

The Effect of Product Quality, Service Quality, and Trust on Purchasing Decisions for Brother Fish Farm Fish Product

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ARTICLE INFO

Keywords: Purchasing Decisions, Product Quality, Service Quality, and Trust

Received : 15, February

Revised : 17, March

Accepted: 25, April

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ABSTRACT

This research aimed to identify the effect of product quality, service quality, and trust on purchasing Brother Fish Farm fish product. This research uses quantitative methods and types of primary data. The population were consumers of Brother Fish Farm fish products, with 107 samples obtained using purposive sampling techniques-test data analysis using the Smart PLS calculation tool. The analysis results show that product quality has a significantly positive effect on purchasing decisions, service quality has a significantly positive effect on buying decisions, and trust has a significantly positive effect on purchasing decisions.

INTRODUCTION

Some individuals wish to develop the fishing industry into a business because of its potential, which is high enough. Following the creation of the Rajapurbawa Minapolitan region in the districts of Wanadadi, Bawang, Purwanegara, Rakit, and Mandiraja, the Banjarnegara Regency's fisheries industry is reportedly offering significant investment potential. Top-notch freshwater fishery products include gourami, catfish, and tilapia. At the moment, tilapia and gourami fish serve as Banjarnegara's principal fisheries products. Brother Fish Farm uses Banjarnegara, which has plenty of natural resources from springs and public waterways such as rivers, to raise different kinds of fish.

Located in Kaliwinasuh Village, Purwareja Klampok District, Banjarnegara Regency, is Brother Fish Farm, a freshwater fish farm. In 2015, Brother Fish Farm was established with a lot of enthusiasm. This farm can raise ornamental fish such flowerhorn, chef, koi, and others, as well as a variety of fish including soang gourami, prairie gourami, and pomfret. The Small and Medium Enterprise Cooperative Service estimates that there are around 100 freshwater fish farming organizations in Banjarnegara. Brother Fish Farm must make the most of the elements that affect consumers' decisions when making purchases because of the abundance of rivals or competitors. According to the manager of Brother Fish Farm, who conducted interviews, the company's chances of winning the competition were not as good as they could have been. The monthly report from Brother Fish Farm, which shows fluctuations in sales in 2022–2023 is evidence of this. Thus, this investigation was conducted in order to ascertain how customers' satisfaction with Brother Fish Farm's fish products has been influenced, how customers perceive the company's customer service, and the extent to which customers trust Brother Fish Farm.

A purchasing decision is the consumer's selection to acquire a product, which is determined by the product's quality and accessibility (Tanjaya et al., 2019). Having a need, desiring to find an alternative, selecting an alternative, executing a course of action, conducting an evaluation, and selecting an alternative are the phases that comprise the purchasing decision process (Dewi & Habiburahman, 2023). Consumers are more likely to repurchase or advocate for a product or service they find comfortable and satisfactory. Purchasing decisions are allegedly influenced by product quality, service quality, and trust.

Product quality encompasses a given service or product's functionality, dependability, precision, and usability (Shahab, 2021). To ensure that the quality of a product meets consumer expectations, that product must adhere to specific standards to satisfy their requirements. To stimulate consumer spending beyond their means, the products offered for sale should possess exceptional qualities or value (Napitu et al., 2022). At Brother Fish Farm, specializing in fish products is a guiding principle; consumers will be drawn to the freshness and suitability of the products when making purchases. According to studies conducted by (Napitu et al., 2022) (Dewi & Habiburahman, 2023), (Alfalisyanto & Haryanto, 2023), it has been established that purchasing decisions are positively influenced by product quality. Conversely, (Maiza et al., 2022), (Nasution et al., 2020),

(Nadiya & Wahyuningsih, 2020) found that product quality has no bearing on consumer purchasing decisions.

The degree to which the service rendered fulfills the customer's expectations is called service quality. The character of service rendered will enable consumers to discern the quality of a product. Brother Fish Farm endeavors to be cordial and accommodating to every customer, as doing so will create a pleasant atmosphere for patrons. When a problem arises with the procurement of fish products, it is promptly addressed, and an effort is put forth to ensure customer comfort as a demonstration of high-quality service. (Dewi & Habiburahman, 2023), (Hesti Noor Fatimah & Andri Nurtantiono, 2022), (Manajemen & Adabi, n.d.) have all reported that purchasing decisions are positively influenced by service quality. In the interim, (Nanda & Talumantak, 2023) and (Cynthia et al., 2022) concluded that service quality has no bearing on consumer purchasing decisions.

