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The Effect of Product Quality and Service Quality on Consumer Purchasing Decisions at Jglow Store Sumedang

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Abstract
This study aims to analyze the effect of product quality and service quality on consumer purchasing decisions in Jglow Store Sumedang. The research method used is quantitative with survey techniques through the distribution of questionnaires to 105 respondents jglow Store consumers. The research instruments were tested with validity and reliability tests, and the data were analyzed using t test, F test, and coefficient of determination (R^2). The results showed that product quality is partially positive and significant effect on purchasing decisions, while the quality of Service is positive and significant effect. Simultaneously, product quality and service quality have a significant effect on consumer purchasing decisions. The coefficient of determination (R^2) is 0.907, which means that 90.7% of the variability of purchasing decisions can be explained by product quality and service quality, while the remaining 9.3% is influenced by other factors outside the study. The implication of this study is the importance of improving service quality as the main strategy in attracting consumer purchasing decisions, in addition to maintaining product quality. This finding can be an input for Jglow Store management in formulating marketing strategies oriented to customer satisfaction and loyalty.
Keywords: Product Quality, Service Quality, Purchase Decision, Jglow Store.

1. Introduction

The development of the cosmetic industry in Indonesia has experienced very rapid growth in recent years. Increasing public awareness of the importance of skin care makes skincare products a primary need, especially for young people and women. This condition encourages increasingly intense competition between skincare brands, both from local and international products. In the face of such competition, companies are competing to be able to win market competition in influencing consumer purchasing decisions. Where consumer purchasing decisions are very important for the survival of the company because it can bring income (revenue) and profit. Purchasing decisions are an integrating process that combines knowledge to evaluate two or more alternative behaviors and choose one of them (Andari & Sumiyarsih, 2021).

Purchasing decisions are a series of processes that begin with the consumer understanding a problem, finding information about a particular product or brand, and assessing that product or brand based on how well each of those options can solve the problem, and deciding to make a purchase. Purchasing decision is a person's decision when choosing one of several alternative options available (Sopiah & Sangadji, 2016).

In making a decision to purchase a product, consumers will first assess the quality of the product. Quality products will certainly be more and more in demand by consumers. Product quality is an important factor because consumers tend to choose products that are safe, according to BPOM standards, have effective ingredients, and attractive packaging designs. Consumers tend to choose products with safe ingredients, proven benefits, and attractive and hygienic packaging. Products or services are said to be of quality if the company is able to provide and meet the expected and desired by consumers for a product or service (Haryadi et al., 2020). Product quality is a desire of prospective buyers in deciding to buy goods and

services that have superior value and are eligible for sale and purchase in accordance with what is expected by prospective buyers (Aghitsni & Busyra, 2022).

On the other hand, service quality also plays an important role in building a positive consumer experience. Friendly service, fast, communicative, and able to provide appropriate product consultation will increase consumer confidence and satisfaction. Service quality is a form of consumer assessment of the perceived level of Service (perceived service) with the expected level of service (expected value) (Indra dan Siagian, 2021). Service quality is the totality of the features and character of a product or service that has the ability to satisfy a stated or implied need (Kotler & Keller, 2016).

One of the fastest growing local brands is Jglow Skincare. Jglow offers various skincare product variants that are claimed to be safe, officially registered with BPOM, and formulated according to the needs of Indonesian consumers. The presence of Jglow Store Sumedang serves as an official distribution channel that brings products closer to consumers in the Sumedang region. However, amid the proliferation of competing skincare products distributed through both physical stores and online platforms, Jglow Store is required to maintain product quality consistency while continuously improving service quality in every consumer interaction. Purchasing decisions are influenced not only by price and promotional strategies but also by consumers' perceptions of product quality and service experience. Recent international research confirms that perceived product quality and service interaction significantly influence purchase intention and post-purchase behavior in competitive retail environments (Cuong, 2023; Alzoubi et al., 2024). In the beauty and personal care sector, consumer trust and perceived safety are critical determinants of repurchase intention, particularly for high-involvement products such as skincare (Hwang & Lee, 2023). When consumers are satisfied with both product attributes and service encounters, they are more likely to engage in repeat purchases and positive word-of-mouth behavior. Thus, it is important to examine the extent to which product quality and service quality affect consumer purchasing decisions at Jglow Store Sumedang.

