

The Influence of Service Quality, and Product Quality on the Decision to Purchase Gota Water in Dili

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ABSTRACT

This research aims to analyze the influence of service quality and product quality on purchasing decisions for Gota Dili drinking water. The population in this study were para countless customers of Gota Drinking Water products. The number of samples in this study was 80 respondents using sampling techniquespurposive sampling. Technique data collection using observation, questionnaires, documentation and literature study. Technique Data analysis in this research used SPSS. The research results show that quality service has a positive and significant effect on purchasing decisions, product quality has a positive and significant effect on purchasing decisions, and service quality and Product quality simultaneously influences purchasing decisions for Gota drinking water.

Keywords: service quality, product quality, purchasing decisions

I. BACKGROUND

Technological and industrial developments have an impact on human life especially in the business world today. Many businesses have sprung up, both companies small or large, it has an impact on intense competition between companies both similar or dissimilar, therefore marketing is one of the activities carried out in the face of competition, business development and to obtain profit. One thing that is very essential in marketing is how to own knowledge about consumers. This problem is not just about consumers, but what is more important is to know how they behaved before, during and after purchasing a product. This understanding is very important in this business era holds a marketing philosophy based on customer satisfaction (Kotler 1996). Very It is important for companies to know consumer behavior which is always developing by understanding consumer behavior because this will determine consumer decision making in purchasing a product. According to Kotler (2012), "consumer purchasing behavior is influenced by factors culture, social factors, personal factors, and psychological factors". This is caused by The increase in various water products which are always

growing rapidly is characterized by development of learning centers, using local water products. In many ways, attitudes towards a particular brand often influence whether consumers will buy or not. A positive attitude towards a particular brand will enables consumers to make purchases of that brand, in contrast to attitudes negative will prevent consumers from making purchases. Gota Water is one of the water products in Dili that is produced simultaneously sells, in various packaging forms, products in glass packaging, bottle packaging and gallon packaging. Consumers who are the target market are visitors who come to Gota Water. Sales data for Air Gota a products for 2020 can be seen in the following table.

Table I. Sales Data Based on Gota Drinking Water Products January - December 2022

Items		Total	
Finished Product	Quantity	Amount	% Of Sale
Garrafas 1.5 Lt Garrafas 600 ml Water Box of 48 Cap Water Gallon Refill Water New Gallon	46,031.00	122,314.67	10.09%
	87,799.00	236,609.04	19.51%
	418,530.00	608,583.40	50.19%
	227,805.00	115,446.75	9.52%
	1,307.00	9,744.40	0.80%
Total		1,212,635.49	100.00%

Source: Air Gota, 2020

Based on Table 1, it is known that sales data is based on Air Gota products In Dili in 2020, the highest sales for Gota drinking water were held by Water Bok 48 cap by 50.19%, garrafas 600 ml by 19.51%, garrafas 1.5 lt by 10.09%, water gallon refill was 9.52% and water new gallon was 0.80%. Based on the results of observations or observations made, the author sees that The Gota Drinking Water Company has not been able to provide excellent service Excellent) to its clients. For example, to order drinking water products takes a little longer, employees are less sensitive to needs customers, sometimes do not provide wet wipes for Gallon Water packaging. Besides that, The quality of drinking water products produced is still unable to compete with products from outside country like Aqua. Because Aqua products have become Top of Mind in the minds of the public in general. The aim of this research is to analyze how the influence of service quality and product quality on purchasing decisions Gota Drinking Water products in Dili Timor Leste.

II. THEORETICAL BASIS

A. Service Quality

Service quality is all forms of activities carried out by company to meet consumer expectations. Service as a service or servicing delivered by the service owner in the form of convenience, speed, relationships, capabilities and friendliness which is addressed through attitudes and characteristics

in providing services for consumer satisfaction (Firdian, et al., 2012:52). Service quality is the creation of superior value for customers improve the company's business/marketing performance. According to Zeithmal and Bitner (2000) in Musnaini (2011:2) that service quality is only a total experience can be evaluated by customers. Meanwhile, service quality is the level of excellence expectations and control over the level of excellence to fulfill desires customer. In principle, the definition of service quality focuses on fulfillment efforts customer needs and desires and the accuracy of delivery to match customer expectations. Service quality is one of the most important things that must be considered by corporate organizations in order to provide satisfactory services for its customers. So it can be said that a product or service is said quality for someone if the product can meet their needs. Quality is how to find out what creates value for consumers and the company must provide that value. For this reason, companies must be able to understand their customers and how to define those customers' desires correctly.