According to (McKnight et al., 2002) trust can be defined as the degree to which a consumer has faith in the seller's competence in specific circumstances, is willing to assume any risk, and can disclose personal information during online transactions. A stronger correlation exists between consumer trust and the likelihood of making a purchase decision (Rahayu, 2021). By ensuring that their products are backed by a specific guarantee, Brother Fish Farm cultivates customer loyalty to the extent that they are hesitant to defect. According to a study by (Zahroh et al., 2023), (Febriana & Purwanto, 2023), (Anis Maulidiyah & M. Shofiyuddin, 2022), trust influences positively purchasing decisions. In contrast, (Rendy Putra Pradwita et al., 2020) (Wicaksana & Baldah, 2021), and concluded in the study by (Restuti & Kurnia, 2022) that trust has no bearing on consumer purchasing decisions.

This study constitutes development research. In light of the described phenomena, this study aims to determine to what extent product quality, service quality, and trust impact consumers' decisions to purchase Brother Fish Farm fish products. Additionally, identifying the most influential factors that impact the purchasing decision of fish products from Brother Fish Farm is another objective.

LITERATURE REVIEW

Consumen Behavior

According to (Kotler & Keller, 2016), consumer behavior is a scientific field that encompasses the study of how individuals or organizations behave in order to determine how best to utilize goods or services to satisfy customers.

Purchasing Decision

Consumers make purchasing decisions when they learn about a product and choose to purchase it, according to (Labesi, 2019). Whether or whether a product is beautiful might affect what customers decide to buy. Consumer willingness to purchase increases with the number of benefits a product gives. (Kotler & Keller, 2016) list the following as markers for making a purchase decision: Identification of the issue, gathering information, evaluating alternatives, making a purchase, and post-purchase behavior.

Product Quality

Quality is the sum of a product or service's attributes that rely on its capacity to meet explicit or implicit demands, according to. The following, per (Wulandari & Fikri, 2023), are measures of product quality: Performance, features, durability, suitability, and preference-based design.

Service Quality

According to (Nur Akbar et al., 2024), service quality is the standard of excellence that a client expects to be met in order to determine how well their requests are met. Identified five characteristics of service quality: policy, capability, personal interaction, reliability, and physical aspects.

Trust

A person who possesses the capacity to convey a concept is said to be trustworthy (Rahmizal & Yuvendri, 2021). Customer trust is crucial since it influences the decisions that consumers make when making purchases. The following, per (Kotler & Keller, 2016) are signs of trust. Capacity, Honesty, and Generosity.

Research Hypothesis:

H1: Product Quality has a Positive Influence on Purchasing Decisions

H2: Service Quality has a Positive Influence on Purchasing Decisions

H3: Trust has a Positive Influence on Purchasing Decisions

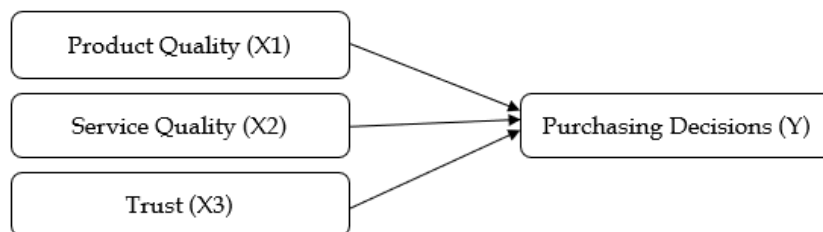


Figure 1. Conceptual Framework

METHODOLOGY

Quantitative approaches are employed in this study. Purposive sampling was used to gather samples from the population, which was customers of fish products from Brother Fish Farm, albeit the exact number of consumers is unknown at this time. (Sugiyono, 2016) outlines purposeful sampling as a sample determination approach that takes into account customers who have at least once purchased fish products from Brother Fish Farm. The Hair Formula was used to calculate the sample size because the population size was unknown. Because the population number is not yet established with confidence, the Hair formula is employed. (Fatma et al., 2021) states that $N=5$ is necessary when using the calculation ($N= 5 \times \text{Number of Indicators}$), which comes out to 107. Primary data is the kind that is utilized; it is gathered by means of a questionnaire to provide direct information, and the outcomes are precise. Respondents received a Google Form link with the questionnaire, which was distributed online. The Rikert scale was used to determine how much weight to give each response. After the data

in this research has been collected, the data is then processed using the Smart PLS calculation tool.

