of this research, which consists of The variable indicators can be seen in the following image:

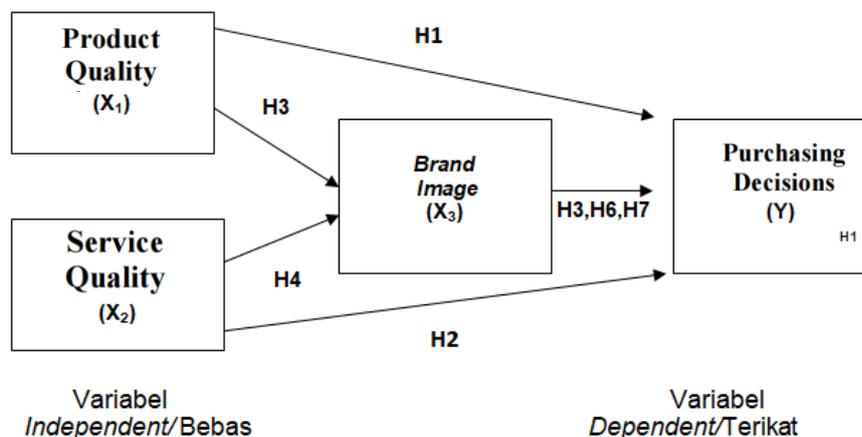


Figure 1. Research Framework

Hypothesis

- H₁** It is suspected that product quality directly influences the purchasing decisions of Garuda products at CV. Famili Sakato, Seberida District, Indragiri Hulu Regency.
- H₂** It is suspected that service quality has a direct influence on the purchasing decision of Garuda products at CV. Famili Sakato, Seberida District, Indragiri Hulu Regency.
- H₃** It is suspected that brand image has a direct influence on product purchasing decisions. Garuda at CV. Sakato Family, Seberida District, Indragiri Hulu Regency.
- H₄** It is suspected that product quality has a direct influence on the brand image of Garuda products at CV. Famili Sakato, Seberida District, Indragiri Hulu Regency.
- H₅** It is suspected that service quality has a direct influence on the brand image of Garuda products at CV. Famili Sakato, Seberida District, Indragiri Hulu Regency.
- H₆** It is suspected that product quality has an indirect effect on purchasing decisions through brand image at CV. Famili Sakato, Seberida District, Indragiri Hulu Regency.
- H₇** It is suspected that service quality has an indirect effect on purchasing decisions through brand image at CV. Famili Sakato, Seberida District, Indragiri Hulu Regency.

RESULTS AND DISCUSSION

Instrument Test

a. Validity Test

As for the validity test for the variables Product Quality (X_1), Service Quality (X_2), *Brand Image* (X_3) and Purchase Decisions (Y) can be seen in the following table:

Table 4.1 . Validity of the Product Quality Variable Instrument (X_1)

No Statement	r _{count}	r _{table}	Information
Product quality 1	0.713	0.1996	Valid
Product quality 2	0.762	0.1996	Valid
Product quality 3	0.672	0.1996	Valid
Product quality 4	0.786	0.1996	Valid
Product quality 5	0.713	0.1996	Valid

Source : Processed from SPSS

Table 4.2 . Validity of the Service Quality Variable Instrument (X₂)

No Statement	r _{count}	r _{table}	Information
Service quality 1	0.877	0.1996	Valid
Service quality 2	0.997	0.1996	Valid
Service quality 3	0.585	0.1996	Valid
Service quality 4	0.862	0.1996	Valid

Source : Processed from SPSS

Table 4.3 . Validity of the Brand Image Variable Instrument (X₃)

No Statement	r _{count}	r _{table}	Information
Brand image 1	0.792	0.1996	Valid
Brand image 2	0.751	0.1996	Valid
Brand image 3	0.956	0.1996	Valid

Source : Processed from SPSS

Table 4 . 4 . Validity of the Purchase Decision Variable Instrument (Y)

No Statement	r _{count}	r _{table}	Information
Purchase decision 1	0.825	0.1996	Valid
Purchase decision 2	0.890	0.1996	Valid
Purchase decision 3	0.789	0.1996	Valid
Purchase decision 4	0.712	0.1996	Valid
Purchase decision 5	0.847	0.1996	Valid
Purchase decision 6	0.585	0.1996	Valid

Source : Processed from SPSS

Based on the test results of each the statement produces a calculated correlation coefficient r which greater than r_{table} . In other words, the instrument The research consisted of 4 statements and all statement items were assessed as valid.

b. Reliability Test

In this study, reliability testing was conducted using the *Cronbach's alpha method*. An instrument is considered reliable if its *Cronbach's alpha* value is greater than 0.60. The results of the reliability calculations for variables X and Y are as follows:

Table 4.5 . Reliability Test of Variables X₁ , X₂ , X₃ and Y

Variables	N of Items	Cronbach's Alpha	Note
Product quality (X ₁)	4	0, 857	Reliable
Service quality (X ₂)	5	0, 746	Reliable
Brand image (X ₃)	3	0, 809	Reliable
Purchase decision (Y)	5	0, 852	Reliable

Source: Primary Data Processed From SPSS Version 2 5 .00

The *Cronbach's alpha* value is above 0.60 . For variable (X₁) the *Cronbach's alpha* is 0.857 , variable (X₂) the *Cronbach's alpha* is 0.746 , and variable (X₃) the *Cronbach's alpha* is 0.809 . and variable (Y) has a *Cronbach's alpha* of 0.852 . This shows that the instruments used for all variables are reliable and dependable

Classical Assumption Test

Normality Test

output results from the normality test with *Kolmogorov-Smirnov* are as follows :

Table 4.6 . Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters ^{a,b}	.0000000	.0000000
	.69594893	.48257333
Most Extreme Differences	.144	.178
	.100	.107
	-.143	-.178
Test Statistics		.143
Asymp. Sig. (2-tailed)		.184 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Kolmogorov-Smirnov normality test shows an *Asymp. Sig. (2-tailed)* value of 0.184, which is greater than 0.05. Therefore, it can be concluded that the population data for the variables Product Quality (X1), Service Quality (X2), Brand Image (X3), and Purchase Decision (Y) are normally distributed.

Linearity Test

This research must have a linearity test that aims to determine whether the independent variable and the dependent variable have a linear relationship or not, by finding out the *sig. Deviation from linearity value* of variable X and variable Y. If the sig value is > 0.05 then it can be stated that the two variables have a relationship, conversely if the value obtained is < 0.05 then it means that the two variables are not linear. The results of the linearity test calculation from this research are as follows:

Table 4.7 . Results of Linearity Test of Variable X₁ Against Y

		Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)	1513,705	5	302,741	250,294	.000
	Linearity	1506,926	1	1506,926	1245,868	.000
	Deviation from Linearity	6,779	4	1,695	1,401	.240
Within Groups		110,068	91	1,210		
Total		1623,773	96			

Source: SPSS Output Results Version 25.00

Table 4.8 Results of Linearity Test of Variable X₂ Against Y

		ANOVA Table				
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)	1549,841	8	193,730	230,592	.000
	Linearity	1517,963	1	1517,963	1806,794	.000
	Deviation from Linearity	31,878	7	4,554	5,420	.134
Within Groups		73,932	88	.840		
Total		1623,773	96			

Source : SPSS Output Results Version 25.00

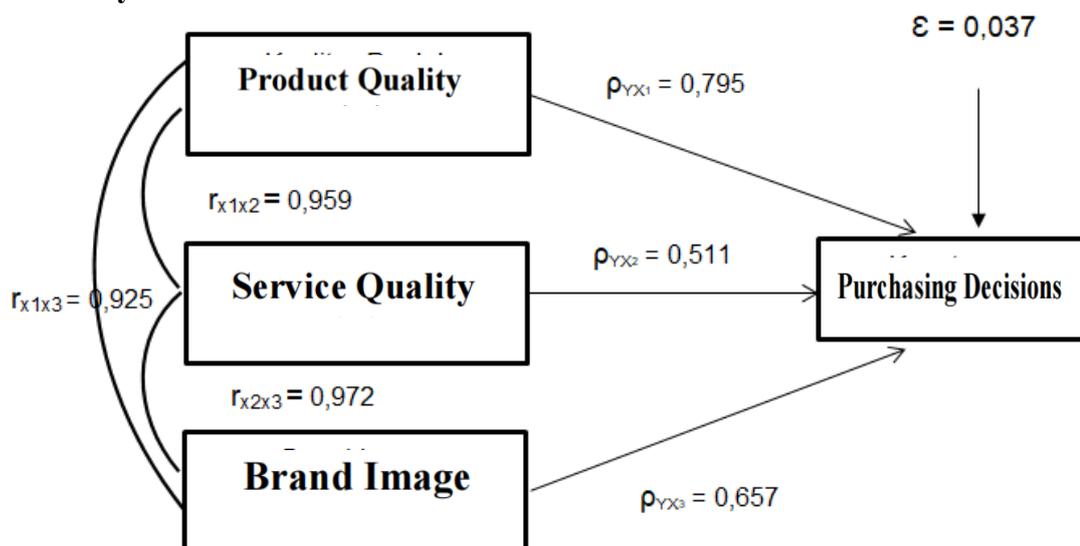
Table 4.9 Results of Linearity Test of Variable X₃ Against Y

		ANOVA Table				
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)	1536,911	5	307,382	322,025	.000
	Linearity	1503,442	1	1503,442	1575.063	.000
	Deviation from Linearity	33,469	4	8,367	8,766	.252
Within Groups		86,862	91	.955		
Total		1623,773	96			

Source: SPSS Output Results Version 25.00

the sig deviation from linearity values are 0.240 , 0.134, 0.252 > 0.05, so it can be concluded that there is a linear influence between the independent and dependent variables.