The five dimensions of service quality are arranged in order of relative importance as follows (Parasuraman, Zeithaml, and Berry, 1988 in Tjiptono and Chandra, 2011:198):

1)Reliability (reliability), relates to the company's ability to provide accurate service the first time without any errors and prepare services according to the agreed time,

2)Responsiveness (responsiveness), regarding the willingness and ability of the employees to help customers and respond to their requests, as well informing when the service will be provided and then providing the service promptly fast.

3)Guarantee (assurance), namely the behavior of employees is able to grow Consumer trust in companies and companies can create feelings safe for consumers. Guarantee also means that employees always be polite and master the knowledge and skills needed to handle any consumer questions or concerns.

4)Empathy (empathy), means that the company understands the problems of its consumers and act in the interests of consumers, and provide personal attention to consumers and has convenient operating hours.

5)Physical evidence (tangibles), regarding the attractiveness of physical facilities, equipment, and materials used by the company, as well as the appearance of employees.

B. Product Quality

According to Kotler & Armstrong (2012)“Product quality is the ability of a product to perform a function, it includes the product's several durability, reliability precision ease of operation and repair other valued attributes”. Product quality is the product's ability to perform its function, this includes usage time product, reliability, ease of use, repair and other values. Product quality can be viewed from two points of view, namely the internal point of view and external point of view. Product quality is a factor contained in a product causes the product to have value according to what the product is intended for is produced. Quality is usually related to benefit or usefulness and the function of a

product. If consumers feel suitable with a product and If the product meets their needs, consumers will take it decision to buy the product continuously (Nabhan and Krishnaini, 2005).

According to Kotler (2001) in planning a product offering, marketers need to understand the five product levels, including:

1. Main Products (Core Benefits), namely the benefits that are actually needed and consumed by customers of each product.
2. Generic Products (Basic Products), is a product that is able to fulfill a function the largest principal product.
3. Hope Products (Expected Product), is a product offered with various attributes and conditions are normally (reasonably) expected and agreed upon to buy.
4. Complementary Products (Augment Products), are various product attributes that equipped or added with various benefits and services, so that can provide additional satisfaction and can be differentiated from the product competitor.
5. Potential Products (Potential Products), are all kinds of additions and product changes that may be developed for a product in the future.

According to Garvin (2004) product concept, producers in marketing products must think through dimensional stages, namely:

1. Performance (Performance) is the conformity of the product with the main function of the product itself or the operating characteristics of a product. Performance here refers to the core product characteristics which include the brand, measurable attributes and individual performance aspects.
2. Reliability (Reliability) is the customer's trust in a product because of its reliability or because the probability of damage is low. Product reliability indicates that the level of quality is very important for consumers in choosing a product.
3. Feature (Features) is a characteristic of a product that differentiates it from other products, which is a complementary characteristic and is able to create a good impression on customers. Features can be in the form of additional products from the core product that can add value to a product.
4. Durability (Durability) is the level of durability or how long a product can be used with the size of a product including economic and technical. Economically, durability is defined as the economic effort of a product seen from the number of uses obtained before damage occurs and the decision to replace the product.
5. Suitability (Conformance) is a dimension that shows how far a product can match certain standards or specifications.

6. Design (Design) is beauty regarding the taste and attractiveness of the product. The design of a product can be seen from how the product is heard consumers, how the external appearance of a product such as shape, taste and smell.

The product quality indicators are according to Kotler (2004) in Aryani's research (2017:18-19) are as follows:

1. Good taste, product taste image that meets consumer desires.
2. Product features, product characteristics that complement basic functions product.
3. Packaging durability, a measure of the lifespan of product packaging under normal conditions or full of pressure.
4. Durability, a measure of the probability that a product will not malfunction or fail within a certain time.

