

Customer Satisfaction with Texas Collection Bag Purchase Decision at Texas Collection Store East Jakarta

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Abstract:

This study aims to determine the effect of the t-test on product quality, word of mouth and customer satisfaction on purchasing decisions for Texas Collection bags at Texas Collection stores, East Jakarta. Sources of data This study uses primary data in the form of a questionnaire, the data of this study was given to 97 respondents who made purchasing decisions Texas Collection East Jakarta. The data analysis technique used was multiple linear regression and hypothesis testing using t-statistics that had been processed by SPSS 26. The results showed that product quality (X1) positively and significantly influenced purchasing decisions. This can be seen from the results of the t-test where tcount (2.814 > 1.984). The Word of Mouth (X2) variable has a positive and significant influence on purchasing decisions. This can be seen from the results of the t-test where tcount (5.377 > 1.984). Customer Satisfaction Variable (X3) has a positive and significant influence on purchasing decisions. This can be seen from the results of the t test where tcount (0.018 < 0.05).

Keywords: Product Quality, Word of Mouth, and Customer Satisfaction

INTRODUCTION

Competition in the marketing world is one of the absolute prerequisites that every company must face (Andi, 2017). In order to win the competition in the business world, a company must be able to create and retain customers so as to get the expected sales figures. In this case, those who run a business are basically required to be able to create a product in the form of goods or services that are able to meet customer needs and strive to follow existing developments and changes (Amrullah et. al., 2016). Texas Collection is one of the many products that can be classified as a trademark in the field of selling bags. On April 30, 2004, Mr. Bakri, a Javanese nomad boy established a shop called Toko Texas Collection, seventeen years after the establishment of this bag shop. We can visit this store at Pusat Grosir Cililitan (PGC). This business place located in East Jakarta as the name implies has one of the superior products as a characteristic, namely Texas Collection Bags. Since the beginning of operation, this store began to attract many consumers because the products offered by sellers were considered quite attractive (Babil, 2015).

Texas Collection bags display bag products with simple, modern and quality designs. Texas Collection bags have competitors where to win the competition with these competitors, this trademark requires a special business strategy so that it can excel with competitors. The following will show the sales table of Texas Collection bags from 2017 to 2021.

Table 1. Sales figures on Texas Collection bags

Year	Sales per day	Sales per month	Presented
2017	10 Products	300 Products	20%
2018	14 Products	440 Products	28%

2019	11 Products	358 Products	25%
2020	10 Products	307 Products	20%
2021	8 Products	257 Products	18%

Source : Author's Processed Data

Based on the data above, it can be seen that from 2017 to 2021 the sales figures of Texas Collection Bags fluctuated. There was a decrease in the percentage of Texas Collection Bag sales figures of 25% from 2017-2020 then the percentage decline occurred again in 2020 to 2021 of 18%. This can illustrate a problem in the purchase decision of customers of Texas Collection products. Problems in purchasing decisions can be influenced by product quality, word of mouth and customer satisfaction.

Purchasing decisions are basically behaviors exhibited by consumers who ultimately decide to buy a product after going through various considerations based on certain factors that affect it. This behavior can influence consumers to make purchases and decide whether a product is beneficial or not for themselves (Balawera, 2013). The behavior shown by consumers is rooted in needs and satisfaction which requires every product purchased to be able to meet the needs and desires of these consumers, in theory this is referred to as need approval of a product. Basically, in the market, customer needs and desires are very diverse, where this must be able to be identified by each company in order to be able to lead the competition map in similar markets (Sumirat, 2015). The existence of comprehensive information related to a product makes consumers today more careful in considering purchases made. This information can be provided by the company so that consumer purchasing decisions are in accordance with what is expected. This information is provided through various interactions that occur between companies and consumers.

Referring to the results of Martopo's research (2015), it is basically known that one of the factors that influence purchasing decisions significantly is the product quality factor. Product quality factors are currently the dominant factor influencing purchasing decisions by consumers. In order to increase purchases of a product owned by a company, there are various factors that must be considered, one of which is the quality factor of the product owned by the company (Erlitna et. al., 2018). When a product has good quality, this will positively affect purchasing decisions by consumers, besides that good quality products have the potential to increase competitiveness in the market and product retention (repeat purchases) by consumers so that the company has a dominant market share compared to its competitors.

