

## THE INFLUENCE OF PRODUCT QUALITY AND SERVICE QUALITY ON PURCHASE DECISION ON GAME STORY BOARD GAME & CAFE WITH BUYING INTEREST AS AN INTERVENING VARIABLE



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#### ABSTRACT

*This research aims to test, firstly, the direct relationship between product quality and buying interest; secondly, the direct relationship between service quality and buying interest; thirdly, the direct relationship between product quality and purchasing decisions; fourthly, the direct relationship between service quality and purchasing decisions; and fifth, the relationship between buying interest and purchasing decisions. Then the sixth is to test whether buying interest can mediate product quality on purchase decisions, and the seventh is whether buying interest can mediate service quality on purchase decisions. This research uses descriptive quantitative methods to analyze and describe the data. This research took samples from the Game Story Board Game & Café in Kalasan District, Sleman Regency, D.I.Y. Province. The sampling method is non-probability using a purposive sampling technique. Data was collected through an explanatory survey using QR code questionnaires sent via WhatsApp social media. There were 115 questionnaires, and the data was analyzed using multiple linear regression using SPSS version 23. The results of this research show that the first result, namely the product quality variable, has a direct effect on buying interest; the second result, namely the service quality variable, has a direct impact on buying interest; the third result, namely product quality, has a direct effect on purchase decisions; and the fourth result, namely service quality, has a direct impact on purchase decisions. The fifth result indicates that buying interest directly influences purchase decisions. Meanwhile, the sixth result is that intervening buying interest can only mediate product quality in purchase decisions, and the seventh result is that buying interest cannot mediate service quality in purchase decisions.*

**Keywords:** Product Quality; Service Quality; Buying Interest; Purchase Decision

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## INTRODUCTION

One of the changes in people's lifestyles can be seen in the increase in coffee consumption. Quoted from Kompas.id (2023) the coffee phenomenon increasingly shows that coffee is no longer just a commodity, especially for young people. Appreciation for coffee encourages these young people to create breakthroughs that stimulate the domestic coffee industry. According to the statista page from Kompas.id (2023), coffee consumption has contributed to the growth of other coffee shops that are driven by and targeting young people. In 2022, cafes and bars in Indonesia recorded a sales value of around 1.9 billion US dollars or around Rp. 30.2 trillion, which is estimated to still grow to 3.8 billion US dollars in 2026. This is because young people dominate the population in Indonesia. The composition between generation (gen) Z born in 1997-2021 and the millennial generation born in 1981-1996 is almost equal. Still quoted from Kompas.id (2023) reports that the Gen Z population will reach 74.93 million people in 2020 or 27.9% of the population and is the largest group in Indonesia. Right below it is the millennial generation which reaches 69.38 million people or 25.87% of the total population. They are willing to spend 3-6% of their income per month to consume coffee. In one transaction ranging from IDR 20,000 to IDR 60,000 per glass, they can consume 1-2 glasses of coffee per day. This has become closely related to several workers who are increasingly getting the opportunity to work and discuss wherever their offices apply, including cafes.

Reporting from Katadata Media Network (2023) show report Momentum Works, Coffee in Southeast Asia: Modernising Retail of the Daily Beverage, that Indonesia will dominate the modern coffee market in Southeast Asia in 2023. From the annual turnover value on the modern coffee market in Indonesia, it is known that the market size is estimated to reach US\$947 million this year, which is equivalent to 27.7% of the total value of the modern coffee market in Southeast Asia which will reach US\$3.4 billion in 2023. According to Momentum Works, the size of the modern coffee market in Indonesia is largely driven by the expansion of local coffee business networks. The phenomenon that occurs above can also be felt in the Sleman area, where the number of coffee shop in Kalasan District which is becoming increasingly popular due to increasing consumer interest. This can be seen from its increasing prevalence coffee shop has just spread to the area and is increasingly being visited by more and more consumers, one of which is Game Story Board Game & Cafe which was founded in August 2021. Consumer decision attitudes and buying interest in a coffee shop influenced by several things, such as product quality and service quality. This is an encouraging change in consumer lifestyle Game Story Board Game & Cafe open outlet which offers a relaxed, calm and comfortable theme for consumers to gather or just relax and enjoy coffee with attractive services and products in a strategic location, namely a beautiful rice field area that is easily accessible by vehicles such as big bus with ample parking.