C. Purchase Decision

The purchasing decision is one of the stages in the behavioral model consumers. According to Tjiptono (2006:39) suggests that consumer behavior is individual activities in searching, evaluating, acquiring, consuming, and cessation of use of goods and services. Consumer behavior is the study of processes that occur when individuals or groups select, purchase, use, or stop using, products, services, ideas or experiences in order to satisfy certain wants and desires. According to Kotler & Armstrong (Pujiani, 2014:37) interprets purchasing decisions as a consumer's mental statement that reflects a purchase plan for a certain amount products with certain brands. The purchasing decision is a stage in the process purchasing decisions where consumers actually buy. Taking Decisions are an activity individuals are directly involved in obtain and use the goods offered (Isyanto, et al., 2012:516).

III. CONCEPTUAL FRAMEWORK AND RESEARCH HYPOTHESIS

The Conceptual Framework is a conclusion about the relationship between variables which is compiled from various theories that have been described. Based on theories that has been described, then analyzed critically and systematically, so that produce conclusions about the relationship between these variables, which are then used to formulate hypotheses (Sugiyono, 2017).

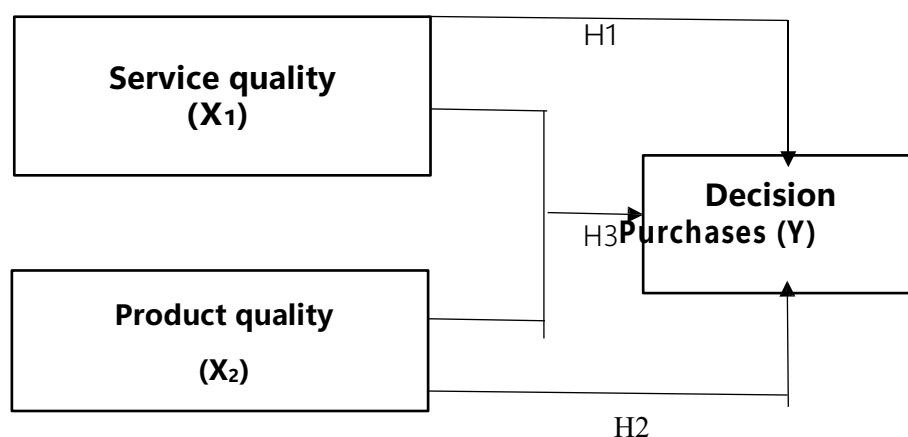


Figure 1. Conceptual Framework

Based on the conceptual framework above, the hypothesis in this research can be described as follows:

H1: There is a positive influence between Service Quality (X1) to the Decision Purchasing Gota Water Products in Dili (Y).

H2: There is a positive influence between Product Quality (X2) to the Decision Purchasing Gota Water Products in Dili (Y).

H3: There is a positive influence between Service Quality (X1) and Product Quality (X2) on Purchasing Decisions for Gota Water Products in Dili (Y).

IV. RESEARCH METHODS

In this research the author used a quantitative approach. Creswell (2010:24) states that, a quantitative approach is the measurement of quantitative data and objective statistics through scientific calculations derived from samples of people or residents who were asked to answer a number of questions about the survey for determine the frequency and percentage of their responses. Locations taken by researchers The object of research is the Gota Drinking Water Company which is located at Aimutin. The population in this research is all consumers who are currently or have previously purchased Gota Water. The number of samples in this study was 80 respondents using a sampling technique The sample uses purposive sampling. The data collection technique is to use questionnaire and data analysis technique used is multiple linear regression analysis.

V. RESULT AND DISCUSSION

A. Validity and Reliability Test

To test whether the measuring instrument (instrument) used meets the requirements for a good measuring instrument, so as to produce data that is in accordance with what is stated. measured, before data analysis is carried out based on the results of the data collected first.