According to research conducted by Joesyiana (2018) entitled "The Influence of Word of Mouth on Consumer Purchasing Decisions on Shopee Online Shop Media in Pekanbaru". Referring to the study, it is known that the word of mouth factor is one of the factors that also influence a consumer's purchase decision. As one of the marketing strategies that can be chosen by companies, this strategy emphasizes word-of-mouth promotion with a personal approach that shares satisfaction and testimonials of product use positively to other potential buyers (Simanjuntak et. al., 2020). This action shows the existence of strong social evidence where personal word of mouth communication guarantees more reliable information by consumers both related to brand information, commercial information, and various other information about the product. Word of mouth strategy is currently one of the most dominant strategies used by companies to provide information to their consumers. This strategy is considered more effective for delivering product information than other strategies.

Research conducted by Foedjiawati (2005), entitled "The effect of consumer satisfaction on purchasing decisions at The Time & Ribs Surabaya restaurant". The results of the study show that consumer satisfaction is also another factor that influences purchasing decisions, with the prerequisite that this factor is preceded or accompanied by other factors, the main of which is

product quality factors. To create a good level of consumer satisfaction, the company must be able to see opportunities and various trends in needs and desires that exist in the market. The perception of a product that can meet the needs and desires of consumers also depends on the expectations and reality obtained by the company in offering its products in the market.

The Texas Collection store is a store that produces bags. This store is located in PGC (Pusat Grosir Cililitan) and has a total of 2 stores. Cililitan Wholesale Center is located in a strategic area where it is a shopping center with a very strategic store location because it is found by many customers.

The purpose of this study was to investigate the impact of Brand Trust, CRM, and Customer Satisfaction on customer loyalty at Starbucks Coffee Tamansari Hive Cawang, East Jakarta. The results of the research are expected to provide valuable input for companies, researchers, and academics in understanding and improving customer satisfaction.

RESEARCH METHODS

This research method carries a quantitative approach with the object of research focusing on purchasing decisions for Texas Collection bags at Texas Collection Stores, East Jakarta. This approach refers to the definition of research objects by Sugiyono (2011), which emphasizes scientific aspects and the principles of objectivity, reliability, and validity. The independent variables in this study are Product Quality, Word of Mouth, and Customer Satisfaction, while the dependent variable is Purchase Decision.

Data was collected through questionnaires distributed to Texas Collection Bag consumers at Texas Collection Store East Jakarta. The sample was selected using purposive sampling techniques, where the respondents' criteria were customers who had purchased Texas Collection bags at least 1 time. As part of the data collection technique, a questionnaire with Likert rating scale was used.

The population of this study was customers who purchased Texas Collection bags at the Texas Collection Store in East Jakarta, with a population of 2958 customers. Using the slovin formula, a sample of 97 respondents was obtained.

The data analysis techniques used include descriptive and inferential methods. Descriptive analysis is used to provide a complete picture of the phenomenon under study, while inferential analysis is performed using multiple linear regression through SPSS (Statistical Product and Service Solutions) statistical software 26th edition.

Before conducting regression analysis, classical assumption tests such as normality tests, multicollinearity tests, heterokedasticity tests, and autocorrelation tests are carried out. Furthermore, validity and reliability tests were carried out to ensure the quality of the questionnaire instrument. Regression analysis will measure the effect of the independent variable on the dependent variable, and the F test and coefficient of determination (R²) will be used to test the feasibility of the model.

Hypothesis testing is carried out with a t test to determine the effect of Product Quality, Word of Mouth, and Customer Satisfaction variables on Purchasing Decisions. The results of this analysis are expected to provide a deeper understanding of the factors that influence consumer purchasing decisions on Texas Collection Bag products at Texas Collection Store East Jakarta.

RESULTS AND DISCUSSION

Complete Results of Research Estimates

- a. Test Instruments
 - 1) Validity Test
 - a) Product Quality (X1)

Below are the results of the validity test calculation consisting of 6 (six) items of Product Quality variable statements (X_1) using the SPSS 26 program as a tool to calculate a sample of 97 respondents, so that the following results are obtained:

Table 2. Product Quality Validity Test Results (X_1)

Questionnaire	r Calculate	r Table	Information
Point X1.1	0.635	0.197	Valid
Item X1.2	0.705	0.197	Valid
Point X1.3	0.628	0.197	Valid
Point X1.4	0.542	0.197	Valid
Point X1.5	0.663	0.197	Valid
Item X1.6	0.504	0.197	Valid

Source: SPSS Primary Data 26 *Output Item-Total Statistic*. Processed 2022

Based on the results of table 2 above, it can be seen that all questionnaires submitted have a greater Corrected Item Total Correlation value compared to the table r value in the 97th N sample, which is 0.197 which means that the entire r is calculated $>$ r table. From the output of the Validity Test, the largest coefficient value of the Product Quality instrument (X_1) is found in the second statement, which is 0.705, while the smallest value is found in the sixth statement with a value of 0.504.

