



## Comprehensive Analysis of the Impact of Service and Product Quality on Purchasing Decisions through Purchase Intentions for Ice Cream Products

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### ABSTRACT

The aim of this study was to examine the influence of product and service quality on purchasing decisions, mediated by purchase intention as an intervening variable. The research was conducted to enhance purchasing decisions at Ice Cream Shop in Cirebon. Purposive sampling was used to select participants. The data were analysed using partial least squares structural equation modelling (SEM-PLS) with the Smart-PLS 3.0 application. The results indicate that service quality has a positive impact on purchase intention but does not significantly affect purchasing decisions. Additionally, the service quality variable affects purchase intention but does not significantly impact purchasing decisions. The study found that the purchase intention variable mediated the relationship between product quality and service quality on purchasing decisions. This study suggests that future researchers could investigate additional variables that may influence purchasing decisions at ice cream shops.

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## INTRODUCTION

As a major contributor to economies around the world, the food and beverage industry is currently experiencing significant industrial growth (Tukker et al., 2006), Due to the essential requirement of nourishment and hydration for all living organisms. (Konstantas et al., 2019) According to its research, the food sector has seen a significant increase in the popularity of ice cream, which is considered a luxury item worldwide. Based on data from the Central Statistics Agency (BPS), during the period 2018 to 2022, Indonesia imports millions of dollars worth of ice cream annually from various countries including China, France, Japan, South Korea, Thailand, Malaysia, Singapore, and the United States.

**Tabel 1. Impor Eksrim Negara Indonesia**

Tahun	Nilai Ekspor (USD)
2018	USD 50,43 Juta
2019	USD 25,18 Juta
2020	USD 34,68 Juta
2021	USD 32,69 Juta
2022	USD 18,01 Juta

Source: Databoks.katadata.co.id

Some foreign ice cream brands currently available in Indonesia are Wall's, Baskin-Robbins, and Mixue. The ice cream industry has experienced rapid development. Quality and safety are of utmost importance in the food and beverage industry, and therefore, stricter regulations have been implemented. The industry places great emphasis on the taste, shape, and presentation of their products (Chen & Voigt, 2020).

Chaerudin & Syafarudi (2021) It has been noted that Product Quality is an important tool for marketers to use in positioning a product, as it is closely linked to customer value and satisfaction. Kotler (2012) defines product quality as a characteristic that pertains to a product's ability to meet both stated and implied customer needs. Ensuring product quality is crucial for businesses to achieve growth. Businesses that do not offer clear quality will find it difficult to compete because they cannot attract customers to buy (Muqarrabin et al., 2022). The growing demand for ice cream in the food sector has led to increased competition among producers to boost sales by influencing purchasing decisions (Hafilah & Chaer, 2019). Yue & Xu (2023) The initial stage of making a purchasing decision involves considering the order price, selling price, and product quality. Therefore in order to grow, the ice-cream business must adapt to the business environment, because the quality of the service is as important as the quality of the product. (Herawati et al., 2019).

Lee & Yang (2013), argue that consumers form their perceptions of service quality based on three dimensions of the service production process: physical quality, interactive quality, and firm quality. Interactive quality pertains to the interaction between service providers and consumers. In the food sector, the supply chain of product procurement and supply is the

backbone of strategy. Therefore, its successful implementation depends on customers' perception of service quality (Sumrit & Sowijit, 2023). The global competition in the business sector has driven service providers to develop innovative methods to outperform their rivals (Agarwal & Dhingra, 2023). One effective strategy for fostering positive customer relationships is to comprehend their needs and provide satisfactory service (Khan et al., 2024). The dimensions of service quality serve as a benchmark for companies operating in new environments, such as Momoyo Ice Cream Company, which competes with other ice cream companies. To evaluate service quality, customer service should be prioritised to increase customer satisfaction and purchasing decisions (Ong et al., 2022)