Despite numerous studies examining the influence of product quality and service quality on purchasing decisions, most prior research has focused on large retail corporations, e-commerce platforms, or multinational brands. Empirical evidence from regional or local skincare retail stores remains limited. Recent studies tend to emphasize digital service environments or cross-border online retail contexts (Sohn & Kim, 2024), while fewer studies investigate integrated product-service effects within small-scale offline retail markets. Moreover, previous research often analyzes product quality and service quality separately rather than examining their simultaneous contribution within a localized retail setting. This indicates a research gap concerning how these two variables interact in shaping purchasing decisions at the local distribution level.

The novelty of this study lies in its focus on a local authorized skincare store operating within a competitive regional market characterized by increasing consumer awareness of skincare safety and effectiveness. Unlike research conducted in metropolitan or purely online settings, this study provides empirical evidence from a smaller city context where consumer decisions may be more relationship-oriented and trust-driven. Contemporary consumer behavior literature suggests that in high-involvement product categories, relational interaction and perceived service assurance significantly shape decision-making processes (Rather, 2023). By integrating product quality and service quality simultaneously, this study contributes to a more comprehensive understanding of their relative and combined effects in influencing purchasing decisions within an offline retail environment.

The selection of Jglow Store Sumedang as the research object is based on its role as an official distributor of a rapidly growing local skincare brand and its direct interaction with consumers through face-to-face consultation services. As a regional retail outlet, Jglow Store

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must maintain competitive product standards while delivering superior service quality to sustain purchasing decisions amid intense competition from online sellers and national brands. Recent retail studies emphasize that offline stores must differentiate themselves through experiential service quality and personalized engagement to compete effectively in an increasingly digital marketplace (Gauri et al., 2023). Therefore, examining Jglow Store Sumedang provides relevant insights into consumer behavior in the local skincare retail sector and enriches the broader literature on product-service integration in emerging regional markets.

Based on the background and identified research gap, the objectives of this study are: (1) to analyze the partial effect of product quality on consumer purchasing decisions at Jglow Store Sumedang; (2) to analyze the partial effect of service quality on consumer purchasing decisions; and (3) to analyze the simultaneous effect of product quality and service quality on purchasing decisions.

2. Method

Population and Sample

The population of this study consisted of all consumers who made purchases at Jglow Store Sumedang during the research period (January–March 2024). Based on store transaction records, the average number of consumers during this period was approximately 145 individuals. To determine the sample size, this study employed the Slovin formula with a margin of error of 5%, resulting in a minimum required sample of 105 respondents. Therefore, 105 consumers were selected as research respondents.

Purposive sampling was used with the following criteria: (1) consumers who had made at least one purchase at Jglow Store Sumedang, and (2) consumers aged 17 years and above who were able to provide informed responses. This sampling approach ensures that respondents have direct experience relevant to the research variables, thereby improving the representativeness of the sample in explaining purchasing decisions within the store context.

Place of research at Jglow store Sumedang located on Jl. Pacuan kuda 1 No. 10, Kota Kaler, Kec. Sumedang Utara, Kab. Sumedang. The research method used is an associative method with a quantitative approach that aims to determine the effect of product quality and service quality on consumer purchasing decisions in Jglow Store Sumedang. This study uses non probability sampling method that does not provide opportunities to all members of the population to be sampled (Sugiyono, 2007), with the entire population of consumers Jglow store Sumedang. Sampling techniques using purposive sampling, namely sample collection techniques due to the consideration of certain characteristics or traits, namely consumers who when collecting data make purchases at Jglow Store Sumedang (Yusuf, 2017). As for taking the number of samples that the authors need in this study, using the Slovin formula obtained a sample of 105 people.