However, there are several issues related to product quality and service quality, mediated by purchasing interest, which must be able to outperform and survive the onslaught of competitors, therefore there are always evaluations such as coffee calibration, employee performance and decoration arrangements which are carried out almost every day. Seeing that, I as a student want to help from an academic point of view Game Story Board Game & Cafe can excel and survive where all the problems described above are also in accordance with the scope of my major, namely marketing management,

Therefore, I looked for references from several journals related to product quality and service quality through purchasing interest in purchasing decisions. Like research from Satdiah, et al., (2023) and Cahya, et al., (2021) with the results that product quality

(product quality) has a significant effect on purchase decision (purchase decision), then research from Maryati & Khoiri (2022) with the result that product quality (product quality) and service quality (service quality) has a significant effect on purchase decision (buying decision). Then research Tsaniya and Telagawathi, (2022) shows the results that product quality (product quality) has a significant effect on buying interest (interest in buying), etc. Some have a positive but not significant effect, such as Welsa and Lukitaningsih (2020) which states buying interest (buying interest) against purchase decision (purchase decision) is positively related but not significant. However, there were also discrepancies between several journals that I encountered, where there were also those that showed no significant effect. Like research from Rianto, (2021) which shows that result service quality (service quality) does not have a significant effect on buying interest (purchasing interest), then in Cahya, et al., (2021) it is stated that service quality does not have a significant effect on purchasing decisions. Then research from an international journal Tobing et al., (2022), concluded that the variable buying interest cannot mediate one of them is a variable service quality to purchase decision.

Based on the phenomenon of coffee shops in Indonesia and the problems being experienced by Game Story Board Game & Cafe as explained above, and there are gaps in previous studies due to different objects, time ranges and variables used, the researcher enters the problem Game Story Board Game & Cafe into a fixed variable, namely the influence of product quality and service quality with the independent variable on purchasing decisions with the intervening variable or mediating buying interest. Therefore, the author will conduct research about the influence of product quality dan service quality to purchase decision on Game Story Board Game & Cafe with buying interest as a intervening variable.

## LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESIS

### Product Quality

According to Cahya, et al., (2021) facing an increasingly strong and tight competitive environment, every company must be able to optimize its economic resources in order to increase the competitiveness of its products in the market and be able to maintain the quality of its products so that they remain in demand by customers.

Product quality is an additional selling point of the product offered by the seller that is not owned by competing products. Still in Cahya, et al., (2021) according to Muhammad-and Saputri (2020) in their research shows that product quality influences purchasing decisions. In the CIDEA journal Satdiah, et al., (2023) based on Cesariana, (2022) product quality is an important factor that influences every consumer's decision when purchasing a product.

The better the quality of the product, the more interest there will be in customers who want to purchase the product. There are eight indicators of product quality according to Sanjaya, (2023), including:

1. Performance
2. Features
3. Conformance
4. Durability
5. Reliability
6. Service Ability
7. Aesthetics
8. Perceived Quality

### **Service Quality**

According to Hamirul, (2020) it is a comparison between the reality of the service that will be received and the expectations of the service that consumers or customers want to receive. According to Ariani, (2020) service quality is a quality that can be determined by customers and where a customer wants a product or service that will meet their needs and expectations at the level of product value.