## THEORETICAL REVIEW

The process of consumer decision-making is influenced by both cost and quality considerations, which in turn drive the desire to understand and express feelings, behaviours, and activities when making purchasing decisions (Rybczewska et al., 2020). Marketers compete to keep their customers satisfied because they understand that customers are a crucial asset. Retaining customers is key to offering more value in the product proposition (Bukhari et al., 2023). Based on Euromonitor data cited in the United States Department of Agriculture (USDA) report, sales of ice cream in Indonesia have continued to grow during the pandemic period of 2020-2021. In 2021, the sales value reached USD 425 million or approximately IDR 6 trillion (calculated using the 2021 exchange rate of IDR 14,260 per USD) (Euromonitor, 2023). Due to the significance of this variable in influencing purchasing decisions, it is imperative to gain a deeper understanding of how the purchasing decision process is carried out by different types of consumers (Macall et al., 2021; Medina et al., 2020).

Barton et al (2022) states that consumers vary in basic demographics, such as age and gender, as well as in their level of brand familiarity, which can affect their purchase intent and only some of these characteristics may be relevant. Although purchase intention is not a direct measure of purchase behaviour, it reflects consumers' cognitive behaviour and indicates their interest in purchasing a quality product or service (Aggarwal et al., 2020). Purchase intention can be influenced by several factors, including perceived convenience, perceived value, subjective demonstration, consumption risk, and customer service quality (Wang et al., 2023). Li et al., (2024), suggests that behaviour is driven by intention, meaning that individuals will engage in specific actions when considering the consumption situation. Therefore, intention can indicate the likelihood of an individual's future purchase decision. The stronger the purchase intention, the more likely the purchase. However, research on the consumer mechanisms that influence purchase intentions is lacking. Most studies focus on social presence and information support, product scarcity, and the impact of social media on consumers' purchase intentions (Pham et al., 2023).

From the above explanation, purchase intention can be used as a research gap that affects purchasing decisions. To realize purchase intention and purchase decisions, researchers choose service quality and products as independent variables. Previous relevant researchers to the above statement are 1) Palupi et al (2023) It has been found that product quality significantly influences Mixue purchasing decisions in Yogyakarta. This confirms that consumers place great importance on the quality of the products being sold. 2) Rukmar & Firmansyah (2023) The repurchase intention of Mixue Ice Cream consumers is positively affected by service quality. 3) Nur et al (2023) The study found that there is a positive and significant relationship between Service Quality and Purchasing Decisions. This suggests that higher levels of Service Quality lead to higher Purchasing Decisions for mixue products in Majalengka. 4) Polla et al (2018) Consumer purchasing decisions are not significantly affected by service quality. The study's results present varying conclusions. While some studies indicate that both product and service quality positively impact purchasing decisions, others suggest that service quality has no effect. As a result, there exists a theoretical research gap due to conflicting findings (Miles, 2017).

This study examines the influence of service quality and product quality on purchase decisions, with purchase intention as an intervening variable, at ice cream shop in Cirebon City. There are differences in variable indicators compared to several previous studies. The author uses purchase intention as an intervening variable to achieve high purchasing decisions from consumers. This statement is based on the assumptions of microeconomic theory, which explains that no variables can exist independently or be separated from one another (Sukirno, 2014). Referring to the description of the phenomena and research problems described above, as well as the identified research gaps, the research entitled 'A Comprehensive Analysis of the Impact of Service and Product Quality on Purchase Decision through Purchase Intention' further research is required.

## **METHODOLOGY**

This study employed a questionnaire that utilised the Likert scale measurement model. The Likert scale comprises scores ranging from 1 to 5, each with a corresponding meaning. A score of 1 indicates a strong disagreement, while a score of 2 indicates disagreement, a score of 3 indicates uncertainty, a score of 4 indicates agreement, and a score of 5 indicates strong agreement.

The sampling method used in this study was purposive sampling, which involves specific considerations. Purposive sampling is a technique used to select participants based on predetermined criteria (Sugiyono, 2017) The author employed purposive sampling technique as not all samples met the criteria determined by the author. The author employed purposive sampling technique as not all samples met the criteria determined by the author. Therefore, certain criteria were set for the samples used in this study. 1) Residency in Cirebon, 2) Age between 16 and 40 years, and 3) Previous purchase of Ice Cream products from ice cream shop. Our theoretical model was tested using SmartPLS 3

software. The criteria are as follows: As the population is unknown, we used the sampling formula from Rao Purba.

$$n = \frac{z^2}{4 (Moe)^2}$$

n = Sampel Size

Z = At a 95% degree of confidence, the score is determined to be 1.96 (z = 1.96).