Path Analysis



The results of the path analysis calculations are as follows:

Table 4.10 Results of *Path* Coefficient Analysis

Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.507	.557		2,911	.000
	X1	.966	.138	.483	5,979	.000
	X2	.456	.136	.381	4,336	.000
	X3	1,004	.180	.467	5,569	.000

a. Dependent Variable: Y

Table 5.11 Results of Coefficient Analysis

Model Summary ^b

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.981 ^a	.963	.962	.80023

a. Predictors: (Constant), X3, X1, X2

c. Dependent Variable: Y

Table 4.12 Correlations

		X1	X2	X3	Y
X1	Pearson Correlation	1	.991 **	.988 **	.978 **
	Sig. (2-tailed)		.000	.000	.000
	N	92	92	92	92
X2	Pearson Correlation	.991 **	1	.990 **	.978 **
	Sig. (2-tailed)	.000		.000	.000
	N	92	92	92	92
X3	Pearson Correlation	.988 **	.990 **	1	.985 **
	Sig. (2-tailed)	.000	.000		.000
	N	92	92	92	92
Y	Pearson Correlation	.978 **	.978 **	.985 **	1
	Sig. (2-tailed)	.000	.000	.000	
	N	92	92	92	92

** . Correlation is significant at the 0.01 level (2-tailed).

$$Y = 0.483 X1 + 0.381X2 + 0.467 X3 + e$$

- The influence of product quality (X1) on purchasing decisions (Y) is 0.483.
- The influence of service quality (X2) on purchasing decisions (Y) is 0.381.
- The influence of brand image (X3) on purchasing decisions (Y) is 0.467.
- The correlation between (X1) and (X2) is 0.959.
- The correlation between (X1) and (X3) is 0.925.
- The correlation between (X2) and (X3) is 0.972.
- The influence of other variables on the variables studied is (e) 0.037.

Correlation Coefficient and Determination

Table 4.13 Coefficient Analysis

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.984 ^a	.967	.966	.660

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

The correlation coefficient (R) is 0.984 . This means that there is a very strong relationship between discipline , work ability and compensation on performance. The *R Square* value of 0.967 or 96.7 % means that the independent variables X1 (product quality) , X2 (service quality) , and X3 (brand *image*) together influence the dependent variable Y (purchase decision) by 96.7 % and the remaining 2.3 % is influenced by other variables not included in this study.

Hypothesis Testing

The t-test is intended to test whether the independent variable has a significant effect on the dependent variable. The calculation of the hypothesis test uses the SPSS program with the calculation results as follows:

Table 4.14 t-Test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.507	.557		2,911	.000
	X1	.966	.138	.483	5,979	.000
	X2	.456	.136	.381	4,336	.000
	X3	1,004	.180	.467	5,569	.000

a. Dependent Variable: Y

The t-test results show that:

1. Product quality has a significant influence on purchasing decisions .
2. Service quality has a significant influence on buying decision.
3. *Brand image* is significant in purchasing decisions .

CONCLUSION

- a. Product quality has a significant influence on purchasing decisions at CV. Sakato Family, Seberida District, Indragiri Hulu Regency.
- b. Service quality has a significant influence on purchasing decisions at CV. Famili Sakato, Seberida District, Indragiri Hulu Regency.
- c. Brand image has a significant influence on purchasing decisions at CV. Famili Sakato, Seberida District, Indragiri Hulu Regency.
- d. Product quality has a significant impact on brand image at CV. Famili Sakato, Seberida District, Indragiri Hulu Regency.
- e. Service quality has a significant influence on brand image at CV. Famili Sakato, Seberida District, Indragiri Hulu Regency.
- f. Brand image is unable to mediate the influence of product quality on purchasing decisions at CV. Famili Sakato, Seberida District, Indragiri Hulu Regency.
- g. Brand image is unable to mediate the influence of service quality on purchasing decisions at CV. Famili Sakato, Seberida District, Indragiri Hulu Regency.

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