Based on the several definitions described above, it can be concluded that service quality is a form of behavior that can provide fulfilment of customer needs for the products or services they have used so that customers can provide an assessment of the quality of the service. According to Bakti (2020) in Purba et al., (2023) there are five indicators of service quality, namely:

1. Reliability
2. Tangibles
3. Responsiveness
4. Assurance
5. Empathy

### **Purchase Decision**

According to Yusuf (2021), purchasing decisions are thoughts where individuals evaluate various options and make a choice on a product from many choices. According to Aditya and Krisna, (2021) the definition of a purchasing decision is an attitude that can be considered whether or not to buy a product or service. According to Bafadhal, (2020) the definition of a purchasing decision is a consumer's decision about what they will buy, how much they will buy, and how they will make the purchase. It can be concluded that purchasing decisions are one of the stages of consumer behavior that underlies consumers to make purchasing decisions before post-purchase behavior and how they choose, buy, use, and how goods or services satisfy their needs and desires (Moy et al., 2021). Quoted from the Journal Productivity Suwu & Kalangi, (2022) in Sihombing and Dewi (2019:139) that Kotler and Keller say there are six purchasing decision indicators, namely:

1. Product selection
2. Brand selection
3. Channel selection
4. Determining the timing of purchase
5. Purchase amount
6. Consumer payment methods

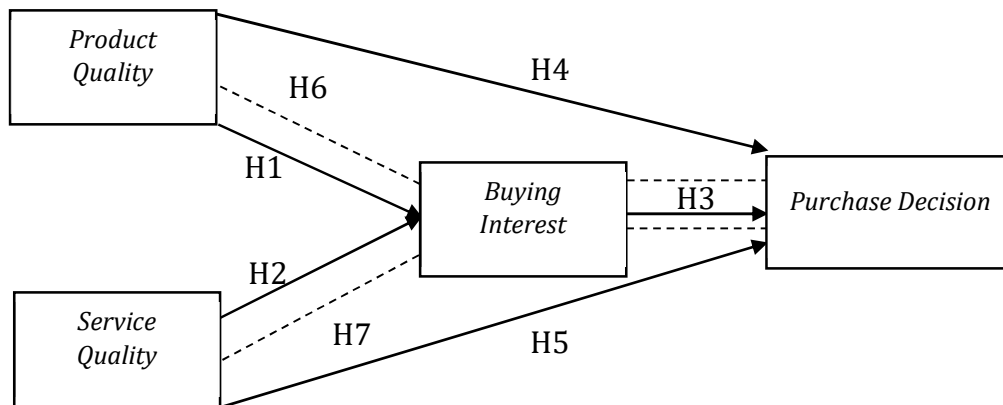
### **Buying Interest**

Pauzi et al., (2023) explained that purchasing interest is the consumer's desire to buy which manifests itself after they complete pre-purchase activities. Consumers can engage in pre-purchase activities by determining their needs and the products that can meet those needs Septyadi et al., (2022). In Umam et al., (2022) it is mentioned according to Kinnear and Tailor (2018:136) "Buying interest can be defined as the possibility when the buyer intends to buy the product". While in Sariyanti et al., (2022) that buying interest is a psychological symptom that influences consumer behavior. Purchase interest can be interpreted as behavior that shows pleasure in an object which results in optimizing efforts to obtain the desired object. In Umam et al., (2022) according to Fitri & Basri, (2021), there are four indicators of buying interest, namely:

1. Transactional
2. Referential
3. Preferensial
4. Explorative

### Research Framework

The framework of this study can be seen in Figure 1.



Source: Constructed for this study, 2024

**Figure 1**  
**Research Framework**

### Hypothesis

The hypothesis in this study are follows :

- H1: Product Quality positive and significant effect on Buying Interest*
- H2: Service Quality positive and significant effect on Buying Interest*
- H3: Buying Interest positive and significant effect on Purchase Decision*
- H4: Product Quality positive and significant effect on Purchase Decision*
- H5: Service Quality positive and significant effect on Purchase Decision*
- H6: Buying Interest able to mediate Product Quality to Purchase Decision regularly full mediation effect*
- H7: Buying Interest able to mediate Service Quality to Purchase Decision regularly full mediation effect*

### RESEARCH METHODS

Researchers use descriptive quantitative research which according to Priadana & Sunarsi, (2021), descriptive quantitative is carried out by collecting data for hypothesis testing and statistical criteria to assess until tested, while descriptive analysis data systematically by presenting data through frequency distribution tables, histogram tables, mean and deviation and technique scores explanatory survey for collecting data from respondents.