RESEARCH RESULT

Respondent

	Identity	Quantity
Gender	Male	22
	Female	85
Regional origin/ domicile	Banjarnegara	84
	Purbalingga	10
	Banyumas	8
	Other	5
Age	15 - 20 years	1
	21 - 25 years	21
	26 - 30 years	13
	31 - 35 years	21
	35 tahun >	51
Work	Student	8
	Self-Employed	39
	PNS/TNI/POLRI	16
	Other	44
Education	SLTP	11
	SLTA	37
	Diploma	24
	S1	23
	S2	0
	Other	12
Income	Rp. 500.000 - Rp. 1.000.000	24
	> Rp. 1.000.000 - Rp. 1.500.000	27
	> Rp. 2.000.000 - 2.500.000	22
	> Rp. 3.000.000	34
How many times have you purchased Brother Fish Farm fish products	1	35
	>1	72
Fish products that have been purchased	Gurameh Soang Consumption	45
	Gurameh Padang	17
	Soang Gurameh Seeds (Eggs, Oyongan, and 3 Fingers)	33
	Koki	2
	Tiger Fish/ Sumatran Fish	1

	Flowerhorn	4
	Koi	1
	Pomfret	3
	Indigo	1
Purchase method	Online	14
	Offline	93

The proportion of total respondent data representing consumers who have purchased Brother Fish Farm fish products is displayed in Table 1. The researchers analyzed the results equally, focusing on whether respondents had made a single purchase or more than one purchase. The study's findings indicated that the number of male participants exceeded that of female participants. With 84 responses, Banjarnegara Regency had the highest proportion of respondents, followed by Purbalingga and Banyumas Regencies, which had the lowest counts. The youngest respondent, aged 15, was 1, while most were over 35. A total of 44 respondents held occupations other than student, self-employed, or PNS/TNI/POLRI. In an even distribution, respondents earned between Rp 500,000 and Rp 3,000,000. Over half of the respondents have purchased fish products from Brother Fish Farm. While the fish products acquired for consumption differ, gourami seeds and gourami for consumption are the most frequently purchased. Whether making a purchase offline or online, most respondents prefer to do so in person at the establishment.

Convergent Validity

Convergent validity seeks to determine the number of correlations between each variable's indicators to make the relationship between all variables and their indicators more evident. In this manner, latent variables can be described by the obtained values. The indicator is considered genuine if the ave value is more significant than 0.05 and the outer loading value is greater than 0.6..

Table 2. Convergent Validity

	Trust (X3)	Purchasing Decisions (Y)	Service Quality (X2)	Product Quality (X1)
K1	0.863			
K2	0.829			
K3	0.757			
K4	0.826			
K5	0.811			
KP1				0.854
KP2				0.839
KP3				0.816
KP4				0.832
KP5				0.806
KPP1			0.815	
KPP2			0.834	
KPP3			0.841	

KPP4			0.645	
KPP5			0.833	
Y1		0.771		
Y2		0.744		
Y3		0.821		
Y4		0.824		
Y5		0.783		

Source: data processing with SmartPLS 3

The acceptable external loading limit is >0.6 even though the external loading value is <0.7 , provided that validity and reliability are acceptable.

Table 3. Outer Loading

	Trust (X3)	Purchasing Decisions (Y)	Service Quality (X2)	Product Quality (X1)
K1	0.863			
K2	0.829			
K3	0.757			
K4	0.826			
K5	0.811			
KP1				0.854
KP2				0.839
KP3				0.816
KP4				0.832
KP5				0.806
KPP1			0.815	
KPP2			0.834	
KPP3			0.841	
KPP4			0.645	
KPP5			0.833	
Y1		0.771		
Y2		0.744		
Y3		0.821		
Y4		0.824		
Y5		0.783		

Source: data processing with SmartPLS 3

Indicators with <0.7 can be removed so that the outer loading value limit is acceptable.

