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THE INFLUENCE OF PRICE, SERVICE QUALITY, AND PRODUCT QUALITY ON PURCHASE DECISIONS MEDIATED BY PURCHASE INTENTION (EMPIRICAL STUDY: KRISS STORE CONSUMERS IN TANGERANG REGENCY)

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ABSTRACT: This study aims to determine the effect of price, service quality, and product quality on purchasing decisions mediated by purchase intention (empirical study: consumers at Kriss stores in Tangerang District). The research data was acquired from distributing questionnaires through the Google form. In taking samples, the study employed a Purposive sampling technique. This study used 150 respondents as the sample. This study applied quantitative analysis techniques and processed by SmartPLS. The test results show: 1) Price quality has a positive and significant effect on purchasing decisions, 2) Service quality has no positive and significant effect on purchasing decisions, 3) Product quality has a positive and significant effect on purchasing decisions, 4) Price has a positive but not significant effect on purchase intention, 5) Service quality has a positive but not significant effect on purchase intention, 6) Product quality has a positive and significant effect on purchase intention, 7) Purchase intention has a positive and significant effect on purchase decision, 8) Purchase intention does not mediate the relationship between price and decision purchase, 9) Purchase intention does not mediate the relationship between service quality and purchase decision, 10) Purchase intention does not mediate the relationship between service quality and purchase decision.

Keywords: Price, Service Quality, Product Quality, Purchase Decision, Purchase Intention.

INTRODUCTION

Business development is necessary to increase purchasing power in a country. Innovation and good ideas are needed to meet market needs in producing what consumers need. As a seller, providing goods that are in accordance with consumer needs is necessary for the establishment of a transaction between sellers and buyers. A transaction is considered as a form of agreement between the buyer and the seller (CIMBniaga.co.id, n.d.). Transactions on a medium and small scale usually occur in spheres such as *general trade*.

These transactions occur every day, especially in general stores that sell products that are reused by consumers. Generally, to get a relatively cheap price, buyers will visit the nearest stores to see the price offered for the product. Because stores can provide competitive prices and the availability of existing products, it is easy for potential buyers or consumers to get products.

Every company or businessman wants to succeed in running his businesses. The quality of services provided by the company, which aims to provide convenience for consumers. Every time you run a business process, both goods and services, consumers must be given good service because the quality of service has a close relationship with purchasing decisions. According to Permatasari as quoted in Saputra and Ardani (2020), the Company can maintain its business and be able to compete with other competitors if it provides good service. Good and satisfying customer service should be the main mission in the service sector where customer satisfaction is the main one.

With different product development efforts, it can be an effective strategy for companies in providing innovative product offerings so as to achieve a satisfaction of each party, both from buyers because they buy products that suit their needs and tastes, as well as for companies that want to benefit from the sale of their products and also maintain the company's good image in the eyes of customers. Like a war, business competition also leads to the existence of superior weapons. The form can be a quality product, the right distribution strategy or precise pricing. Product

quality is the ability of a product to perform various functions including durability, reliability, accuracy, and ease of use. Product quality describes the extent of the product's ability to meet and satisfy consumer needs Astuti, Ardila, and Lubis (2021). To achieve the desired product quality, a quality standardization is needed, this aims to keep the resulting product can meet the standards that have been set so that consumers will not lose trust in the product concerned. Some customers take product quality into consideration before they make a purchase.

The background of the establishment of Kriss store can be traced from a journey that began in 2012. Before establishing this business, shop owners make in-depth observations of market conditions in certain areas. He found that in the market area, similar businesses are still rarely circulating, and this is the opportunity he wants to take advantage of. Finally, a strategic location was found in the Tigaraksa area, which became the ideal place to set up Kriss's shop. Not separated from the struggle, Kriss's shop had a difficult start. After running for a year, the store began to show signs of growth and progress. In the next few years, the development of the store took place rapidly, which initially only sold a few items into a place that provides a complete range of customer needs.

The success of Kriss store cannot be separated from the dedication and consistency of its owners in providing the best prices, services and product quality to consumers. He always tries to offer attractive and friendly prices, and always approaches consumers with a good and polite attitude. Consumers also feel happy shopping at Kriss stores

because they feel valued and cared for. In the course of his business, the next step that shop owner Kriss took was to crawl into an agent in the surrounding area. His passion and perseverance in building good relationships with consumers and related parties have helped Kriss store gain trust and a good reputation. Until now, Kriss store continues to move forward and become one of the stores known and trusted by the local community. After observing more in the thing that attracts attention is, how the seller in the store provides a service that can be said to be very good for its customers. Not just doing the buying and selling process like stores in general, the store provides quality service by informing additional information when consumers have difficulty in making a cake product. Explained starting from what ingredients, recipes and doses are needed, how to make the cake gradually.