This research uses the method of non-probability sampling with purposive sampling technique. According to Sugiyono, (2014) non-probability sampling is a method that does not provide an equal opportunity for each member of the population to be selected as a sample (Jasmalinda, 2021). Whereas for purposive sampling, explained in Ernawati et al., (2021) according to Emmaet al. (2019), is a technique for taking samples

strategically so that they are relevant to the questions asked in categories based on research interests. So the sample category in this research is consumers of Game Story Board Game & Cafe November December 2023 aged 18-45 years and domiciled in D.I.Y province.

Sampling in this study refers to Hair's statement (2019), because the population size is not known for certain. In A. Tyas (2019) according to Hair et al., (2019) sampling is adjusted according to the item number of the questions used in the questionnaire. Where the formula used is as follows:

$$5 \times \text{number of parameters} = n$$
$$5 \times 23 = 115$$

Where,  $n$  = questionnaire question items

It is known that researchers will distribute questionnaires to 115 consumers Game Story Board Game & Café as respondent data. Data was collected through a questionnaire and then a measurement scale and scoring was carried out. The measurement scale used in this research is likert scale. In Maretiana & Abidin (2022) is mentioned using a likert scale, then the variables to be measured are broken down into several variable indicators. Distributing questionnaires by distributing link google from online through Whatsapp or QRcode to respondents to obtain relevant data that has been adjusted to the statements on the dependent variable and independent variables (primary data), then analyzed using descriptive analysis techniques to analyze the data by describing the collected data as it is without intending to make generalized conclusions.

## RESULTS AND DISCUSSION

Researchers tested research instruments on 115 respondents to ensure that all research instruments were valid and reliable. Validity test results shows that all indicators are valid because they produce a significance value  $< 0.05$  and have a calculated  $r$  value  $> r$  table (0.1832). The results of reliability testing also show that the value Cronbach Alpha The result for each variable is  $> 0.6$  Cronbach's Alpha of variables product quality 0,968; service quality 0,954; purchase decision 0.954; and buying interest 0,936.

### Respondent Profile

The total number of respondents in this study was 115 respondents, dominated by 79 male respondents or 68.7% and 91 female respondents or 31.3%. In terms of age, the majority of respondents in this study were aged 18-27 years, namely 105 respondents or 91.1%, followed by respondents aged 28-36 years, 8 respondents or 7.0%, and respondents aged 37-45 years. as many as 2 respondents or 1.9%. Based on the domicile of the respondents, there were the most from Kalasan District, namely 57 respondents or 49.54%; while Depok District, Cangkringan District, and Berbah District respectively only had 19 respondents or 16.56%; 7 respondents or 6.1%; 3 respondents or 2.6%. The remainder were visitors from other sub-districts who were still within the same regional D.I.Y province, amounting to 29 respondents or 25.2%. Judging from the date, consumers visited the research object, namely on 30 November 2023 - 10 December 2023, there were 76 respondents or 66.1%, while on 11 December 2023 - 21 December 2023 it decreased, namely 9 respondents or 7.8%. But towards the end of the year it increased to 30 respondents or 26.1%.

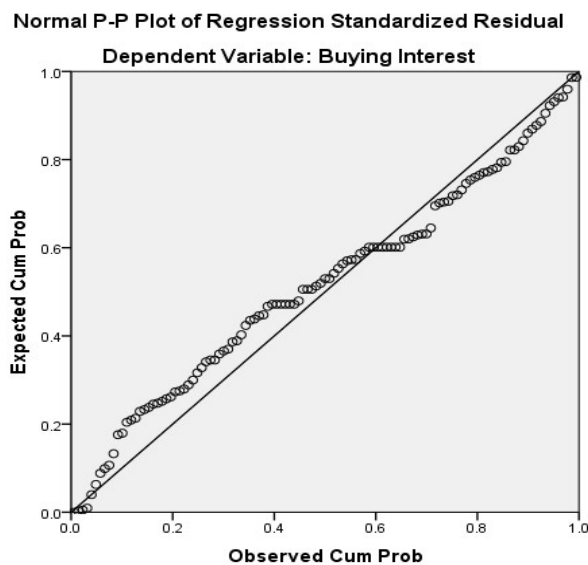
### Multiple Linear Regression Analysis

Classic regression assumption tests which include normality tests, multicollinearity tests,

and heteroscedasticity tests were carried out before the data were analyzed using multiple linear regression. This research is included in a data research cross-section so the researcher did not carry out an autocorrelation test to test the classic assumptions of regression.

