The Influence of Product Quality on Purchase Decisions for Second Branded Clothing at Hendra Store Gedebage, Bandung

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Abstract

The demand for used clothes continues to increase from year to year, one of the shops that sells used clothes is Toko Hendra store which is located in the Gedebage market in Bandung, apparently experiencing a decline in sales over a period of 3 years. The quality of a product is one of the many factors that can influence decisions. purchase. This research aims to find out how product quality influences the decision to purchase second-hand (second branded) clothing at the Hendra Store Gedebage Bandung. This research is descriptive and verifiable with a quantitative approach, the research methods used are validity testing, reliability testing, descriptive statistical analysis, classical assumption testing, simple linear analysis, coefficient of determination, and hypothesis testing.

Keywords :Product Quality and Purchasing Decisions

1. Introduction

The clothing industry is one of the largest and most important industries in the world today and continues to grow from time to time. Clothing is a primary need that must be fulfilled in human life and activities. Humans need clothes because clothes bring benefits to those who wear them. Apart from being a primary need, clothing is also able to describe the economic situation and social status of each wearer. Clothing greatly influences the lifestyle of each community, this is because clothing is able to create differences between communities. Society in this modern era considers clothing to be a very important need, people's clothing styles have different patterns at each level of society. At the moment, There are so many variations of clothing designs available so that people can choose clothes that are commensurate with their abilities and needs. However, there is a phenomenon occurring in society, namely the phenomenon of hunting for used clothes or better known as thrifting, this phenomenon occurs because people want to get a different style of clothing from others because used clothes consist of unique and rare clothes so that it can reduce the possibility of everyone has the same clothing style.

PhenomenonThis can happen at every level of society, even though each person's economic capabilities are different, one of the shops that sells used clothes is the Hendra Store shop located in the Gedebage market, Bandung. It turns out that the number of sales has decreased in the last 3 years, starting from the year 2020 to 2022.In 2020, the Hendra store can sell 805 pieces of clothing, in 2021 there are 786 pieces of clothing, while in 2022 there will be a decline again, namely only 726 pieces of clothing can be sold. Sellers can attract the attention of consumers or potential customers by means of pay attention to purchasing decisions. Consumers usually go through several stages before deciding to buy a product. Therefore, business actors must really pay attention to purchasing decisions because they have an important role in the progress of a business. One of the many things that influences purchasing decisions is product quality.

The quality of a product plays an important role, because quality has a direct impact felt by consumers or customers on the products or services they buy. In general, product quality is the ability of a product to carry out its use. Customers will feel satisfied with a product if the product is able to carry out its functions according to or even exceeds customer expectations. If a customer is satisfied with an item purchased, they will feel the desire to buy again. Based on the background above, research was conducted with the title the influence of product quality on purchasing decisions for second-hand branded clothing at the Hendra store Gedebage, Bandung.

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1.1.Objectives

a. To see and describe product quality and decisions to purchase second branded clothing at the Hendra Store Gedebage store, Bandung.
b. To identify and analyze the influence of product quality on the decision to purchase second-hand branded clothing at the Hendra Store Gedebage, Bandung.

2. Literature review

According to Benyamin Molan (2012:59) purchasing decisions are components of consumer behavior and attitudes towards consumption, where consumers tend to conduct research first on a product before making a purchase. Consumers usually carry out several stages before deciding to buy, including recognizing the problem, searching for information, evaluating alternatives, purchasing decisions and behavior after purchasing. Therefore, business actors must really pay attention to purchasing decisions because they have an important role in the progress of a business. One of the many things that goes into making a purchasing decision is product quality.

According to Kotler and Keller (2016: 164) product quality is the ability of a product to provide benefits that the market desires. The quality of an item plays an important role, because quality has a direct impact felt by consumers or customers on the products or services they buy. In general, product quality is the ability of the product to fulfill its function or use. Customers will feel satisfied with a product if the product is able to carry out its functions according to or even exceeds customer expectations. If a customer is satisfied with an item they have purchased, they will want to buy it again.