Table 1.
Operational Definition of Variables

Varabel	Operational Definition	instruments		results	Scale
Purchase decision	a decision taken by an individual due to stimuli that come from outside the individual as well as from within the individual himself. Statement items are determined using a Likert scale with a value range of 1-5	Questionnaire	- - - - -	Very unsatisfactory Unsatisfactory Quite Satisfactory Satisfactory Very satisfying	Ordinal
product quality	a desire of prospective buyers in deciding to buy goods and services that have superior value and are	Questionnaire	- - -	Very unsatisfactory Unsatisfactory Quite Satisfactory	Ordinal

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	eligible for sale and purchase in accordance with what is expected by prospective buyers. Statement items are determined using a Likert scale with a value range of 1-5		- Satisfactory - Very satisfying	
service quality	efforts to meet the needs and desires of customers and the accuracy of delivery to keep pace with customer expectations. Statement items are determined using a Likert scale with a value range of 1-5	Questionnaire	- Very unsatisfactory - Unsatisfactory - Quite Satisfactory - Satisfactory - Very satisfying Sangat memuaskan	Ordinal

Table 2
Operational Variables

Variable	Indicator	Item
Purchase decision (Mardiana & Sijabat, 2022)	1. Consistency in a product 2. Habits in buying products 3. Giving recommendations to others 4. Make a repurchase	1 2, 3 4, 5 6
Product Quality (Kotler&Armstrong, 2008)	1. Design 2. Durability 3. Reliability 4. accuracy	7,8 9 10,11 12,13
Service Quality (Indra & Siagian, 2021)	1. Physical evidence 2. Responsiveness 3. Empathy 4. Guarantee	14,15 16,17 18,19 20

Before the questionnaire is distributed to the selected respondents, it must be conducted a validity test and reliability test first on the items that actually measure what is measured, and to set the accuracy of a measure or reliability measuring device using the help of the SPSS program (Statistical Program for Social Science).

Table 3.
Instrument Validity Test

Variable	item	validity Sig.	α	resume
Purchase decision	1	0,034	0,05	Valid
	2	0,039	0,05	Valid
	3	0,016	0,05	Valid
	4	0,001	0,05	Valid
	5	0,009	0,05	Valid
	6	0,000	0,05	Valid
	7	0,010	0,05	Valid
	8	0,009	0,05	Valid
Product Quality	9	0,005	0,05	Valid
	10	0,044	0,05	Valid
	11	0,043	0,05	Valid
	12	0,004	0,05	Valid

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Variable	item	validity Sig.	α	resume
Service Quality	13	0,014	0,05	Valid
	14	0,048	0,05	Valid
	15	0,009	0,05	Valid
	16	0,030	0,05	Valid
	17	0,009	0,05	Valid
	18	0,005	0,05	Valid
	19	0,043	0,05	Valid
	20	0,044	0,05	Valid

Source: SPSS software assistance training data, 2024

Validity test aims to test the extent to which the accuracy or correctness of an instrument as a measure of research variables. Validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire (Ghozali, 2011). The Item is declared valid if the significance level of the correlation is less than the specified significance level of 0.05. All indicators in this study variables have a value of significance < 0.05 and also has a value of R count > R table 1.946 and positive. So that all indicators in this study are said to be Valid.

Reliability test is a tool to measure a questionnaire that is an indicator of a variable. A questionnaire is said to be reliable if a person's answers to the questions are consistent or stable over time. In this study a construct or variable is declared reliable if it gives the value of Cronbach Alpha > 0.60 and vice versa if Cronbach Alpha < 0.6 then the instrument is not reliable (Ghozali, 2011).

Table 4
Reliability Test

Variabel	*Cronbach Alpha*	< / >	Keterangan
Purchase decision	0.636	>	RELIABEL
Product Quality	0.626	>	RELIABEL
Service Quality	0.754	>	RELIABEL

Source: SPSS software assistance training data, 2024

Based on Table 4 obtained croncbach value of more than 0.6 so it can be concluded that the question item is declared reliable or consistent.
Measurement of Variables and Instrument Adaptation

The measurement indicators for each variable were adapted from previously validated studies. The purchase decision indicators were adapted from Mardiana & Sijabat (2022), product quality indicators were adapted from Kotler & Armstrong (2008), and service quality indicators were adapted from Indra & Siagian (2021).