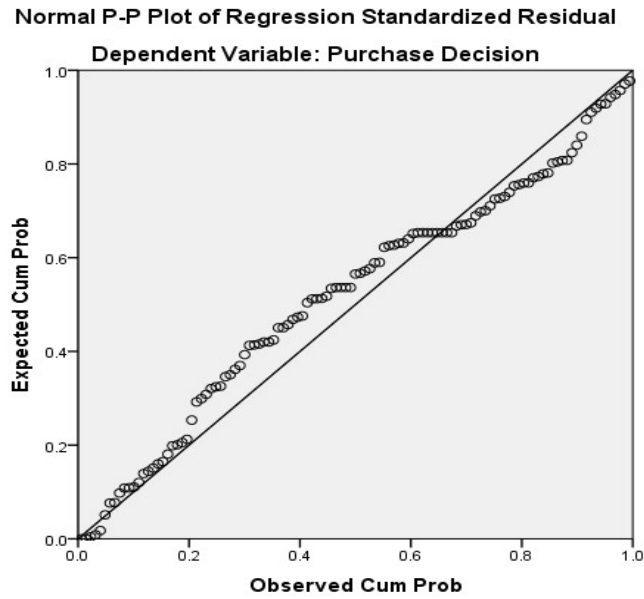
The results of the normality test using graphic analysis shown in Figure 2 show that this research data has a normal distribution as shown by the distribution of points around the diagonal line. Heteroscedasticity test results using graphic analysis scatterplot shown in Figure 3 shows that the regression model in this study does not indicate heteroscedasticity because the points are distributed randomly and do not form a particular pattern.

The results of the multicollinearity test show that the regression model in this study does not indicate multicollinearity because it has a tolerance value  $> 0.10$  and a VIF value  $< 10$  for all independent variables studied. Based on the results of the classical assumption test that has been carried out, it can be concluded that this research data is feasible and can be processed for multiple linear regression testing, and next is the Sobel test to test mediation between the independent variables and the dependent variable. The results of the multicollinearity test, multiple linear regression test, and Sobel test are shown in Table 1 and Table 2.