According to the aforementioned provisions, the minimum number of samples that can be taken is as follows:

$$n = \frac{1,96^2}{4 (0,1)^2}$$

$$n = \frac{3,8416}{4 (0,01)}$$

$$n = \frac{3,8416}{0,04}$$

$$n = 96,04$$

According to the formula above, the minimum sample size required is 96.04 samples. Therefore, the authors of this study collected data from a sample of 97 respondents.

## RESULT AND DISCUSSION

This study analyses 97 respondents who are consumers of Ice Cream Shop in Cirebon City. The study collected data on the age, gender, and occupation of the respondents. The characteristics of the respondents are described below. Table 1 presents the analysis results, indicating that the majority of respondents were consumers aged between 21-30 years (57%), followed by ages 10-20 years (33%), and ages 31-40 years (10%). In terms of gender, 31% of the respondents were male consumers and 69% were female consumers. Regarding occupation, 27% work as employees in offices and retail, 30% are still high school students, and the largest group of respondents were college students, accounting for 43%.

**Table 1 Characteristics of Respondents**

Characteristics	Category	Frequency	Percentase (%)
Age	10-20 years	32	33
	21-30 years	55	57
	31-40 years	10	10
Sex	Man	30	31
	Woman	67	69
Respondent's occupation	High School Students	29	30
	College Students	42	43

<b>Employee</b>	<b>26</b>	<b>27</b>
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## Data Analysis Result

### 1. Convergent Validity Test

**Table 2. Outer Loading**

	<b>Product Quality</b>	<b>Service Quality</b>	<b>Purchase Intention</b>	<b>Purchase Decision</b>
<b>KP1</b>	<b>0.752</b>			
<b>KP2</b>	<b>0.665</b>			
<b>KP3</b>	<b>0.771</b>			
<b>KP4</b>	<b>0.785</b>			
<b>KP5</b>	<b>0.800</b>			
<b>KP7</b>	<b>0.598</b>			
<b>KP8</b>	<b>0.714</b>			
<b>KPL1</b>		<b>0.529</b>		
<b>KPL2</b>		<b>0.816</b>		
<b>KPL3</b>		<b>0.853</b>		
<b>KPL4</b>		<b>0.885</b>		
<b>KPL5</b>		<b>0.750</b>		
<b>NB1</b>			<b>0.719</b>	
<b>NB2</b>			<b>0.714</b>	
<b>NB3</b>			<b>0.720</b>	
<b>NB4</b>			<b>0.733</b>	
<b>NB5</b>			<b>0.783</b>	
<b>NB6</b>			<b>0.743</b>	
<b>KPB1</b>				<b>0.919</b>
<b>KPB2</b>				<b>0.805</b>
<b>KPB3</b>				<b>0.721</b>
<b>KPB4</b>				<b>0.871</b>
<b>KPB5</b>				<b>0.908</b>

To measure indicator validity, use the outer loading value. An outer loading value of more than 0.7 indicates that the indicator can be used. Loadings above 0.5 are also permissible, but factors with loadings below 0.5 should be removed (Chin, 1988).

**Table 3 Average Variance Extracted (AVE)**

	<b>Average Variance Extracted (AVE)</b>
<b>Product Quality</b>	<b>0.532</b>
<b>Service Quality</b>	<b>0.604</b>
<b>Purchase Intention</b>	<b>0.541</b>
<b>Purchase Decision</b>	<b>0.719</b>

All of the reflective constructs used in this study have values greater than 0.5, as shown in the AVE results above. Specifically, the product quality variable has a value of 0.532, the service quality variable has a value of 0.604, the purchase intention variable has a value of 0.541, and the purchase decision

variable has a value of 0.719. The AVE measures the amount of variance captured by the construct indicators. An AVE value above 0.5 is considered acceptable for reflective constructs (Barati et al., 2019) If the AVE value is greater than 0.50, the variable can be considered valid. If it is less than 0.40, it should be removed from the model.