Inner Model

The inner model value is utilized to determine the R Square value at this stage. The bootstrapping procedure is then executed to determine the

relationship between variables and to assess the model's validity through the examination of significance values (hypothesis testing).

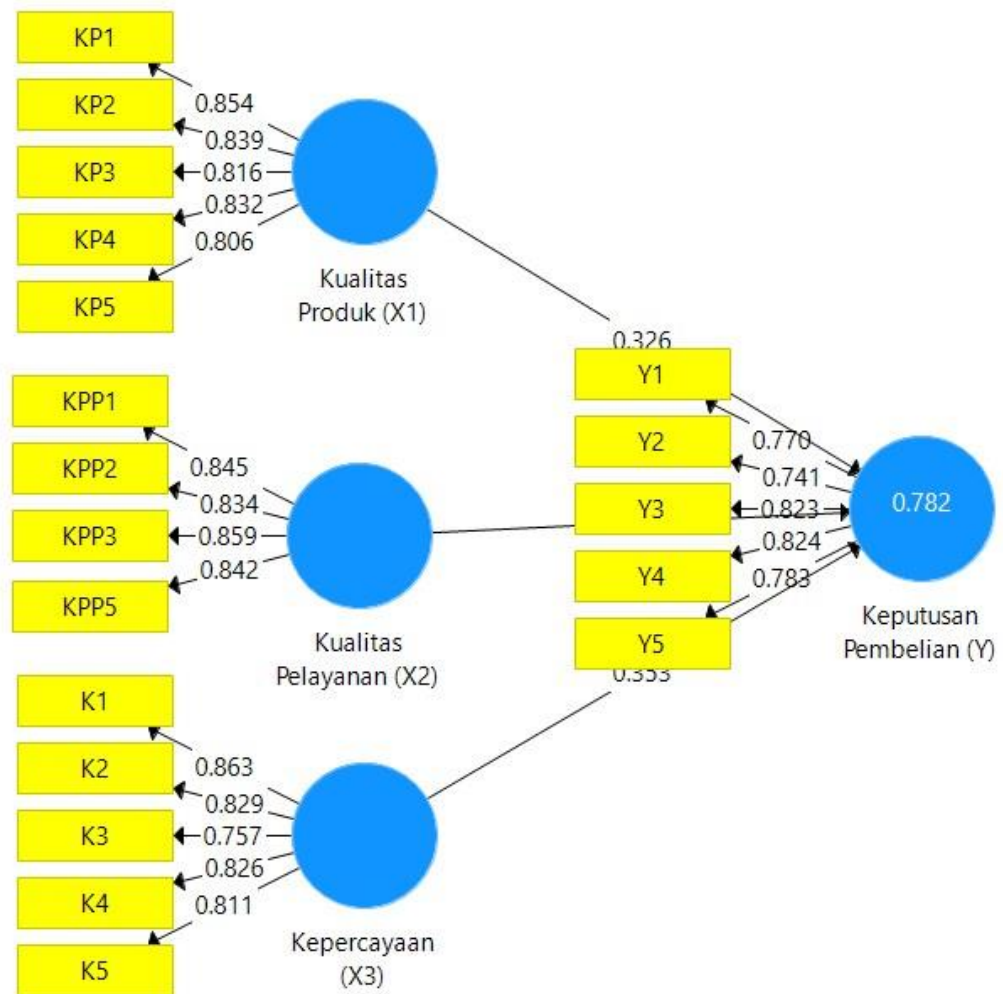


Figure 1. Conceptual Framework

The R Square value indicates the extent to which endogenous latent variables are influenced by exogenous latent factors, irrespective of the substantive nature of that influence. Values exceeding 0.25 are regarded as feeble.

Table 4. R Square

	R Square	R Square Adjusted
Purchasing Decisions (Y)	0.782	0.776

Table 1 presents the R Square value for the purchasing decision variable, which is 0.782. This value suggests that the variable comprises robust data.