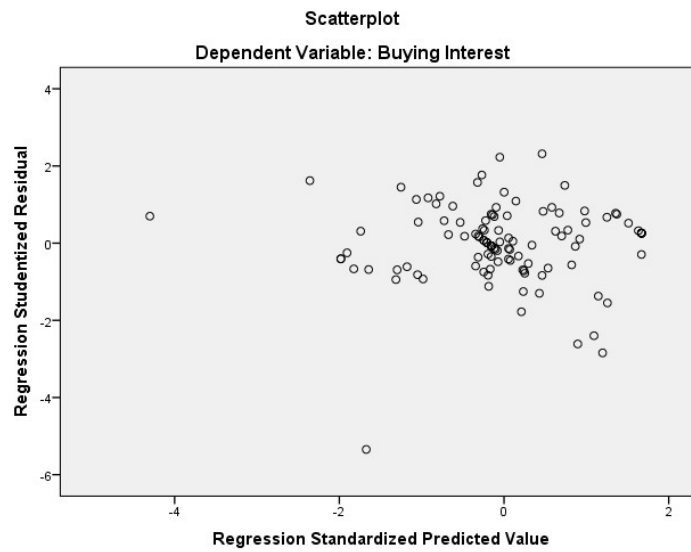
Source: Data Analysis, 2024

**Figure 2**  
**The Result of Normality Data Test 1**



Source: Data Analysis, 2024

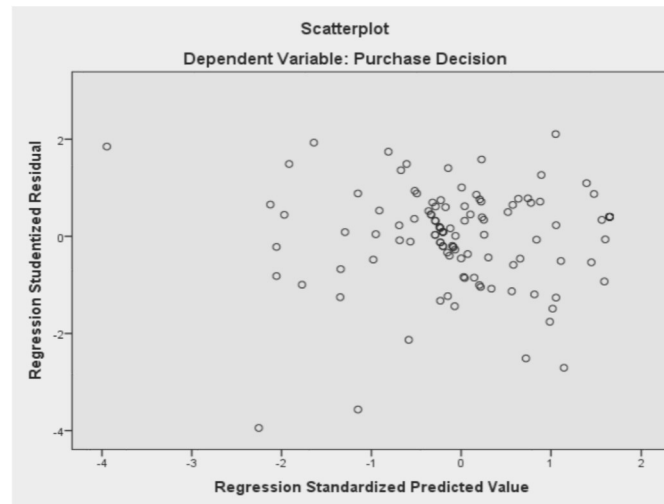
**Figure 3**  
**The Result of Normality Data Test 2**



Source: Data Analysis, 2024

**Figure 4**  
**The Result of Heteroskedastisity Data Test 1**





Source: Data Analysis, 2024

**Figure 5**  
**The Result of Heteroskedastisity Data Test 2**

**Table 1**  
**The Result of Multikolinearity and Multiple Linear Regression Test 1**

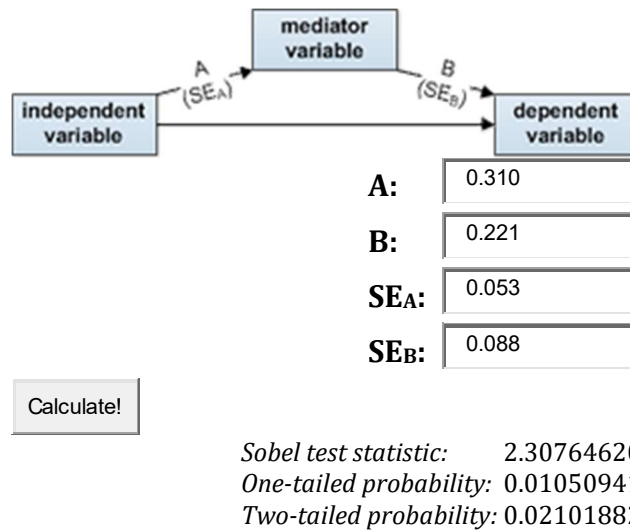
Model		Coefficients <sup>a</sup>					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	5.060	2.608		1.940	.055		
	Product Quality	.310	.053	.603	5.856	.000	.231	4.327
	Service Quality	.223	.084	.273	2.649	.009	.231	4.327

a. Dependent Variable: Buying Interest  
 Source: Data Analysis, 2024

**Table 2**  
**The Result of Multikolinearity and Multiple Linear Regression Test 2**

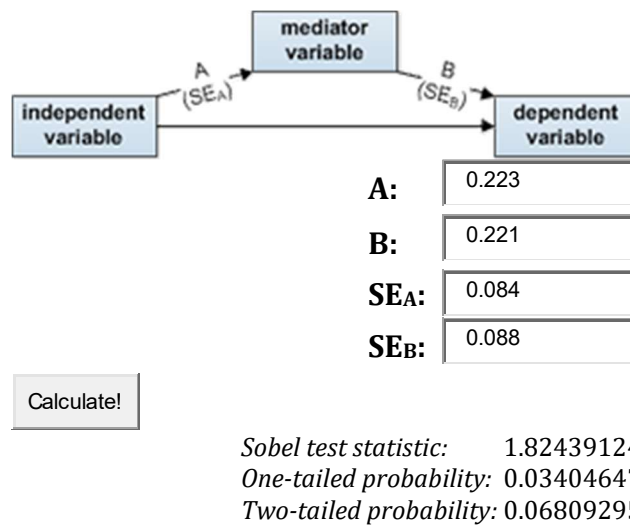
Model		Coefficients <sup>a</sup>					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	3.841	2.470		1.555	.123		
	Product Quality	.264	.056	.365	4.674	.000	.177	5.652
	Service Quality	.531	.081	.462	6.567	.000	.217	4.598
	Buying Interest	.221	.088	.158	2.515	.013	.274	3.647