It is certain that consumers understand well the methods and it is proven that many have succeeded by following the information. Because if consumers are satisfied they will give very good feedback, such as the results of the cake they bring back to the store owner just to validate that they managed to do it. And not only that, for consumers who want to sell their products, shop owners do not mind to give directions at what price the food can be sold from the total capital that has been spent, even helping to promote. Followed by affordable prices and high product quality. The characteristic of this store is that it sells black plastic bags that are only sold in the store among other stores.

From this phenomenon, it is not surprising that Kriss's store is one of the most superior among other business competitors, from prices that are not too expensive, the quality of the material products sold is very well maintained by the owner, excellent service quality is one of the main factors why the store is very superior, making consumers' buying intentions think about making purchase decisions. Although consumers must be willing to queue for a long time, they are still well served by shop owners and waiters.

Based on the background described above, the author is interested in conducting research on "**The Effect of Price, Service Quality, and Product Quality on Purchase Decisions Mediated by Purchase Intention (Empirical Study: Kriss Store Consumers in Tangerang Regency)**. After conducting research, it is expected that the author can find out how the influence of price on purchasing decisions, the influence of service quality on purchasing decisions, the influence of product quality on purchasing decisions, the influence of purchase intentions on purchasing decisions, the effect of prices on purchase intentions, the influence of service quality on purchase intentions, the influence of product quality on purchase intentions, the influence of prices on purchasing decisions mediated by purchase intentions, the effect of service quality on purchasing decisions mediated by purchase intent, the influence of product quality on purchasing decisions mediated by purchase intent at Toko Kriss, Tangerang Regency, Indonesia.

METHODS
Object of Research

The object to be examined in this study is the effect of price, service

quality, product quality on purchasing decisions mediated by purchase intent. This study took samples on Kriss store consumers.

Data Types and Sources

The data used in this study is quantitative data. Quantitative data is data in the form of numbers. The quantitative data conducted in this study was in the form of questionnaire results on Kriss store consumers. Based on the source, the data used in this study is primary data. According to Sugiyono (2017), explaining primary data is a data source that directly provides its data to data collectors. In this study, primary data was collected by questionnaire distribution techniques, the primary data source in this study was Kriss store consumers.

Population and Sample

1. **Populasi**

    According to Sugiyono (2021), population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. Population can also be referred to as a set of elements or elements that are the object of study, or the set of all that wants to be known. The population in this study is Kriss store consumers in Tangerang Regency who have bought at least once.

2. **Sample**

    According to Sugiyono (2021), samples are part of the number and characteristics of the population. If the population is large, and it is impossible for the researcher to study everything in the population, for example due to limited funds, energy and time, then the researcher can use samples taken from that population. According to Hair, *et al.* (2014), where the number of samples is at least 5 to 10 times the number of indicators. This study used 23 indicators (according to Table 3.1) with 23 statements so that the minimum number of respondents can be set at five multiplied by 23 statements, which is 115 respondents. To obtain data from respondents, this research uses *non-probability* sampling which has targeted/*judgemental* sampling properties. *Non-probability sampling* techniques use techniques that do not give equal expectations to each member of the population selected as a member of the sample. The technique of determining respondents in this study uses *purposive sampling techniques.* According to Sugiyono (2017), *purposive sampling* is a sampling technique with certain considerations.

Data Collection Techniques

In this study, the data collected were Kriss store consumers. The data collection techniques used by researchers to collect data in this study are as follows:

1. Literature Method

    The literature method is a method where sampling is carried out using references such as books, research journals, or other forms related to the problem being discussed. Literature is done by collecting and reading books related to price, service quality, product quality to purchase decisions mediated by purchase intent. This method is used to obtain the right theoretical basis and in accordance with the topic of discussion in this study.

2. Documentation Methods

The documentation method is the tracing of a collection of documents that can provide information or evidence related to the process of collecting and managing documents systematically and disseminating to users of the information. Data collection techniques related to the problems in this study were collected from data related to problems in this study collected from Kriss store consumer data in the form of Kriss store consumer questionnaire results in accordance with sample selection criteria.