Table 5. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)

Kepercayaan (X3)	0.876	0.880	0.910	0.669
Keputusan Pembelian (Y)	0.849	0.857	0.892	0.622
Kualitas Pelayanan (X2)	0.867	0.869	0.909	0.714
Kualitas Produk (X1)	0.887	0.888	0.917	0.688

Table 2 presents the results indicating that all three instruments utilized in this study satisfy the criteria for acceptable reliability. Specifically, the Cronbach's Alpha values for each variable are either equal to or greater than 0.60, indicating that the instrument level is satisfactory and that the research is reliable. The reliability of the conclusions derived from this research questionnaire has been established.

Table 6. Path Coeficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Kepercayaan (X3) -> Keputusan Pembelian (Y)	0.353	0.369	0.186	1.900	0.029
Kualitas Pelayanan (X2) -> Keputusan Pembelian (Y)	0.237	0.232	0.120	1.986	0.024
Kualitas Produk (X1) -> Keputusan Pembelian (Y)	0.326	0.317	0.178	1.827	0.034

According to the findings presented in Table 3, the following can be stated:

1. The P-value for product quality is 0.029, which is less than 0.05. This indicates that product quality significantly and positively influences purchasing decisions.
2. In the case of service quality, a P-value of 0.024 is less than 0.05, indicating a positive and statistically significant impact on purchasing decisions.
3. The variable "trust," with a P-value of 0.034, is less than 0.05, indicating that trust significantly and positively influences purchasing decisions.

DISCUSSION

The Influence of Product Quality on Purchasing Decisions

H1 states that product quality positively affects purchasing decisions, and H1 is accepted. Customers are drawn to Brother Fish Farm's fresh fish products because of their high quality, variety, and ability to be customized to specific sizes. There may be a greater likelihood of a purchase decision if customers believe that Brother Fish Farm fish items are high quality. According to this study, Brother Fish Farm's fish products are of a quality that can satisfy

the demands and preferences of their customers. The findings of this study are consistent with those of studies (Marpaung et al., 2021),(Napitu et al., 2022), (Astuti, 2021), and (Hidayati et al., 2023), which show that product quality influences decisions to buy favourably.

The Influence of Service Quality on Purchasing Decisions

H2 states that service quality has a positive effect on purchasing decisions, H2 is accepted. According to the findings of this study, Brother Fish Farm effectively meets the expectations of its clientele regarding service quality. Friendly personnel who are punctual in their service, proficient in communication, and possess other qualities that indicate high-quality customer service. Consequently, purchasers' purchasing decisions may be influenced positively by the calibre of service rendered. Studies conducted by (Cynthia et al., 2022), (Nanda & Talumantak, 2023), (Nur Akbar et al., 2024), and (Anisa et al., 2023) support the notion that service quality positively influences purchasing decisions.

The Influence of Trust on Purchasing Decisions

H3 states that trust has a positive effect on purchasing decisions, H3 is accepted. This observation indicates that consumers positively perceive the trust placed in Brother Fish Farm. To sustain an upward trend in purchasing decisions, Brother Fish Farm must ensure consumer gratification in the face of emerging phenomena and challenges. Thus, higher consumer confidence will result in more purchases being made. This study's findings are consistent with those of Lisdiana (2021), (Rachmawati et al., 2019), and Agustiningrum & Andjarwati (2021), which indicate that trust positively influences purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

The three independent factors have a positive and substantial impact on the dependent variable, according to the study's findings. This is consistent with the idea of consumer behaviour, which outlines the situations in which a person can utilize products or services to satisfy another person. According to the accepted hypothesis, the independent variable in this study is capable of having an impact on the dependent variable. This indicates that in order to reach the goal, Brother Fish Farm's current independent variable components must be strengthened. This research's weakness is that only 77.6% of the Adjusted R Square value, which indicates the impact of product quality, service quality, and trust on purchase decisions, is impacted by factors not included in the study.

ADVANCED RESEARCH

Given that the study's Adjusted R Square value was 77.6%, the researcher has thought about recommendations for more study. Future studies may include independent variables or intervening variables that are not included in this analysis, which may be one of the elements influencing consumers' decisions to buy.

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