From the output results of the overall validity test submitted using the SPSS 26 program as a calculation tool on the Product Quality variable (X_1), it is declared valid so that all statements from the Product Quality variable (X_1) can be used for the next stage.

b) *Word of Mouth* (X_2)

Below are the results of the validity test calculation consisting of 3 (three) items of *Word of Mouth* (X_2) variable statements using the SPSS 26 program as a tool to calculate a sample of 97 respondents, so that the following results are obtained:

Table 3. Word of Mouth Validity Test Results (X_2)

Questionnaire	r Calculate	r Table	Information
Point X2.1	.584	0.197	Valid
Point X2.2	.573	0.197	Valid
Point X2.3	.606	0.197	Valid

Source: SPSS Primary Data 26 *Output Item-Total Statistic*. Processed 2022

Based on the results of table 3. above, it can be seen that all questionnaires submitted have a *Corrected Item Total Correlation* value that is greater than the table r value in the 97th N sample, which is 0.197 which means that the entire r COUNT $>$ table . From the output of the Validity Test, the largest coefficient value of the Word of Mouth instrument X_2 is found in the third statement, which is 0.606, while the smallest value is found in the second statement with a value of 0.573.

From the output results of the entire validity test submitted using the SPSS 26 program as a calculation tool on *the Word of Mouth variable* (X_2), it is declared valid so that all statements from the *Word of Mouth* variable (X_2) can be used for the next stage.

c) Customer Satisfaction (X_3)

Below are the results of the validity test calculation consisting of 3 (three) items of Customer Satisfaction variable statements (X_3) using the SPSS 26 program as a tool to calculate a sample of 97 respondents, so that the following results are obtained:

Table 4. Customer Satisfaction Validity Test Results (X3)

Questionnaire	r Calculate	r Table	Information
Point X3.1	0.722	0.197	Valid
Item X3.2	0.741	0.197	Valid
Point X3.3	0.617	0.197	Valid

Source: SPSS Primary Data 26 Output Item-Total Statistic. Processed 2022

Based on the results of table 4 above, it can be seen that all questionnaires submitted have a *greater Corrected Item Total Correlation* value compared to the table r value in the 97th N sample, which is 0.197 which means that the entire $r_{is\ calculated} > r_{table}$. From the output of the Validity Test, the largest coefficient value of the Customer Satisfaction instrument (X3) is found in the second statement, which is 0.741, while the smallest value is found in the third statement with a value of 0.617.

From the output results, the overall validity test submitted using the SPSS 26 program as a calculation tool on the Customer Satisfaction variable (X₃), is declared valid so that all statements from the Purchase Decision variable (X3) can be used for the next stage.

d) Purchase Results (Y)

Below are the results of the validity test calculation consisting of 3 (three) items of the Purchase Satisfaction (Y) variable statement using the SPSS 26 program as a tool to calculate a sample of 97 respondents, so that the following results are obtained:

Table 5. Purchase Decision Validity Test Results (Y)

Questionnaire	r Calculate	r Table	Information
Item Y1.1	0.732	0.197	Valid
Butir Y1.2	0.748	0.197	Valid
Butir Y1.3	0.703	0.197	Valid

Source : Primary Data SPSS 26 Output Item-Total Statistic. Processed 2022

Based on the results of Table 5 above, it can be seen that all questionnaires submitted have a *greater Corrected Item Total Correlation* value compared to the table r value in the 97th N sample, which is 0.197 which means that the entire $r_{is\ calculated} > r_{table}$. From the output of the Validity Test, the largest coefficient value of the Purchase Decision instrument (Y) is found in the second statement, which is 0.748, while the smallest value is found in the third statement with a value of 0.703.

From the output results of the overall validity test submitted using the SPSS 26 program as a calculation tool on the Purchase Decision variable (Y), it is declared valid so that all statements from the Purchase Decision variable (X) can be used for the next stage.