Data Analysis Techniques

Data analysis technique is a method used to process existing variables so as to produce useful research results and obtain conclusions. In this study, data analysis used the *Partial Least Square* (PLS) approach. *Partial Least Square* is a variant-based structural equation analysis (SEM) that can simultaneously perform model testing as well as structural model testing. PLS is a reliable tool in testing predictive models that are not based on various assumptions, can be used to predict models with weak theoretical foundations, can also be used on data that are problematic on classical assumptions, on data that have small sample sizes, and can be used for formative and reflective constructs.

RESULTS OF RESEARCH AND DISCUSSION
Test Instruments
Test Validity and Reliability (Outer Model)
1. Outer Loadings

Outer loading is used to determine the extent to which an indicator is able to reflect variables in the study. In the *Partial Least Square test,* the standard for the assessment of outer loadings is 0.7, so, all indicators that have a loadings value of > 0.7 mean that they have been able to reflect latent variables. (Ramayah et al, 2018).

Table 1
Outer Loadings Price Result

Indicator	Value Loadings
H1	0.913
H2	0.919
H3	0.892
H4	0.946

Source: SmartPLS 4 version 4.0.9.5 data processing results

From the table above, it can be seen that all indicators in the Price variable have an outer loadings value of > 0.7 which indicates that the indicator used can reflect the Price variable. So it can be concluded that the Price variable is valid.

Table 2
Outer Loadings Quality Service Result

Indicator	Value Loadings

KL1	0.823
KL2	0.871
KL3	0.908
KL4	0.909
KL5	0.903

Source: SmartPLS 4 version 4.0.9.5 data processing results

From the table above, it can be seen that all indicators in the Service Quality variable have an outer loadings value of > 0.7 which indicates that the indicators used can reflect the Service Quality variable. So it can be concluded that the Service Quality variable is valid.

Table 3
Product Quality Outer Loadings Result

Indicator	Value Loadings
KP1	0.891
KP2	0.843
KP3	0.834
KP4	0.889
KP5	0.864

Source: SmartPLS 4 version 4.0.9.5 data processing results

From the table above, it can be seen that all indicators in the Product Quality variable have an outer loadings value of > 0.7 which indicates that the indicators used can reflect the Product Quality variable. So it can be concluded that the Product Quality variable is valid.

Table 4
Outcome Outer Loadings Purchase Decision

Indicator	Value Loadings
KePem1	0.852
KePem2	0.860
KePem3	0.854
KePem4	0.935
KePem5	0.877

Source: SmartPLS 4 version 4.0.9.5 data processing results

From the table above, it can be seen that all indicators in the Purchase Decision variable have an outer loadings value of > 0.7 which indicates that the indicators used can reflect the Purchase Decision variable. So it can be concluded that the Purchase Decision variable is valid.

Table 5
Revenue Outer Loadings Intent Buy

Indicator	Value Loadings

NB1	0.892
NB2	0.932
NB3	0.917
NB4	0.950

Source: SmartPLS 4 version 4.0.9.5 data processing results

From the table above, it can be seen that all indicators in the Purchase Intention variable have an outer loadings value of > 0.7 which indicates that the indicators used can reflect the Purchase Intention variable. So it can be concluded that the Buy Intent variable is valid.

2. Average Variances Extracted

Average Variances Extracted is used to determine the validity of each variable studied. Validity means the ability of the measuring instrument to reflect the data under study. In the *partial least square* test, the standard for the assessment *of Average Variances Extracted is 0.5, so, every latent variable* that has an Average Variances Extracted value of > 0.5 means that it has been able to meet the requirements of *Average Variances Extracted* (Ramayah et al, 2018).