Study from JosielD Pandesolang & HendraN Tawas (2018) has the title "The Influence of Product and Brand Quality on Coca-Cola Purchasing Decisions at PT. Bangun Wenang Beverges Company Manado" concluded thatProduct quality has a negative and significant effect on purchasing decisions. Meanwhile, studies fromDennyKristin &Widayanti(2016) with the title "The influence of product quality and price on the decision to purchase a Honda motorbike (on students at Campus 1 of Krida Discourse Christian University) concludesProduct quality influences purchasing decisions significantly and positively.

3. Method

The method used in this research is descriptive and verification with a quantitative approach. Sugiyono (2017: 8), explained that quantitative research is Godstudies that have a background in positive philosophy, are used as a tool to find out about a particular population or sample, data is collected using research instruments, data analysis is quantitative or statistical, the target is to be able to test the hypothesis used.

According to Sugiyono (2017: 35), explaining that this descriptive research method is carried out in order to obtain the condition of the independent variable, there is no need to make comparisons and connections with other variables.

The verification research method is used as a tester of a hypothesis based on descriptive research that uses statistical calculations in order to prove whether a hypothesis is accepted or not (Sugiyono, 2017: 11). This method will be used to test the impact of product quality on the decision to purchase second-hand (second branded) clothing at the Hendra store.

The population used in this research was consumers of the Hendra Store, Gedebage market, Bandung from 2020 to 2022, totaling 1,097 customers. The sample used is the probability sample. It was said by Sugiyono (2017:62) that sampling probability is a way of collecting data and every part of the population has the same opportunity. The amount used is determined using a statistical calculation method, namely the Slovin formula. According to Sugiono (2017:81) the love formula is used to determine the number of samples based on the population used. The Slovin formula used is as follows:

$$n\frac{N}{(1+N(\,e^2))}$$

Description:
n = sample size.
N= population.
e = error rate.
From the calculation formula above, the total samples required are:

$$n = \frac{1097}{(1+1097\ (\,0.1^2))}$$

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$$n = \frac{1097}{(1 + 1097\ (\ 0.01))}$$
$$n = \frac{1097}{1 + 10.97}$$
$$n = \frac{1.097}{11.97}$$
$$n = 91.64$$

Based on the results of this assessment, the total sample expected in this study is 91.64 respondents or 92 people. Therefore, the expected number of tests for this review is 92 respondents.

4. Data collection

This research uses primary data and secondary data. Primary sources are information data collected directly from the research location through direct observation or questions. Meanwhile, secondary data according to Sugiyono (2018:456) is data obtained through journals, articles used as theory, in other words secondary sources do not provide data directly. Data collection techniques are an important process in research. By knowing the data collection techniques that will be used, it will make it easier for researchers to obtain the data needed (Sugiyono, 2017: 22).
The following data collection techniques were applied in this research:

a. Interview
   According to Sugiyono (2012:224) an interview is a process of gathering information that includes direct delivery and reply between the questioner and the person being interviewed.
b. Observation
   According to Sugiyono (2012: 235), it is an activity carried out to find out directly about phenomena in order to obtain material and input from the phenomena that occur.
c. Questionnaire
   A questionnaire is a technique used by researchers to obtain information or data by submitting written statements or questions to the source providing the information in order to obtain an answer.

This research uses a questionnaire research instrument.According to Sugiyono (2014:230) A questionnaire is a technique used to obtain data in submitting a series of statements for the resource person to respond to. In this study, a closed questionnaire was used as the instrument, which means that each respondent cannot provide answers freely, but rather each respondent must answer the questions or statements based on the answers provided.
The following are the instruments used in this research:

a. Validity test
   The validity test aims to measure whether the data used is valid or not. If the statement from a questionnaire can answer something that can be assessed by the questionnaire then the data is considered valid. According to Sugiyono (2017:125) validity refers to the level of accuracy between the data that actually occurs on the object and the data collected by the researcher. Data is managed using the Statistical Program For Social Science (SPSS). The validity values of the test are:
   If r_{hitung}> so that the points of the statement are appropriate or valid.r_{tabel}
   If r_{hitung}< to the extent that the statement items are inappropriate or invalidr_{tabel}.
b. Reliability Test
   The aim of the reliability test is so that researchers can see how accurate a tool is when measuring a similar object but at different times. According to Sugiyono (2016:348), reliability is a tool that is able to provide similar data even if it is used many times in assessing a similar problem. To obtain information as expected, measurement reliability is needed. In order to get results in line with expectations, a reliability test was carried out using the Cronbach's alpha method, measured from 0 to 1.
   The classification of Cronbach's Alpha values is:
   If the Cronbach's Alpha results <0.60 is unreliable or unreliable.
   If the Cronbach's Alpha results are >0.60 is reliable or reliable.