2) Reliability Test

An instrument can be said to be reliable if *it* has a reliability or alpha coefficient of more than 0.6. The reliability test results are presented in the table below:

Table 6. Instrument Reliability Test Results Variable Product Quality (X1), Word of Mouth (X2), Customer Satisfaction (X3) and Purchase Decision (Y)

No.	Variable	Rehabilitation	Alpha	Information
1.	Product Quality (X1)	0.818	0,6	Reliable
2.	Word of Mouth (X ₂)	0.753	0,6	Reliable
3.	Customer Satisfaction (X3)	0.831	0,6	Reliable
4.	Purchase Results (Y)	0.855	0,6	Reliable

Source : SPSS Primary Data 26. Output Reliability. Processed 2022

From the results of data processing carried out with the SPSS 26 program as a calculation tool, in table 6 above it can be said that the entire questionnaire item of each variable Product Quality (X_1), Word of Mouth (X_2), Customer Satisfaction (X_3) and Purchase Decision (Y) in this study is reliable as shown in Cronbach's alpha value. All variables have a good value above 0.6. So it can be interpreted that all values of this research variable are said to be good and acceptable, which is seen from the output of *Reliability statistics*, namely the value of *Cronbach's alpha* all variables above the good level.

b. Classical Assumption Test

1) Normality Test

The distribution data is said to be normal if the level of significance value is $> \alpha = 0.05$ and if the opposite is $< \alpha = 0.05$ then it is said to be abnormal. Below is presented a table of results from the Normality Test in this study.

Table 7. Normality Test Output

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
Model		
N		97
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.69543424
Most Extreme Differences	Absolute	.084
	Positive	.081
	Negative	-.084
Test Statistic		.084
Asymp. Sig. (2-tailed)		.087c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source : SPSS Output 26. *Coefficients, linear regression*. Processed 2022

The results from Table 7 above show that the value of Asymp Sig. (2- tailed) is 0.087. Which means that the regression model in this study has a normal sample distribution based on its significance value $> \alpha = 0.05$. So it can be said that the distribution of Purchasing Decision results derived from Product Quality, *Word of Mouth* and Customer Satisfaction is normally distributed at a significance level of $\alpha = 0.05$.

2) Multicollinearity Test

The multicollinearity test is used to determine whether or not there is a deviation from the classical assumption of multicollinearity, namely the existence of a linear relationship or the value of variance inflation factor (VIF), if the *Tolerance* value > 0.1 or $VIF < 10$, then it can be said that multicollinearity does not occur in the model studied. To find out whether multicollinearity occurs can be seen in table 8 below:

Table 8 Multicollinearity Test Output

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	BRIGHT
1	Product Quality	.563	1.777
	E-word Of Mouth	.510	1.962

Customer Satisfaction	.707	1.414
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a. Dependent Variable: Purchase Decision

Source : SPSS Output 26. *Coefficients, linear regression*. Processed 2022

Based on table 8 (*Coefficients*) it can be seen that the variance *inflation factor* (VIF) of each *independent* variable has the following values:

- a) The VIF value for the Product Quality (X1) variable is $1,777 < 10$ and the tolerance value is $0.563 > 0.10$.
- b) The VIF value for the *Word of Mouth* (X2) variable is $1.962 < 10$ and the tolerance value is $0.510 > 0.10$.
- c) The VIF value for the Customer Satisfaction (X3) variable is $1.414 < 10$ and the tolerance value is $0.707 > 0.10$.

Thus it can be concluded that the regression equation model does not occur multicollinearity and can be used in this study.

3) Heteroscedasticity Test

In this study, researchers used the Heteroscedasticity Test with the glacier test where the test results can be seen in the table below:

Table 9 Glejser Test Output (Heteroscedasticity)

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.757	.867		3.180	.002
	Product Quality	-.019	.039	-.064	-.476	.635
	E-word Of Mouth	.000	.089	-.001	-.004	.997
	Customer Satisfaction	-.088	.058	-.182	-1.516	.133

a. Dependent Variable: ABS_RES

Source : SPSS Output 26. *Coefficients, linear regression*. Processed 2022

Table 9 above explains that the results of each independent variable, namely Product Quality Innovation (X₁), *Word of Mouth* (X₂) and Customer Satisfaction (X₃) using the glacier model, obtained significant results greater than 0.05 which means that the data in this study did not occur heteroskedasticity problems so that this research can be continued.