Table 6
AVE Result

Variable	AVE
PRICE	0.842
SERVICE QUALITY	0.781
PRODUCT QUALITY	0.748
PURCHASE RESULTS	0.767
PURCHASE INTENT	0.852

Source: SmartPLS 4 version 4.0.9.5 data processing results

From the table above, it can be concluded that the variables used in this study have met the requirements of the Average Variances Extracted test *because they have an* Average Variances Extracted *value of > 0.5.*

1. Composite Reliability

Composite Reliability is used to determine the reliability of each variable studied. Reliable means the ability of the measuring instrument to be tested repeatedly. That is, if a variable is reliable, then the statement on the variable can be used for other research at another time. In the *partial least square* test, the standard for *Composite Reliability assessment is 0.6, so, every latent variable* that has a Composite Reliability value of > 0.6 means that it has been able to meet *the Composite Reliability* requirements. (Ramayah et al, 2018)

Table 7
Composite Reliability Result

Variable	Composite Reliability

PRICE	0.955
SERVICE QUALITY	0.947
PRODUCT QUALITY	0.937
PURCHASE RESULTS	0.943
PURCHASE INTENT	0.958

Source: SmartPLS 4 version 4.0.9.5 data processing results

The results of the *Composite Reliability* test show that the variables used in this study have qualified. In the table above it can be seen that the value of *Composite Reliability* > 0.6

1. **Cronbach's Alpha**

The difference between *Cronbach's Alpha* and Composite Reliability *is that* composite reliability *compares from outer loadings while* *Cronbach's Alpha compares from questionnaire data. Cronbach's Alpha* is also used to determine the reliability of each variable studied. In the *partial least square* test, the standard for *Cronbach's Alpha rating is 0.6,* thus, any latent variable that has a Cronbach's Alpha value of > 0.6 is capable of meeting *Cronbach's Alpha requirements. (Ramayah et al, 2018)

Table 8
Conbach's Alpha Result

Variable	Cronbach's Alpha
PRICE	0.937
SERVICE QUALITY	0.930
PRODUCT QUALITY	0.915
PURCHASE RESULTS	0.924
PURCHASE INTENT	0.942

Source: SmartPLS 4 version 4.0.9.5 data processing results

From the table above, the test results show that the value of Cronbach's Alpha > 0.6 so that it can be concluded that the variables in this study have met the requirements of Cronbach's Alpha testing

1. **Discriminant Validity**

Discriminant validity is used to compare the loadings value of one indicator against a latent variable with the loadings value of one indicator against another latent variable. If the loadings value of one indicator against its variable is greater than the loadings value of that indicator against another variable, then the indicator meets the discriminant validity requirement. (Ramayah et al, 2018)

Table 9
Discriminant Validity Result

	Price	Quality of Service	Quality Product	Results Purchase	Intention Buy
H1	0.913	0.719	0.658	0.609	0.590

	Price	Quality of Service	Quality Product	Results Purchase	Intention Buy
H2	0.919	0.731	0.636	0.618	0.494
H3	0.892	0.631	0.615	0.610	0.522
H4	0.946	0.717	0.659	0.636	0.576
KL1	0.823	0.840	0.620	0.483	0.455
KL2	0.871	0.872	0.637	0.497	0.598
KL3	0.905	0.911	0.620	0.529	0.459
KL4	0.909	0.911	0.648	0.569	0.481
KL5	0.891	0.903	0.652	0.560	0.534
KP1	0.843	0.643	0.897	0.605	0.595
KP2	0.834	0.553	0.842	0.601	0.473
KP3	0.889	0.602	0.844	0.634	0.574
KP4	0.864	0.637	0.894	0.626	0.538
KP5	0.852	0.688	0.880	0.672	0.548
KePem1	0.860	0.527	0.608	0.858	0.661
KePem2	0.854	0.534	0.606	0.869	0.494
KePem3	0.935	0.474	0.645	0.860	0.671
KePem4	0.877	0.563	0.691	0.939	0.638
KePem5	0.913	0.527	0.623	0.882	0.617
NB1	0.523	0.538	0.619	0.647	0.901
NB2	0.571	0.553	0.557	0.634	0.945
NB3	0.578	0.513	0.564	0.656	0.924
NB4	0.538	0.547	0.596	0.675	0.955

Source: SmartPLS 4 version 4.0.9.5 data processing results

From the table above, it can be concluded that all variables used in this study have met the *Discriminant Validity requirements* because the indicator value of the variable is greater than the indicator value of other variables.

Uji Partial Least Square (Inner Model) Test Model Eligibility

According to Ramayah et al, (2018), the model feasibility test was used to determine the extent to which panel data regression succeeded in forming a good regression model to interpret the research results. There are 3 steps in model feasibility testing including normed fit index, *Q Square and F Square*. Here's the test:

1. **Normed Fit Index**

When the *Normed Fit Index* value is between 0 and 1 then the formed model is stated to meet the model's qualifications.