First, data testing is carried out through data validity and reliability tests. The results of validity and reliability testing can be shown in the table below:

Table 2. Data Validity and Reliability Tests

Variable	Indicator	Coeffici Correlat	Informati on
Service Quality (X1)	X1.1	0.807	Valid
	X1.2	0.729	Valid
	X1.3	0.862	Valid
	X1.4	0.849	Valid
	X1.5	0.799	Valid
	X1.6	0.797	Valid
Product quality (X2)	X2.1	0.599	Valid
	X2.2	0.479	Valid
	X2.3	0.552	Valid
	X2.4	0.804	Valid
	X2.5	0.801	Valid
Buying decision (Y)	Y1	0.837	Valid
	Y2	0.911	Valid
	Y3	0.921	Valid
	Y4	0.932	Valid
	Y5	0.837	Valid

Based on the table above, it can be seen that the results of the validity test carried out on 80 respondents can be declared valid. This result can be seen from the correlation value product moment of each statement item is greater than 0.3. This indicates that all statements made are considered appropriate and can be used for research purposes.

Reliability Test is a series of measurements or a series of measuring instruments that have consistency when measurements are made using that measuring instrument repeated. According to (Ghozali, 2011) a variable is said to be reliable if value Cronbach Alpha(α) > 0.6. Recapitulation of the calculation results of the alpha coefficient (α) value for each item statements in the questionnaire obtained with the help of SPSS 25.0 for Windows presented in the table below:

Table 3. Reliability Test Recapitulation

Variable	Cronbach's alpha if items	Information
Service Quality (X1)	0.925	Reliable
Product Quality (X2)	0.671	Reliable
Purchase Decision (Y1)	0.933	Reliable

Based on the table above, it can be seen that the reliability test was carried out on 80 respondents indicated that all variables were declared reliable. This matter concluded by seeing that each variable has a value Cronbach's alpha more of 0.6. This indicates that all statements made are considered appropriate and can be used for research purposes.

B. Multiple Linear Regression Analysis

Based on the results of calculations using SPSS, an analysis was obtained as summarized in the following table:

Table 4. Results of Analysis of the Effect of Service Quality and Product Quality on Gota Drinking Water Purchase

Constanta	-7.926		-5,280	0,000
Service Quality (X1)	0.604	0.623	9,155	0,000
Product quality (X2)	0.534	0.352	5,176	0,000
R	= 0.905		F count	= 172.371
R Square	= 0.818		Sg F	= 0.000
Adjusted R	= 0.814			

Decision

From the calculation results in Table 5.9 above, the regression equation obtained is as follows: $Y = -7.926 + 0.604 X_1 + 0.534 X_2$. With this equation it can be explained that the value of -7.926 indicates that service quality and product quality have not changed or constant then the decision to purchase Gota Drinking Water products will decrease by 5,250. The service quality regression coefficient value is 0.604, meaning that if the service quality changes by one unit, the product quality changes constant, then the decision to purchase Gota Drinking Water products will increase by 60.4%.

The product quality regression coefficient value is 0.534, meaning that if product quality changes while Service Quality is constant, the decision to purchase Gota Drinking Water products will change by 53.4%.

VI. DISCUSSION

A. The Influence of Service Quality on Gota's Drinking Water Purchasing Decisions.

Based on the results of data analysis, it shows that service quality has an influence significantly to the decision to purchase Gota Drinking Water, which means it is getting better Service quality will be able to improve purchasing decisions.

Gota Drinking Water as a product company certainly provides services to Customers are a vital and fundamental thing for every customer Using Gota Drinking Water products will give you satisfaction. Every customer of course need fast, friendly and accurate service. Hence the satisfaction of Quality service is an important requirement that a company must have companies in seeking and maintaining satisfaction and purchasing decisions. Gota Drinking Water must introduce various new products and services to customers or potential customers accompanied by a diversity of advantages

following product facilities and services. Gota Drinking Water must also be aware that new products and services must be supported by providing a level of support excellent service(excellent service),where all of that is solely done for meet customer needs which ultimately creates repeat purchase decisions Gota Drinking Water products.

This research is in line with the results of research conducted by (Kurniawan, 2021), states that service quality has an influence on a decision purchase. The results of this research are strengthened by research conducted by (Patmala & Fatihah, 2021) states that service quality has a significant influence on purchasing decisions at Ukmmart Kartikawidya Utama. Quality The services provided by the Gota drinking water company are in the form of distribution and sales agents in each region it is being reproduced so that there will be no shortage of Gota in the future.