4) Autocorrelation Test

If there is autocorrelation, the equation becomes not good for production. One measure in determining the presence or absence of autocorrelation problems is to use the *Durbin-Watson* (DW) test. Where the results of autocorrelation testing can be seen in the table below:

Table 10. Autocorrelation Test Output

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.784a	.614	.601	1.723	2.242

a. Predictors: (Constant), Customer Satisfaction, Product Quality, E-word Of Mouth

b. Dependent Variable: Purchase Decision

Source : SPSS Output 26. *Coefficients, linear regression*. Processed 2021

Based on table 10. it can be explained that the Durbin-Watson value is 2.242. Where *the K value or number of* independent variables is 3 and the N value or the number of respondent data = 97. So that the value of $dL = 1.6063$ and the value of $dU = 1.7335$ then the value of $4-dU = 2.2636$. If included in the criteria so that the results of $dU < DW < 4-dU$ ($1.7335 < 2.242 < 2.2665$) which means that the regression model obtained does not occur autocorrelation.

c. Double Linear Regression Analysis

Multiple linear regression analysis is a form of analysis that discusses the extent of the influence of the independent variable (X) on the dependent variable (Y). Where for the independent variables Product Quality (X_1), *Word of Mouth* (X_2) and Customer Satisfaction (X_3) and the dependent variable is Purchase Decision (Y). In calculating the regression coefficient in this study using the SPSS 26 program. Below are the output results presented in Table 11 as follows:

Table 11. The Influence of Product Quality, *Word Of Mouth* and Customer Satisfaction on Texas Collection Bag Purchasing Decisions at Texas Collection stores in East Jakarta
Double Linear Regression

		Coefficients ^a				
		Unstandardized Coefficients		Standardize d Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.092	1.340		-.068	.946
	Product Quality	.171	.061	.242	2.814	.006
	<i>word Of Mouth</i>	.740	.138	.485	5.377	.000
	Customer Satisfaction	.216	.090	.185	2.411	.018

a. Dependent Variable: Purchase Decision

Source : SPSS Output 26. Coefficients, linear regression. Processed 2021

Based on table 11, it is known that the multiple linear regression equation known in the *Standardized Coefficient* column is as follows:

$$Y = 0.242X_1 + 0.485X_2 + 0.185X_3$$

Information:

Y = Purchase Decision

X1 = Product Quality

X2 = Word or Mou

X3 = Customer Satisfaction

The interpretation of the results of the equation is as follows:

- 1) The Product Quality Regression Coefficient (X_1) has a contribution of 0.244. This means that if the Product Quality variable increases, the Purchase Decision variable will increase.
- 2) The Word of Mouth regression coefficient (X_2) has a contribution of 0.485. This means that if the Word of Mouth variable increases, the Purchase Decision variable will increase.
- 3) The Regression Coefficient of Customer Satisfaction (X_3) has a contribution of 0.185. This means that if the Customer Satisfaction variable increases, the Purchase Decision variable will increase.

d. Test Model Eligibility

- 1) Test F (Model Qualification)

To test the significance of the influence of independent variables, namely Product Quality,

Word of Mouth and *Purchasing Decision* on the dependent variable, namely Purchase Decision, the ANOVA test (Test F) was used. The test results using a significance level of 0.05 are as follows:

Table 12. Model Feasibility Test Output (Test F)

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	438.791	3	146.264	49.293	.000b
	Residual	275.952	93	2.967		
	Total	714.742	96			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Customer Satisfaction, Product Quality, E-word Of Mouth

Source : SPSS Output 26. ANOVA. Processed 2022

As shown in the data output of the Anova Table in Table 12 above, it can be explained that the $F_{calculate}$ value is 49.293 with a sig value of 0.000. Based on the results of calculations assisted by the SPSS 26 program, the value of Sig = (0.000) is smaller than alpha or the error limit level obtained is 5% ($\alpha = 0.05$). The meaning of the Sig value in the Anova table, the model is said to be significant because it is below the specified alpha value limit of $0.000 < 0.05$.

So it can be concluded that in this study the model is said to be significant and feasible to be used in this study based on the Sig value obtained, that all independent variables can explain any changes in the value of the dependent variable because it has a significant influence.

2) Coefficient of Determination (R²)

The Coefficient of Determination (R²) is used to determine how much the ability of the independent variable developed in the study is able to explain the dependent variable.