Table10
Normed Fit Index results

NFI	0.752

Source: SmartPLS 4 version 4.0.9.5 data processing results

The results of the *Normed Fit Index* test show a value of 0.758, so it can be concluded that the data used has met the requirements because the value is between 0 and 1

1. Q Square

The Q Square *test* is used to see the ability of the independent variable to explain the dependent variable. The Q *Square predictive relevance test requirement is* the Q Square *value of* >0.

Table 11
Q Square Result

Variable	Q Square
PURCHASE RESULTS	0.645
PURCHASE INTENT	0.445

Source: SmartPLS 4 version 4.0.9.5 data processing results

The results of the *Q Square test* show that the variables Purchase Decision and Purchase Intention have values of 0.537 and 0.390 respectively, which means that these values are greater than 0. So it can be concluded that the model formed has met the requirements of Q Square.

1. F Square

Effect *size* or F2 value of 0.02 is considered small, 0.15 is considered medium and 0.35 is considered large. Meanwhile, if it is below 0.02, it can be ignored or considered to have no effect.

Table 12
F Square Result

	PURCHASE RESULTS	PURCHASE INTENT
PRICE	0.066	0.037
PRODUCT QUALITY	0.149	0.104
PURCHASE INTENT	0.186	

Source: SmartPLS 4 version 4.0.9.5 data processing results

From the results of the *F Square* test, it can be seen that the value of each variable has small, medium and large values. This is because there is 1 research variable that is considered as a mediating variable between the independent variable and the dependent variable.

1. Path Coefficients

To determine the magnitude of the influence of variables on other variables, path *coefficients testing is used*. (Ramayah et al, 2018)

Table 13
Path Coefficients Result

Construction	Path Coefficients
PRICE -> PURCHASE DECISION	0.243
QUALITY OF SERVICE -> PURCHASING DECISION	-0.064
PRODUCT QUALITY -> PURCHASING DECISIONS	0.386
PRICE -> PURCHASE INTENTION	0.215
SERVICE QUALITY -> PURCHASE INTENT	0.142
PRODUCT QUALITY -> PURCHASE INTENT	0.379
BUY INTENT -> PURCHASE DECISION	0.345
PRICE -> BUY INTENT -> PURCHASE DECISION	0.074
SERVICE QUALITY->PURCHASE INTENT-> PURCHASE DECISION	0.049
PRODUCT QUALITY -> PURCHASE INTENT -> PURCHASE DECISION	0.131

Source: SmartPLS 4 version 4.0.9.5 data processing results

From the results of the *Path Coefficients test*, namely:

a) The direct effect of price on purchasing decisions is 0.245 which means that the price increases by one unit so that the purchase decision can increase by 0.245 units. This influence is positive.

b) The direct influence of service quality on purchasing decisions is -0.064 which means that service quality increases by one unit then purchasing decisions can decrease by -0.064 units. This influence is not positive.

c) The direct influence of product quality on purchasing decisions is 0.386 which means that product quality increases by one unit then purchasing decisions can increase by 0.386 units. This influence is positive.

d) The direct effect of price on purchase intention is 0.215 which means that the price increases by one unit then the purchase intention can increase by 0.215 units. This influence is positive

e) The direct effect of service quality on purchase intent is 0.142, which means that service quality increases by one unit, then purchase intent can increase by 0.142 units. This influence is positive.

f) The direct effect of product quality on purchase intention is 0.379, which

means that product quality increases by one unit, then purchase intention can increase by 0.379 units. This influence is positive.

g) The direct influence of purchase intention on purchasing decisions is 0.345 which means that purchase intention increases by one unit then purchase intention can increase by 0.345 units. This influence is positive.

h) The indirect influence of price on purchasing decisions through purchase intention is 0.074 which means that the price increases by one unit unit, then the purchase decision can increase indirectly by 0.074 units. This influence is positive.

i) The indirect influence of service quality on purchasing decisions through purchase intent is 0.049, which means that service quality increases by one unit then purchasing

decisions increase indirectly by 0.049 units. This influence is positive.

j) The indirect influence of product quality on purchasing decisions through purchase intent is 0.131 which means that product quality increases by one unit then purchasing decisions increase indirectly by 0.131 units. This influence is positive.

Uji Hypothesis

Hypothesis testing is used to answer the initial suspicion of the study. In *the partial least square*, to test the hypothesis used bootstrapping calculations. (Ramayah et al, 2018) hypothesis tests can also be used to form regression equations by testing:

1. If p value > 0.05, or t count < 1.96 then Ha is rejected, Ho is accepted.
2. If p value $\leq$ 0.05, and t count $\geq$ 1.96 then Ha is accepted, Ho is rejected.