c. Descriptive statistics
   Descriptive statistics are useful for describing or telling about research objects based on existing data (Sugiyono, 2017: 29).Descriptive statistics is a research method that provides insight into the research object, such as studying the movement of each research variable, one of which describes the movement of all

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research variables in the form of a table or graph. To get the value categories on the questionnaire, it is necessary to create a research scale consisting of 5 categories, the formula for which is as follows:

$$panjang\ interval\ = \frac{nilai\ tertinggi - nilai\ terendah}{banyak\ kelas}$$

$$panjang\ interval = \frac{5-1}{5} = 0{,}8$$

Based on the calculation above, it is known that the interval length is 0.8. The following are the scale categories used:

Table 1. CategoryInterpretationMark

Skela	Category
1.00-1.80.	Very Not Good.
1.81-2.60.	Not good.
2.61-3.40.	Pretty good.
3.41-4.20.	Balk.
4.21-5.00.	Very good.

Source: Sugiyono (2017:97)

d. Normality test

The normality test is used to find out whether the circulation of information is appropriate or approaching normal circulation. When carrying out testing, data must be circulated properly. Ghozali (2011:110) believes that the normality test functions to get answers to each variable whether it circulates normally or vice versa. In this study, the Kolmogrov Samirnov approach was used to measure normality in research:

Normal data with a sig value > 0.10.

Data with a sign value <0.10 is considered abnormal.

e. Heteroscedasticity Test

The purpose ofThe heteroscedasticity test is to be able to prove whether the regression model varies between observations or not. If there is residual variation between observations, it is called homogeneity, otherwise it is called heterogeneity. If it has a wavy shape, it expands and contracts so that there is heteroscedasticity, and if it has no shape and does not point upwards on the Y axis below 0, it means that heteroscedasticity does not occur (Ghozali 2005: 105).

A significant value or probability > 0.10, means the hypothesis can be accepted because the data does not contain heteroscedasticity.

A significant value or probability <0.10 means that the hypothesis cannot be accepted because the data contains heteroscedasticity.

f. Simple liner regression

Simple linear regression analysis is a direct relationship between independent factors and the dependent variable. The motivation behind this test is to assess the impact of increasing or reducing the costs of 80 supported products, and to determine whether there is a relationship between freedom and various qualities of the flow of luck or misfortune..here is the formula

Y = a + bX

Information:

Y = Purchase decision variable

X = Product quality variable

A = Constant (Y value when X=0)

This test is used to determine whether the independent variable has a critical relationship with the dependent variable. Significant implies that it touches on something or has a potentially socially applicable impact

g. Coefficient of Determination ()r^2

The coefficient of determination shows how big the change in the independent variable is in its influence on the change in the dependent variable. The measure of the percentage accuracy of a recurrence test is not completely resolved through some R-squared collateral coefficient. The closer the relapse R-square value is to 1, the better the regression. If the value is towards 0, it means that the independent variable cannot fully describe the dependent variable.. Adjusted R Square is used as a tool to find out how much the dependent variable is influenced by factors that cause the independent variable.

h. Hypothesis Test Test

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Tests are used as hypothesis testers. The t test is used as a tool to test the partial influence of the independent variable on the dependent variable., Widarjono in (Pratiwi 2016). This significance value based test is completed by comparing the calculated t value and the t table value displayed at a 10% certainty level as below:

If the value of tcount < ttable and is significant > 0.10 then H0 is accepted and H0 is rejected.

If the calculated t value > t table and is significant < 0.10 then H0 is rejected and accepted.

The significance value used is 10%. The probability of a possible result from the conclusion is 90%, with a margin of error of 10%. The test is as follows:

H0 is rejected and Ha is recognized if the important possibility value (ρ) < the level of importance α = 0.10. This implies that independent factors, in particular the quality of goods to some extent have an impact on the dependent variable, in particular purchasing choices.

H0 is recognized and Ha is rejected if the important probability value (ρ) > importance level α = 0.10. This means that the autonomous factor, namely the quality of the goods, does not have a significant effect on the dependent variable, especially purchasing choices.