B. The influence of product quality on purchasing decisions for Gota Drinking Water

Based on the results of data analysis, it shows that product quality has a significant influence on the decision to purchase Gota Drinking Water, which means that the better the product quality, the better the decision to purchase Gota Drinking Water.

This is in line with the opinion of Kotler and Armstrong (2008) that the better the quality of the product produced, the more opportunities it will provide for consumers to make purchasing decisions. Opinion of Kotler and Armstrong (2008) This is supported by a theory which says that there is a tendency for consumers to choose quality, appropriate food and beverage products with tastes and desires and has a relatively affordable price (Nabhan and Krishnaini, 2005). If consumer feel suitable for a product and that product can fulfill their needs, then consumers will make a decision to buy these products continuously (Nabhan and Kresnaini, 2005).

Customers are assessors of the quality of a company's products. Many sizes can be used by customers to determine the quality of a drinking water company's product. However, the final goal achieved is the same, namely being able to provide a sense of satisfaction to customer. The more satisfied a customer is in consuming a water product Drinking, in this case Gota Drinking Water Products, can be said to be of higher quality drinking water products. Satisfaction or dissatisfaction of a customer is determined by conformity of customer expectations with customer perceptions of actual product performance the. Customers will be satisfied if the company is able to provide quality products according to customer expectations which will later impact the decision to repurchase the product concerned.

This research is in line with research by Tannia and Yulianthini, 2021 stated that product quality has a positive and significant effect on purchasing decisions PCX brand Honda motorbike. Likewise with research conducted by Tirtayasa, et al, 2021 stated that product quality has a significant positive effect on purchasing decisions.

C. The Influence of Service Quality and Product Quality on Decisions

Purchasing Gota Drinking Water Based on the results of data analysis, it shows that service quality and Product quality has a positive and significant effect on water purchasing decisions Drinking Gota means that the quality of service is getting better and more quality The products we have will be able to increase purchasing decisions for Gota Drinking Water. This research is in line with the results of research conducted by (Napitu, Sriwiyanti, & Munthe, 2022) and (Pahlawan, Laba, Pakki, Hardiyono, & Nurlia, 2019) who found Service quality and product quality have a significant influence on decisions purchase.

D. How big is the influence of Service Quality and Quality on Decisions

Purchasing Gota Drinking Water Based on the results of the analysis, it was found that the value of the coefficient of determination (R^2) of 0.818. These results indicate that service quality and quality Products influence purchasing decisions by 81.8 percent. Wherea the remaining 18.2 percent indicated the presence of other variables that were not observed in the study This, which can influence purchasing decisions.

VII. CONCLUSIONS AND RECOMMENDATIONS

A. Conclusion

Based on the results of the analysis and discussion carried out in this research, the following conclusions can be obtained:

Service quality has a significant effect on water purchasing decisions Drinking Gota means the better the quality of service you will be able to increase purchasing decisions for Gota Drinking Water.

Product quality has a significant influence on purchasing decisions for Gota Drinking Water, which means that the better the product quality will be able to improve purchasing decisions for Gota Drinking Water.

Service quality and product quality influence the decision to purchase Gota Drinking Water. This result means that the quality is getting better service and increasingly quality products will be able to increase Gota's drinking water purchasing decisions.

The magnitude of the influence of service quality and product quality on decisions purchases were 81.8 percent.

B. Suggestions

Several suggestions that can be given regarding the results of this research include:

1. Gota drinking water management is expected to be able to supervise more and evaluate employees including services and characteristics his customers. Further improve optimal service, so that customers feel satisfied and comfortable and can stimulate customers to return make purchasing decisions for Gota Drinking Water

2. Improve and maintain product quality when they start to appear new competitors of the same type so that they can convince and provide evidence that Customer perceptions are as expected.

3. Gota drinking water management should improve product quality and consistently maintain services or in order to improve them customer purchasing decisions.

4. For future researchers, it is recommended to use additional variables other independent matters relating to purchasing decisions, among others distribution channels and prices.

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