## 2. Reliability Test

A construct is deemed reliable if its Cronbach's Alpha value exceeds 0.7. Similarly, the Composite Reliability (Rho c) value is considered reliable if it exceeds 0.7. (Sarstedt et al., 2017).

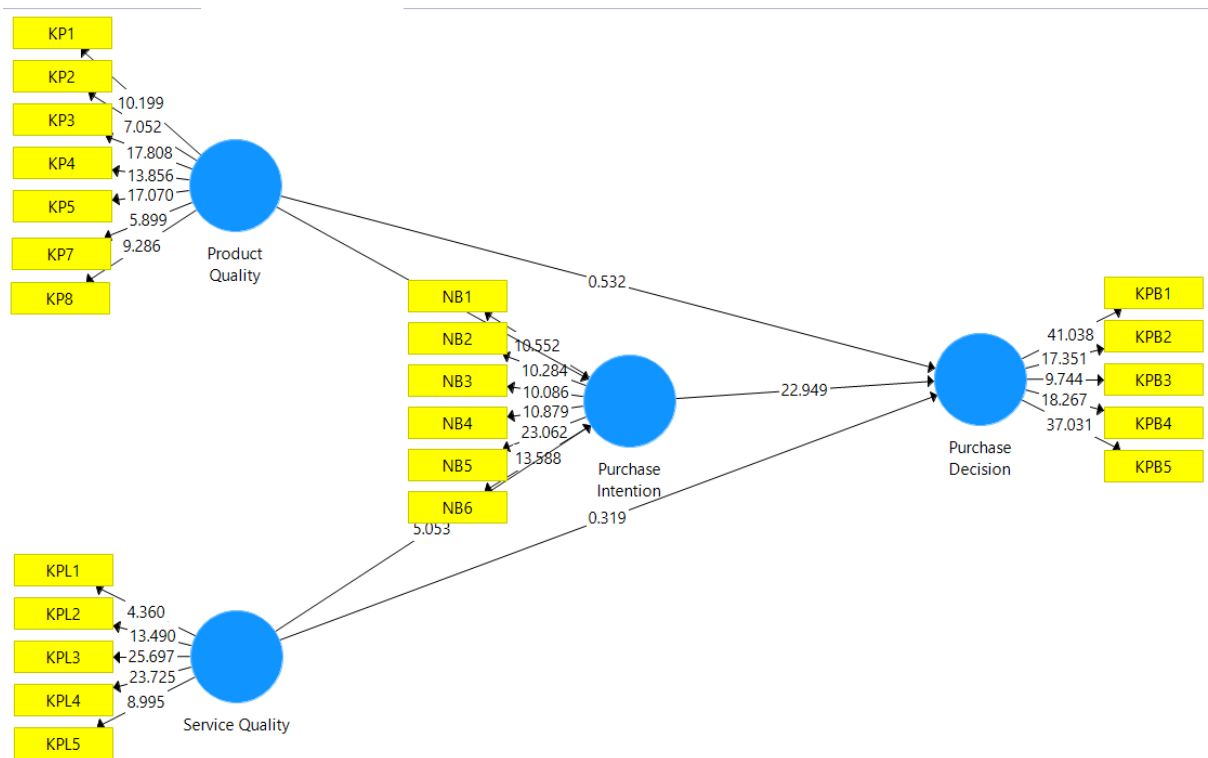
**Table 4. Reliability Test**

	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>
<b>Product Quality</b>	<b>0.859</b>	<b>0.888</b>
<b>Service Quality</b>	<b>0.831</b>	<b>0.881</b>
<b>Purchase Intention</b>	<b>0.838</b>	<b>0.876</b>
<b>Purchase Decision</b>	<b>0.900</b>	<b>0.927</b>

The table data reveals two important pieces of information. Firstly, all variables have Cronbach's alpha values exceeding the 0.70 limit, indicating high internal consistency in measurement. Secondly, all variables have composite reliability values exceeding the 0.70 limit, indicating adequate construct reliability. Based on the results of the construct reliability calculation, which includes Cronbach's Alpha and Composite Reliability, it can be concluded that all variables meet the criteria established in this study.