The adaptation process involved translating the original indicators into questionnaire statements suitable for the Jglow Store context while maintaining their conceptual meaning. All items were measured using a five-point Likert scale ranging from 1 (strongly disagree/very unsatisfactory) to 5 (strongly agree/very satisfactory). This approach ensures content validity and consistency with prior empirical studies.

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Pilot Testing, Validity, and Reliability

Before the main data collection, a pilot test was conducted on 30 respondents who met the sampling criteria to evaluate clarity, readability, and initial validity of the instrument. Based on the pilot test results, ambiguous wording was revised to improve item comprehension.

Validity testing was conducted using Pearson correlation analysis, where items were considered valid if the significance value was below 0.05 and r-count exceeded r-table. All items met these criteria and were retained for the final analysis.

Reliability was assessed using Cronbach's Alpha, with a threshold of 0.60. All variables demonstrated acceptable reliability levels (Purchase Decision = 0.636; Product Quality = 0.626; Service Quality = 0.754), indicating internal consistency of the measurement instrument.

Ethical Considerations

This study adhered to ethical research principles. Prior to completing the questionnaire, respondents were informed about the purpose of the study, the voluntary nature of participation, and the confidentiality of their responses. Informed consent was obtained from all respondents. No personal identifying information was collected, and the data were used solely for academic research purposes.

Potential Bias and Control Measures

Since the study relied on self-reported questionnaire data, there is a potential risk of self-report bias and social desirability bias. To minimize these biases, respondents were assured that their answers would remain anonymous and would not affect their relationship with the store. In addition, neutral wording was used in the questionnaire to avoid leading questions. Data collection was conducted immediately after purchase to ensure that respondents' evaluations were based on recent experiences.

3. Results and Discussion

Multiple linear test
Table 5
Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.480	.938		1.578	.118
	Product_Quality	.340	.079	.336	4.321	.000
	Service_Quality	.244	.078	.226	3.103	.003

a. Dependent Variable: Purchase_Decision

From the table above, the multiple linear regression equation is Y= 1.480 + 0. 336X1 + 0.226X2 Based on the T test obtained that the value of GIS. in the variable of product quality to the purchase decision of 0.000 (<0.05), meaning that the quality of the product bepengaruh partially to the purchase decision.. For the Sig value. in the variable quality of service to the purchase decision of 0.000 (<0.05), meaning that the variable quality of Service affects the purchase decision.

Simultaneous Test (F Test)
Table 6.
F Test Results

		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.177	2	3.589	822.009	.000 b
	Residual	.729	167	.004		
	Total	7.906	169			

a. Dependent Variable: Purchase_Decision
b. Predictors: (Constant), Product_Quality, Service_Quality

From Table 6 F test results obtained that the variable product quality and service quality, GIS value. less than 0.05 which means that product quality and service quality simultaneously affect the purchasing decision.

Coefficient Of Determination (R2)
Table 7.
Results of The Coefficient of Determination

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.953 a	.908	.907	.06607

a. Predictors: (Constant), Product_Quality, Service_Quality
b. Dependent Variable: Purchase_Decision

The regression results indicate that both product quality and service quality significantly influence purchasing decisions. However, the standardized beta coefficient shows that product quality ($\beta = 0.336$) has a slightly higher standardized coefficient than service quality ($\beta = 0.226$). This suggests that although both variables are significant, product quality demonstrates a relatively stronger statistical contribution in the regression model.

Nevertheless, from a practical perspective in retail interaction, service quality plays a crucial experiential role. In the skincare industry, especially in regional markets such as Sumedang, consumers often rely heavily on direct consultation, trust-building interactions, and personalized recommendations before making purchasing decisions. Skincare products involve perceived risk, particularly related to skin compatibility and safety. Therefore, interpersonal service quality can reduce uncertainty and enhance consumer confidence.

This finding aligns with consumer behavior theory which suggests that in high-involvement products, emotional assurance and service interaction significantly shape purchasing decisions. Compared to studies conducted in online marketplaces where product attributes dominate decision-making, this research highlights the importance of face-to-face service experience in offline retail contexts.

Furthermore, the high R^2 value (0.907) indicates that product and service quality together strongly explain purchasing decisions. However, this should not be interpreted as excluding other influential variables. Factors such as price competitiveness, brand image, promotional strategies, and social media influence may also contribute significantly, especially in the skincare sector where trends and influencer marketing are prominent.