Table 14
Hypothesis Test Results

Construction	Original Sample	T Statistics	P Values
PRICE -> PURCHASE DECISION	0.245	2.076	0.038
QUALITY OF SERVICE -> PURCHASING DECISION	-0.064	0.576	0.565
PRODUCT QUALITY -> PURCHASING DECISIONS	0.386	3.553	0.000
PRICE -> PURCHASE INTENTION	0.215	1.597	0.110
SERVICE QUALITY -> PURCHASE INTENT	0.142	1.023	0.306
PRODUCT QUALITY ->	0.379	2.512	0.012

PURCHASE INTENT			
BUY INTENT -> PURCHASE DECISION	0.345	3.145	0.002
PRICE -> BUY INTENT -> PURCHASE DECISION	0.074	1.296	0.195
SERVICE QUALITY->PURCHASE INTENT-> PURCHASE DECISION	0.049	0.977	0.329
PRODUCT QUALITY -> PURCHASE INTENT -> PURCHASE DECISION	0.131	1.830	0.060

Sumber: data
version 4.0.9.5

Hasil olah SmartPLS 4

1. H1: Price has a positive and significant effect on the Purchase Decision.

Based on the results of the hypothesis test in the table above, the effect of price on purchasing decisions has a t-statistic *value of 2.076 > 1.96,* p-value *0.038 < 0.05* and original sample *0.245 which means that price has a* positive and significant effect on purchasing decisions. Thus the hypothesis that price has a positive and significant effect on purchasing decisions **is accepted**.

2. H2: Service Quality has a positive and significant effect on Purchasing Decisions

Based on the results of the hypothesis test in the table above, the effect of service quality on purchasing decisions has a t-statistic *value of 0.576 < 1.96*, a p-value of 0.565 > 0.05 and *an original sample* of -0.064 *which means that service quality* does not have a positive and significant effect on

purchasing decisions. Thus, the hypothesis that the quality of service has a positive and significant effect on purchasing decisions **is rejected.**

3. H3: Product Quality has a positive and significant effect on Purchasing Decisions

Based on the results of the hypothesis test in the table above, the effect of product quality on purchasing decisions has a t-statistic *value of 3.553 > 1.96*, p-value *0.000 < 0.05* and original sample *0.386 which means product quality has a* positive and significant effect on purchasing decisions. Thus, the hypothesis that product quality has a positive and significant effect on purchasing decisions **is accepted**.

4. H4: Price has a positive and significant effect on Purchase Intent

Based on the results of the hypothesis test in the table above, the effect of price on purchase intention has a t-statistic *value of 1.597 < 1.96*, p-value *0.110 < 0.05 and original sample*

0.215 which means that the price has a positive but not significant effect on purchase intent. Thus the hypothesis that price has a positive and significant effect on purchase intention **is rejected.**

5. H5: Service Quality has a positive and significant effect on Purchase Intent

Based on the results of the hypothesis test in the table above, the effect of service quality on purchase intention has a t-statistic *value of 1.023 < 1.96*, p-value *0.306 > 0.05 and* original sample *0.142 which means that service quality has a* positive but not significant effect on purchase intent. Thus, the hypothesis that the quality of service has a positive and significant effect on purchase intent **is rejected.**

6. H6: Product Quality has a positive and significant effect on Purchase Intent

Based on the results of the hypothesis test in the table above, the effect of product quality on purchase intention has a t-statistic *value of 2.512 > 1.96,* p-value *0.012 < 0.05* and original sample *0.379 which means product quality has a* positive and significant effect on purchase intent. Thus, the hypothesis that product quality has a positive and significant effect on purchase intent **is accepted.**

7. H7: Purchase Intent has a positive and significant effect on Purchase Decisions

Based on the results of the hypothesis test in the table above, the effect of product quality on purchase intention has a t-statistic *value of 3.145 > 1.96,* p-value *0.002 < 0.05* and original sample *0.345 which means that purchase intention has a* positive and significant effect on purchasing decisions. Thus the hypothesis stating the purchase

intention has a positive and significant effect on the purchase decision **is accepted.**