5. Results and Discussion

Data this research was collected through distributing questionnaires given to respondents and it was hoped that respondents could fill in or answer by selecting one of the answers on the questionnaire. Questionnaires were distributed to 92 people. Through the processed data, the following characteristics of respondents were found:

Table 2. CharacteristicsGender of Respondent

No	Gender	Frequency	Percentage
1.	Woman.	33	35.9%
2.	Man.	59	54.1%
Total		92	100%.

Source: Primary Data2023

From Table 2 it can be seen that there were 33 female respondents with a percentage of 35.9% and there were 59 male respondents with a percentage of 54.1%. Thus, research respondents with a sample of 92 people, male gender dominates because the products sold by the Hendra Store are special products for men so the number of male consumers is higher than female consumers.

Table 3. CharacteristicsAge of Respondent

No.	Age.	Frequency.	Percentage.
1.	<20	7	7.6.%
2.	21~30	57	62%
3.	31-40	8.	8.7%
4	> 40	20	21.7%
Total		92	100%

Source:Primary Data 2023

Based on Table 3, it shows that the average age of respondents is 21-30 years with a frequency of 57 respondents with a percentage of 62% at the Hendra Store Gedebage store who buy used clothes (Second Branded). This can happen because the products at the Hendra Store are products specifically for young people or teenagers, so that the average consumer or customer from the Hendra Store is between 21-30 years old.

Table 4. CharacteristicsRespondents Based on Occupation

No	Work	Frequency	Percentage
1	Businessman	21	22.8%

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2	Private employees	17	18.5%
3	Government employees	12	13%
4	Other	42	45.7%
Total		92	100%

Source: Primary Data 2023

Based on Table 4, it shows that Hendra shop customers have employment status as entrepreneurs as many as 21 respondents with a percentage of 22.8%, as private employees as many as 17 respondents with a percentage of 18.5%, as civil servants totaling 12 people with a percentage of 13% and others totaling 42 people with a percentage of 45 .7%. Therefore, the characteristics of respondents based on work are dominated by other occupations such as students or students

The validation of an instrument can be proven by the results of data processing in research, the Person Product Moment method is used in the test, namely if rcount > rtable, a validation evaluation can be displayed, then it can be said that the components of the statement are substantial, finally, if the number of rcounts < rtable , then the condition is not accurate. The following are the validity test results that can be obtained from data processing:

Table 5.ResultsValidity of Product Quality

Variabl.	**Statement.**	**Rcount.**	**Table.**	**Information.**
Product quality	P01	0415	0300	Valid.
	P02	0589	0300	Valid.
	P03	0331	0300	Valid.
	P04	0334	0300	Valid.
	P05	0441	0300	Valid.
	P06	0359	0300	Valid.

Source: Data Processing Results (2023)

Table 6. ResultsValidity of Purchase Decisions

Verifiable	**Statement.**	**Rcount.**	**Table.**	**Information.**
Buying decision	P01	0309	0300	Valid.
	P02	0359	0300	Valid.
	P03	0467	0300	Valid.
	P04	0439	0300	Valid.
	P05	0583	0300	Valid.
	P06	0307	0300	Valid.
	P07	0310	0300	Valid.
	P08	0309	0300	Valid.

Source: Data Processing Results (2023)

Based on Tables 5 and 6 above, the results of the validity test for product quality variables and purchasing decisions are declared valid, meaning that the statement used in this study shows rcount > rtable with a significant value of 0.300.

An instrument is said to be reliable if the item statement is > 0.60 using Cronbach's Alpha. Reliability testing is used to test whether data is reliable or not. Based on data processing, the following reliability test results can be obtained:

Table 7. Reliability Test Results

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Variable	***Cronbach's Alpha***	**Information**
Product quality	0660	Reliable
Buying decision	0679	Reliable

Source: Data Processing Results (2023)

The results in Table 7 above of the Cronbach alpha reliability test value are >0.60, exploration information is considered stable, indicating that the quality of goods and purchasing choices are considered solid. Based on data processing, the data processing results obtained in the normality test are as follows:

Table 8. ResultsNormality

One-Sample Kolmogrov-SmirnovTest		
		Unstandardized Residul
N.		92
NormalParametersa, b	Mean.	.0000000
	StdDeviation	.04166441
Most Extreme Differences	Absolute.	,093
	Positive.	,093
	Negative.	-.043
TestStatistics		,093
Asymp.Sig		.049c
a. Test distribution is Normal.		
b. Calculate from data.		
c. Lillifors Significant Correction.		