Table 13. Output Coefficient of Determination (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784a	.614	.601	1.723

a. Predictors: (Constant), Customer Satisfaction, Product Quality, E-word Of Mouth

Source : SPSS Output 26. Model Summary. Processed 2021

In Table 13 it can be seen that the Coefficient of Determination (R²) number is 0.601. This means that the relationship between the independent variable and the dependent variable is 0.61% which means that 0.61% of variations in Purchasing Decisions are influenced by variations in Product Quality, *Word of Mouth* and Purchasing Decisions while 0.31% is explained by other factors outside the regression model analyzed in this study.

3) Test t (Research Hypothesis Test)

This test is used to determine the significance of the effect of the independent variable partially or individually on the dependent variable. The effect can be estimated by the cynical value and t count obtained. To find out whether Product Quality (X₁), *Word of Mouth* (X₂) and Purchase Decision (X₃) have a significant effect on Purchasing Decision (Y). The test

used a significant level of 0.05 with the following criteria:

- If $t_{\text{is calculated}}$ and $\text{sig} < \alpha = 0.05$ then H_0 is rejected and H_a is accepted, meaning that Product Quality, *Word of Mouth*, and Customer Satisfaction have a positive and significant effect on Purchasing Decisions.
- If t_{count} and $\text{sig} < \alpha = 0.05$ then H_0 is accepted, Product Quality, *Word of Mouth*, and Customer Satisfaction do not have a positive and significant effect on the Purchase Decision.

Table 14. Test t

		Coefficients ^a				
Model		Unstandardize	Standardize	t	Sig.	
		d	d			
		Coefficients	Coefficients			
		B	Std. Error	Beta		
1	(Constant)	-.092	1.340		-.068	.946
	Product Quality	.171	.061	.242	2.814	.006
	E-word Of Mouth	.740	.138	.485	5.377	.000
	Customer Satisfaction	.216	.090	.185	2.411	.018

a. Dependent Variable: Purchase Decision

Source : SPSS Output 26. Coefficients, linear regression. Processed 2022

Based on the calculation results in table 14, it is explained as follows:

- Product Quality Hypothesis Testing (X1) Against Purchasing Decision (Y)

Based on the results of the test in table 4.22 above, it shows that the calculated t value in the Product Quality variable (X1) is 2.814 with a significant value of 0.006, the table t value ($\alpha = 0.05$) is 1.984, because the calculated t value ($2.814 > 1.984$) with a significant level ($0.006 < 0.05$), then H_0 is rejected and H_a is accepted, which means that there is a positive and significant influence between Product Quality (X1) on Purchase Decision (Y).
- Word of Mouth hypothesis submission (X2) to purchase decision (Y)

Based on the results of the test in table 4.22 above, it shows that the calculated t value in the Word of Mouth (X2) variable is 5.377 with a significant value of 0.000, the table t value ($\alpha = 0.05$) must be found is 1.984, because the calculated t value ($5.377 > 1.984$) with a significant level ($0.000 < 0.05$), then H_0 is rejected and H_a is accepted, which means that there is a positive and significant influence between Word of Mouth (X2) to Purchase Decision (Y).
- Submission of Customer Satisfaction Hypothesis (X3) to Purchase Decision (Y)

Based on the results of the test in table 4.21 above, it shows that the calculated t value in the Customer Satisfaction variable (X3) is 2.411 with a significant value of 0.018, the table t value ($\alpha = 0.05$) must be found is 1.984, because the calculated t value ($2.411 > 1.984$) with a significant level ($0.018 < 0.05$), then H_0 is rejected and H_a is accepted, which means that there is a positive and significant influence between Customer Satisfaction (X3) on Purchase Decision (Y).

Discussion

The Effect of Product Quality (X1) on Purchasing Decisions (Y)

Based on the results of the research that the researchers conducted, it was found that Product Quality had a positive and significant effect on the purchase decision of Texas Collection bags at the Texas Collection Store in East Jakarta. This is evidenced from the testing of the Product Quality variable t test on Purchasing Decisions showing t_{count} of 2.814, regression coefficient of

0.242 and a significant value of 0.006 which is smaller than 0.05. This means that the higher the Product Quality provided by the company, the higher the Texas Collection Bag Purchase Decision at the Texas *Collection* Store in East Jakarta. The Product Quality has a positive and significant influence on Purchasing Decisions, especially shown through the Performance statement "I think Texas Collection bags have strong materials and foam bag upholstery that is not hard so it doesn't hurt when worn and comfortable on the shoulders when used" with a value of 4.22.