In the context of Sumedang's local market, consumers may prioritize trust and personalized explanation over purely technical product specifications. This could explain why service quality remains critically important despite strong product attributes.

The findings of this study are consistent with various recent empirical studies indicating that product quality and service quality are primary determinants of purchasing decisions. Research conducted by Perwiranegara (2025) found that both product quality and service quality directly influence purchasing decisions, and in several regression models, service quality demonstrated a more dominant effect in face-to-face interaction contexts. These results strengthen the argument that in businesses involving direct consumer contact, service experience becomes a strategic factor in shaping purchasing decisions. Furthermore, Anggraini et al. (2024) demonstrated that product quality and service quality simultaneously have a positive and significant effect on purchasing decisions, supporting the findings of this study, particularly regarding the high coefficient of determination (R^2) in explaining variations in purchasing decisions.

Yano et al. (2023) further highlighted that beyond product and service quality, word of mouth also reinforces purchasing decisions, indicating that social interaction and personal recommendations serve as important mechanisms in the decision-making process, especially for high-involvement products such as skincare. In a different context, Utami and Widarta (2025), in their e-commerce study, found that product quality remains a significant factor in purchasing decisions, while digital service quality is not always partially significant but still plays a role within a broader model alongside variables such as trust. This confirms that product quality serves as a fundamental basis in shaping purchasing decisions, as reflected in the relatively higher beta coefficient for product quality in this study. Meanwhile, Arsita et al. (2025) revealed that product quality has a strong influence on purchasing decisions and is further strengthened by customer reviews as a mediating variable, suggesting that in products involving perceived risk, such as skincare, external trust and social validation enhance the effect of product quality.

Overall, these five studies reinforce the position of this research within the broader literature, confirming that both product quality and service quality are significant determinants of purchasing decisions, with differences in dominance largely dependent on industry context and market characteristics.

4. Conclusion
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Based on the results and discussion of this study, the conclusions of the study are as follows :

1. The results of the study proved that the quality of the product has a significant positive effect on purchasing decisions. Based on the results of the T test, it is known that the significance value is $0.000 < 0.05$, so H01 is rejected and Ha1 is accepted with the product quality coefficient value is significant positive. although the products offered have certain qualities, this factor is not the main determinant of consumers in making purchasing decisions at Jglow Store.

2. The results prove that the quality of Service has a significant positive effect on purchasing decisions. Based on the results of the T test, the significance value of $0.003 < 0.05$ is known, so that H02 is rejected and Ha2 is accepted with the value of the service quality coefficient is significant positive. Friendly, fast service, and attention to consumer needs make an important contribution in encouraging consumers to make purchases

3. The results prove that product quality and service quality simultaneously have a significant positive effect on purchasing decisions. Based on the F test results obtained

that the variable product quality and service quality, a significant value of 0.000 < 0.05, so that h03 rejected and HA3 accepted which means that product quality and service quality simultaneously affect the purchase decision. This means that the combination of both remains important to maintain loyalty and increase the number of consumer purchases.

4. The results proved that the quality of products and service quality of 90.7% effect on purchasing decisions,while the remaining 9.3% influenced by other variables outside this study. Purchasing decisions can be explained by product quality and service quality, while the rest is influenced by other factors such as price, promotion, and brand image.

The results of this study can prove from the hypotheses that have been formulated, and can prove that the higher the quality of products and service quality will affect the increase in purchasing decisions. Customer service improvement: Jglow Store needs to maintain and even improve the quality of service, both through a friendly, responsive attitude, to providing quick solutions to customer complaints. This is the main key that influences the purchase decision. Integrated marketing strategy: in addition to products and services, other factors such as competitive prices, attractive promotions, and building a strong brand image must also be considered so that the attractiveness of the store increases. Regular evaluation: Jglow Store management is advised to conduct periodic customer satisfaction surveys to determine changes in consumer preferences and adjust business strategies to market needs. The purchase decision is the stability of consumers in determining the product that is able to meet their needs from the many choices available. As for consumer decisions arising from the existence of memory, trust, and promotional strategies on a product.

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