## 3. Path Coefficient

Figure 1. Path Coefficient



The above figure illustrates the calculation of the t-statistic value, which is used to test the significance between variables in this study.

4. Test the hypothesis

Table 5. Direct Effect Test Results

Hypothesis	Relationship	Path Coeffisients	P Values	Information
H1	Product Quality -> Purchase Decision	0,026	0,595	Unsupported
H2	Product Quality -> Purchase Intention	0,325	0,000	Supported
H3	Service Quality -> Purchase Decision	0,022	0,750	Unsupported
H4	Service Quality -> Purchase Intention	0,355	0,000	Supported
H5	Purchase Intention -> Purchase Decision	0,817	0,000	Supported

According to (Hair et al., 2014) a structural model coefficient analysis is conducted to test a hypothesis by examining the significant relationships between variables. A relationship is deemed to have a significant effect if its p-value is less than 0.05. If the p-value of the relationship between variables is



greater than 0.05, it can be concluded that the relationship does not have a significant effect.

### **Hypothesis 1: Product Quality has a positive but insignificant effect on Purchase Decision**

The study results indicate that hypothesis one is not significant. The effect of product quality on purchasing decisions is positive but insignificant, with a path coefficient value of 0.026, which is greater than 0, and a p-value of 0.595, which is greater than 0.05.

Therefore, it can be concluded that product quality does not significantly affect purchasing decisions. However, if consumers prioritize taste and aesthetic quality, product quality becomes the main goal. The majority of respondents in this study are not ice cream enthusiasts but rather occasional consumers who only purchase ice cream at certain times or when the ice cream shop business is booming (Mardianita, 2022).

The findings of this study are consistent with prior research conducted (Ababil & Muttaqien, 2019; Hasna Nadiya & Wahyuningsih, 2020; Maulana et al., 2022) These researchers demonstrated that product quality does not have a significant impact on purchasing decisions.

### **Hypotesis 2: Product Quality has a positive and significant effect on Purchase Intention**

According to the results of this study, hypothesis two demonstrates a significant effect. Specifically, product quality has a positive and significant impact on purchase intention, as evidenced by the path coefficient value of 0.325, which is greater than 0, and the p-value of 0.000, which is smaller than 0.05.

Therefore, it can be concluded that product quality has a significant effect on purchase intention. When consumers can see and feel the quality of the products available, their purchase intention is likely to increase. Although purchase intention is not a direct measure of purchasing behaviour, it reflects consumer behaviour and their interest in buying a product.

The findings of this study are consistent with prior research conducted by (Dewi, 2019; Sakinah & Firmansyah, 2021). Product quality is information that helps consumers decide whether or not to purchase a product. If the product is deemed to meet consumer needs, it may lead to an intention to purchase.

### **Hypotesis 3: Service Quality has a positive but Insignificant effect on Purchase Decision**

According to the results of this study, hypothesis three indicates that the hypothesis is not significant. The effect of service quality on purchasing decisions is positive but insignificant, with a path coefficient value of 0.022, which is greater than 0, and a p-value of 0.750, which is greater than 0.05.

Therefore, it can be concluded that service quality does not significantly affect purchasing decisions. This is likely because customers pay less attention

to service quality when buying products at ice cream shop, and purchasing decisions are not always influenced by service quality.

Previous research supports the results of this study (Cahya et al., 2021; Ramadani, 2019). The researchers stated that while service quality does not have a significant impact on purchasing decisions, it remains an important factor. To build positive customer relationships, it is most effective to provide comprehensive and satisfying services.

#### **Hypothesis 4: Service Quality has a positive and significant on Purchase Intention**

According to the results of this study, hypothesis four demonstrates a significant effect. Specifically, service quality has a positive and significant impact on purchase intention, as evidenced by the path coefficient value of 0.355, which is greater than 0, and the p-value of 0.000, which is smaller than 0.05.

Therefore, it can be concluded that service quality has a significant effect on purchase intention. Consumers will feel more comfortable during the process of deciding to buy their needs when good service quality is provided. Good purchasing quality is highly prioritised.

The study's findings are consistent with prior research conducted by (Welsa et al., 2022; Wildan & Albari, 2023) which demonstrated that service quality has a significant impact on purchase intention. Consumers are more likely to have purchase intentions when they are satisfied with the service provided.