Source : Data Processing (2023)

In Table 8 above, calculated using the Kolmogrov-Smirnov method, it shows a value of 0.49, which means that this value has a significance greater than 0.10 (0.49 > 0.10). Therefore, the data in this study is declared to be normally distributed.

Table 9. ResultsHeteroscedasticity

Coefficientsa						
Model.		Unstandardized Coefficient		Standardized Coefficient	Q.	Sign.
		B.	StdError	Beta.		
1	(Constant.)	3642,796	2359.829		1,544	.126
	Product quality	,008	,096	,009	,087	,931
a. Dependent Variable: VariableRes						

Source: Data Processing Results (2023)

Based on Table 9, the results of data processing in the heteroscedasticity test have a significant value of 0.931, meaning that the significant value for the variable is >0.10. Therefore the hypothesis is accepted, because the data does not contain heteroscedasticity.

The following are the results of simple linear regression data processing that has been carried out:

Table 10. Results Simple Linear Regression Analysis

Coefficients.a.

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Model.		Unstandardized Coefficient.		Standardized Coefficient.	Q.	Sig.
		B.	Std. Error.	Beta.		
1	(Constant)	30151.457	3559.069		8,472	,000
	Product quality	-.412	,145	-.290	-2,842	,006
a. Dependent Variable: purchasing decisions						

Source: Data Processing Results (2023)

Based on Table 10, the results of simple linear regression analysis regarding the product quality variable have a value of - 0, with a default value of 30151.457. By utilizing this data, relapse examination can be developed as follows:

$$Y = 30151.457 + (-0.412)\ (X) + e$$

Explanation :

a. Constantamounting to 30151,457, then if the product quality is 0, the purchasing decision at the Hendra Store has a purchasing decision level of 30151,457.
b. The β X coefficient value is -0.412 with a negative value. This figure shows that for every -1 decrease in quality of goods, there will be a decrease in customer purchasing choices of -0.412.
c. Error (e) variables not studied

Analysis of the coefficient of determination shows how much change product quality has on purchasing decisions as follows:

Table 11. ResultsDatermination Coefficient

Model Summary				
Model.	R.	RSquare	Adjusted Rsquare	Std. Error of the Estimate
1.	.289.a	,084	064	2429.619
a. Predictor: (Constant), product quality b. Dependent: purchasing decision				

Source: Data Processing Results (2023)

Table 11 shows the R Square score which is 0.084 (8.4%). So it can be concluded that product quality has an influence of 8.4% but the remaining 91.6% is influenced by other variables not examined in this research.

The variable hypothesis was tested partially with the t test. The significant value used is 10% with a confidence level of 90% from respondents. Hypothesis testing of the t test is carried out using the method of comparing tcount and ttable values.

Table 12. ResultsTest Partially

Coefficienta.						
Model.		Unstandardized Coefficient.		Standardized Coefficient.	Q	Sign.
		.B	StdError.	Beta		
1	(Constant)	30151.457	3559.069		8,472	,000
	product quality	-.412	,145	-.290	-2,842	,006
a. Dependent Variable: purchasing decisions						

Source: Data Processing Results (2023)

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Table 12 shows that the influence of product quality on purchasing decisions has a significance value of 0.006 < 0.10 and the calculated value is > t table (-2.842 > 1.662). It can be said that H0 is ignored and Ha is accepted, and this means that the quality of different goods basically influences purchasing choices.

6. Conclusion

a. Respondents' responses regardingThe product quality variable from the 6 statements distributed has a rating of 2.92 and is classified as quite good.
   Respondents' responses regarding purchasing decision variables from the 8 statements distributed had a rating of 3.37 and were included in the classificationpretty good
b. The study of product quality and its influence on the decision to purchase second hand (second branded) clothing at the Hendra store partially had a value of 0.006 < 0.10 and determined t price > t table (- 2.842 > 1.662). It tends to be concluded that H0 is ignored and Ha is acknowledged, and this means that the overall quality factor of the goods influences purchasing decisions.

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Biography

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