a. Dependent Variable: Purchase Decision  
 Source: Data Analysis, 2024



Source: Data Analysis, 2024

**Figure 6**  
**The Result of Product Quality Sobel Test**



Source: Data Analysis, 2024

**Figure 7**  
**The Result of Service Quality Sobel Test**

Based on the results of the multiple linear regression test and the Sobel test, it shows that of the seven hypotheses tested, six hypotheses were accepted and one hypothesis was rejected. The accepted hypotheses are H1, H2, H3, H4, H5, and H6, while those rejected are H7. This is based on the results that H1 obtained from the t test results of the product quality variable has a t-count value of  $5.856 > (t\text{-table}) 1.65870$  and with a significance of  $0.000 < 0.05$ . This shows that the product quality variable has a positive and significant effect on buying interest.

Then H2 obtained from the t-test results of the service quality variable has a calculated t-value of  $2.649 > (t\text{-table}) 1.65870$  and with a significance of  $0.009 < 0.05$ . This shows that the service quality variable has a positive and significant effect on buying interest. Then H3 obtained from the t test results of the buying interest variable has a calculated t-value of  $2.515 > (t\text{-table}) 1.65870$  and with a significance of  $0.013 < 0.05$ . This shows that the buying interest variable has a positive and significant effect on purchase decisions.

Then H4 is obtained from the t-test results for the product quality variable which has a calculated t-value of  $4.674 > (t\text{-table}) 1.65870$  and with a significance of  $0.000 < 0.05$ . This shows that the product quality variable has a positive and significant effect on purchase decisions. Then H5 obtained from the t-test results of the service quality variable has a t-value of  $6.567 > (t\text{-table}) 1.65870$  and with a significance of  $0.000 < 0.05$ . This shows that the service quality variable has a positive and significant effect on purchase decisions.

Then H6 is obtained from the results obtained in the intervening product quality test on purchase decisions through buying interest as an intervening variable from the Sobel test calculation above, namely getting a two tailed probability value of  $0.021$ . With a significance level of 5%, from these results it can be seen that it is  $0.021 < 0.05$ , so it can be concluded that buying interest is able to mediate product quality on purchase decisions with a full mediation effect. Then H7 is obtained from the results obtained in the intervening service quality test on purchase decisions through buying interest as an intervening variable from the Sobel test calculation above, namely getting a two tailed probability value of  $0.068$ . With a significance level of 5%, from these results it can be seen that it is  $0.068 > 0.05$ , so it can be concluded that purchasing interest is not able to mediate service quality on purchase decisions with a full mediation effect.

The value is large standardized coefficients beta in the first equation, namely product quality has the greatest influence on buying interest followed by service quality, then in the second equation the magnitude of the value standardized coefficients beta that is service quality has the greatest influence on purchase decision, followed by product quality and buying interest.

## Discussion

Based on the results of data analysis carried out using multiple linear regression, namely H1 which states that the variable product quality positive and significant effect on buying interest. Based on these results, it shows that the first hypothesis states product quality positive and significant effect on buying interest acceptable. This is supported by research from Tsaniya & Telagawathi, (2022) which states that the closeness of the influence relationship has a positive direction, which means product quality has a positive influence on buying interest, where product quality and buying interest directly proportional. Thus the company can make product quality as a selling point because if the product has superior characteristics compared to other similar products then the product is worth buying. So that good quality will produce final results that can be influential buying interest.