#### **Hypothesis 5: Purchase Intention has a positive and significant on Purchase Decision**

According to the results of this study, hypothesis five demonstrates a significant effect. Purchase intention has a positive and significant influence on purchasing decisions, as evidenced by the path coefficient value of the purchase intention effect on purchasing decisions (0.817), which is greater than 0, and the p-value (0.000), which is smaller than 0.05.

Therefore, it can be concluded that purchase intention significantly affects purchasing decisions. Purchasing decisions are driven by intentions, indicating that a person will take certain actions when considering purchasing. Thus, purchase intention serves as an indicator of the likelihood of Ice Cream Shop consumers' future purchasing decisions.

The study's findings are consistent with prior research conducted by (Zulfikar & Fiana, 2023) which demonstrated that purchase intention significantly impacts purchasing decisions. The stronger the purchase intention among consumers, the more likely they are to make a purchase.

**Table 6 Indirect Effect Test Result**

<b>Hypothesis</b>	<b>Relationship</b>	<b>Path Coefficients</b>	<b>P Values</b>	<b>Information</b>
<b>H6</b>	<b>Product Quality -&gt; Purchase Intention -&gt;</b>	<b>0.266</b>	<b>0,000</b>	<b>Supported</b>

<b>Purchase Decision</b>				
<b>H7</b>	<b>Service Quality -&gt; Purchase Intention -&gt; Purchase Decision</b>	<b>0.291</b>	<b>0,000</b>	<b>Supported</b>

**Hypotesis 6: Purchase Intention mediates the effect of Product Quality on Purchase Decision**

Table 6 presents the results of the data analysis, indicating that the path coefficient value of the effect of product quality on purchasing decisions through purchase intention is 0.266, with a p-value of 0.000, which is smaller than 0.05. Therefore, the data suggests that purchase intention mediates the effect of product quality on purchasing decisions, and Hypothesis 6 is accepted.

**Hypotesis 7: Purchase Intention mediates the effect of Service Quality on Purchase Decision**

Table 6 presents the results of the data analysis, indicating that the path coefficient value of the effect of service quality on purchasing decisions through purchase intention is 0.291, with a p-value of 0.000, which is smaller than 0.05. Therefore, the data suggests that purchase intention mediates the effect of service quality on purchasing decisions, and Hypothesis 7 is accepted.

**CONCLUSIONS AND RECOMMENDATIONS**

This study provides a thorough analysis of the correlation between product quality, service quality, purchase intention, and purchase decision at Ice Cream Shop in Cirebon City. The research findings confirm that service quality affects purchase intention but does not significantly impact purchasing decisions. The growing number of consumer demands has led to increased competition among producers to boost sales. So product quality is crucial for businesses to remain competitive. Without clear quality, they cannot attract customer interest or purchasing decisions. This study confirms that product quality positively impacts purchase intention but does not significantly affect purchasing decisions. The owners of ice cream shop in Cirebon City can provide training or empowerment to each employee to improve communication with consumers, as suggested by (Alfiansyah et al., 2023, 2024). This is expected to increase consumer purchase intentions and subsequent purchasing decisions.

Furthermore, the quality of the product has a positive and significant impact on purchasing decisions, which is mediated by purchase intention. Similarly, service quality also has a positive and significant effect on purchasing decisions, which is mediated by purchase intention. It is important to note that purchasing behaviour is primarily driven by purchase intention. This study acknowledges its limitations, such as its specific location and scope, and encourages future research to expand the geographic area and increase the sample size. Furthermore, this study recommends that future researchers investigate additional variables that may impact purchasing decisions at ice cream shops. The research provides valuable insights for both ice cream shop owners and researchers seeking to enhance their understanding of purchasing

decisions, which are influenced by product quality, service quality, and purchase intention.

### **FURTHER STUDY**

This study suggests that future researchers can explore other variables that can contribute to purchasing decisions at ice cream shops.

This study offers valuable insights for ice cream shop owners and researchers who want to understand and improve purchasing decisions, which are influenced by product quality, service quality and purchase intention.

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