Good product quality will be chosen by the community rather than bad quality. So product quality also determines people's interest in purchasing decisions. With a good product, people will believe in Texas *Collection* bags based on research results that best describe the quality of the product is comfortable to wear and does not make pain on the shoulders. In addition, Texas Collection bag products also have interesting motifs with a variety of designs and relatively affordable prices that cause public interest in use and have an impact on purchasing decisions by the community.

The results of this study also support the results of previous research conducted by Sigit Indrawijaya (2012) resulting in the conclusion that product quality has a positive and significant effect on purchasing decisions.

Word of Mouth (x2) Influence on Purchase Decisions (Y)

Based on the results of research conducted by researchers, it was found that *Word of Mouth* had a positive and significant effect on the purchase decision of Texas Collection bags at the Texas Collection Store in East Jakarta. This is evidenced from the test of the *Word of Mouth variable t* test on Purchasing Decisions showing t_{count} of 5.377, regression coefficient of 0.485 and probability value of 0.000 which is smaller than 0.05. This means that the higher the Word of Mouth given by the company, the higher the Texas Collection Bag Purchase Decision at the Texas Collection Store in East Jakarta. Word of Mouth has a positive and significant influence on Purchasing Decisions, especially shown through the positive statement "I often convey the advantages of Texas Collection bags to others" with a score of 4.45. One of the things that is the strongest promotion of Texas Collection bags is talking about positive things that are talked about by word of mouth.

Word Of Mouth is communication that results in good conversation. A person will ask others about the quality of a good or service before they decide to buy or consume it. Therefore Word Of Mouth can influence one's purchasing decision in deciding.

The results of this study also support the results of previous research conducted by Nadhifa Citra Tsani Soraya, Novi Marlana (2020) resulting in the conclusion that *word of mouth* has a positive and significant effect on purchasing decisions.

The Effect of Customer Satisfaction (X3) on Purchasing Decisions (Y) Based on the results of research conducted by researchers, it was found that Satisfaction

Customers have a positive and significant influence on the purchase decision of Texas Collection bags at Texas Collection stores in East Jakarta. This is evidenced by the testing of the Purchase Decision variable *t* test against the Purchase Decision showing t_{count} of 2.411, regression coefficient of 0.185 and probability value of 0.018 which is smaller than 0.05. This means that the higher the Customer Satisfaction provided by the company, the higher the Texas Collection Bag Purchase Decision at the Texas Collection Store in East Jakarta. Customer Satisfaction has a positive and significant influence on Purchasing Decisions, especially shown through the statement of satisfaction "I feel satisfied with the bag products produced by Texas Collection bags" with a score of 3.97. Texas Collection bags have been able to create customer satisfaction by offering good quality products with strong materials, straps that do not break, zippers that are not easily damaged.

Customer satisfaction plays an important role in efforts to improve purchasing decisions. Increasingly fierce competition, where many producers are involved in meeting consumer needs and desires, causes every company to put orientation on customer satisfaction as a top priority. If

there is a high number of customer complaints, this shows how unqualified the service provided is which creates customer disappointment that is not pervasive in providing service and order discrepancies. This has an impact on purchasing decisions that have decreased as evidenced by the large number of customers who prefer to buy at other similar bag stores that are more satisfying.

The results of this study also support the results of previous research conducted by Richness Kharisma & Hariyanti (2020) resulting in the conclusion that customer satisfaction has a positive and significant effect on purchasing decisions.

CONCLUSION

Based on the results of research and explanations from the previous chapter, as well as discussions accompanied by theories and concepts that support this research entitled The Effect of Product Quality, Word of Mouth and Customer Satisfaction, it is concluded that product quality has a positive and significant influence on Texas Collection Bag Purchasing Decisions at Texas Collection Stores East Jakarta, This means that if Product Quality increases it will increase Purchasing Decisions.

Word Of Mouth affects Texas Collection Bag Purchase Decisions At Texas Collection Store East Jakarta, This means that if *Word Of Mouth* increases it will increase *Purchase Decisions*. And Customer satisfaction has a positive and significant effect on *Texas Collection Bag Purchase Decisions* at Texas Collection East Jakarta stores, this means that if Customer Satisfaction increases it will increase Purchase Decisions.

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