Second, H2 is a variable service quality positive and significant effect on buying interest. Based on these results, it shows that the second hypothesis states service quality positive and significant effect on buying interest acceptable. This is supported by research Umam et al., (2022) where service quality significant effect on buying interest. This indicates service quality is one of the factors that can influence buying interest. In fact service quality provided is maximal which has an impact on consumers and can

generate interest in buying. It is also stated in Umam et al., (2022) where this research is in line with previous research conducted by Suratno (2020) that service quality influence on buying interest.

Third, H3 is a variable product quality positive and significant effect on purchase decision. Based on these results, it shows that the fourth hypothesis states product quality positive and significant effect on purchase decision acceptable. The results of this research are also supported by researchers Nugroho (2022) who say, partially product quality has a significant positive impact on purchasing decisions.

Fourth, H4 is a variable product quality positive and significant effect on purchase decision. Based on these results, it shows that the fourth hypothesis states product quality positive and significant effect on purchase decision acceptable. The results of this research are also supported by researchers Nugroho (2022) who say, partially product quality has a significant positive impact on purchasing decisions.

Fifth, H5 is a variable service quality positive and significant effect on purchase decision. Based on these results, it shows that the fifth hypothesis states service quality positive and significant effect on purchase decision accepted. This is in line with previous research by Nur (2021), who concluded that service quality partially has a significant effect on consumer decisions. Service quality is a level of excellence (excellence) which is expected for these advantages to fulfill the desires of consumers or customers to create purchasing decisions.

Sixth, H6 that buying interest able to mediate product quality to purchase decision regularly full mediation effect. This shows implementation product quality will affect purchase decision through buying interest. This is in line with research conducted by Sakinah & Firmansyah., (2021) which shows that there is a fairly close relationship between product quality variables and purchasing decisions which are mediated by purchasing interest. This means that in his research it is stated that product quality can directly influence purchasing decisions and the purchase interest variable can mediate the influence product quality on purchasing decisions.

Seventh, H7 that buying interest unable to mediate service quality to purchase decision regularly full mediation effect. This shows implementation service quality not affect purchase decision when going through mediation buying interest. This is not in line with research Alfatiha & Budiatmo, (2020) which shows a significant influence from intervening interest in buying in relationship between service quality to purchase decision, which means that buying interest mediate between variable service quality to purchase decision. However, this research is in line with research from Tobing et al., (2022), where in it was concluded that the variable buying interest cannot mediate one of them is a variable service quality to purchase decision.

## CONCLUSION

This research found that a purchasing decision is very significantly influenced by factors such as the value of product quality and service quality. In the object of this research, it can also be seen that purchasing interest is only able to mediate product quality on purchasing decisions, not service quality on purchasing decisions, because service quality will directly influence consumer purchasing decisions themselves.

The recommended advice based on the findings of this research is that first, it would be better for the parties Game Story Board Game & Café should emphasize on care of board game and add fun or education beyond the benefits of playing board game, so that consumers are more interested and understand the essentials of value presented by board game. Meanwhile, for the aesthetics of food products, it is recommended to

combine menu themes with themes café, so that all menus can be more aesthetically unified. Both parties preferably Game Story Board Game & Café should emphasize service SOP discipline to all employees, so that all consumers can give a perfect assessment of the service Game Story Board Game & Cafe because you feel more comfortable when enjoying the café atmosphere which is also an added value. Third party preferably Game Story Board Game & Café should innovate at least once a month to produce food or drinks or board game the latest and also includes promotional offers and so on to attract the curiosity of consumers (especially consumers who have seen these innovations from the account official Game Story Board Game & Café) so that consumers can be more enthusiastic when buying attractive products or promotions. Fourth, namely the best party Game Story Board Game & Café increase activity on social media through interesting innovations content creation as well as offering price promotions after consumers follow social media official from Game Story Board Game & Café. This is expected to be able to attract the hearts of consumers through social media and also parties Game Story Board Game & Café should provide clarity on the boundaries between café with other places which also still have the same management but have different functions, so that consumers can be more comfortable when enjoying the café atmosphere which is also an added value. As well as parties Game Story Board Game & Café pay more attention to packaging the product, because not all consumers want to dine in.

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