8. H8: Price has a positive and significant effect on Purchase Decisions mediated by Purchase Intent

Based on the results of the hypothesis test in the table above, the effect of price on purchasing decisions mediated by purchase intention has a *t-statistic value of* 1.296 < 1.96, *p-value* 0.195 > 0.05 and *original sample* 0.074 which means that purchase intention does not mediate price against purchase decisions. Thus, the hypothesis that price has a positive and significant effect on purchasing decisions mediated by purchase intent **is rejected.**

9. H9: Quality of Service has a positive and significant effect on Purchase Decisions mediated by Purchase Intent

Based on the results of the hypothesis test in the table above, the effect of service quality on purchasing decisions mediated by purchase intention has a *t-statistic* value of 0.977 < 1.96, *p-value* 0.329 > 0.05 and *original sample* 0.049 which means that purchase intention does not mediate service quality on purchasing decisions. Thus, the hypothesis that service quality has a positive and significant effect on purchasing decisions mediated by purchase intent **is rejected**.

10. H10: Product Quality has a positive and significant effect on Purchase Decisions mediated by Purchase Intent

Based on the results of the hypothesis test in the table above, the effect of product quality on purchasing decisions mediated by purchase intention has a *t-statistic value of* 1.882

< 1.96, *p-value* 0.060 < 0.05 and *original sample* 0.131 which means that purchase intention does not mediate product quality on purchasing decisions. Thus, the hypothesis that product quality has a positive and significant effect on purchasing decisions mediated by purchase intent **is rejected.**

DISCUSSION

Based on the results of the analysis that has been carried out, several things can be discussed as follows:

1. Regarding the profile of respondents with gender categories where there are 74 consumers who are male (49.3%), and there are 76 consumers who are female (50.7%). From these results, it can be concluded that the majority of consumers who are respondents in this study are female. Regarding the profile of respondents with age categories where there are 15 consumers aged ≥ 49 years (10%), and there are 43 consumers aged 40-49 years (28.7%), and there are 44 consumers aged 30-39 years (29.3%), and there are also 48 consumers aged 20-29 years (32%). From these results, it can be concluded that the majority of consumers who were respondents in this study were aged 20-29 years. Regarding the profile of respondents with the job category where there are 10 consumers who are still students (6.6%), there are 39 consumers who work as housewives (25.8%) and there are 43 consumers who work as employees (28.5%), there are 59 consumers who work as entrepreneurs (39.1%). From these results, it can be concluded that the majority of consumers who are respondents in this study are those who work as entrepreneurs.

1. The result of descriptive analysis related to indicators on the Price variable is that the highest mean of the Price variable is indicator number 1, namely "I feel the price given is easily accessible to consumers." Which means that the majority of respondents strongly agree that they feel that there is a price match with the products provided to consumers. Related to the indicator on the Service Quality variable is that the highest mean of the Service Quality variable is indicator number 4, namely "I feel the potential for stores to sell products according to standards" which means that the majority of respondents strongly agree that they feel the potential for stores to sell products according to standards. Related to the indicator on the Product Quality variable is that the highest mean of the Product Quality variable is indicator number 5, namely "I feel that the quality of the product does not change from time to time." Which means that the majority of respondents agree that they feel that the quality of the product does not change from time to time. Related to the indicator on the Purchase Decision variable is that the highest mean of the Purchase Decision variable is indicator number 1, namely "I feel the recognition of consumer needs." Which means that the majority of respondents strongly agree that they feel that there is a need recognition that results in consumers knowing their needs. Related indicators on the Purchase Intention variable are indicators number 1 and 2, namely "I am looking

for information about the product you want to buy." Which means the majority of respondents strongly agree that they are looking for information about the product they want to buy, such as asking a friend or visiting a store to inquire about the product. "I studied products from several brands available." Which means that the majority of respondents feel strongly amenable in buying an item should study products from several brands to consider purchase intent.

1. The first hypothesis or H1 states that price has a positive and significant influence on purchasing decisions. Based on the hypothesis testing that has been done, it can be concluded that the first hypothesis or H1 is **accepted**. The conclusion is based on the data presented in Table 4.23, namely it is known that the *t-statistic* value of 2.076 is greater than 1.96, and the *p-value* of 0.038 is smaller than 0.05. The *positive Coefficient* value of 0.245 means that the price variable has a positive influence on the purchase decision variable by 24.5% so that it can be concluded that the price has a positive and significant effect on the purchase decision. This means that the more affordable the price offered, the more consumer purchasing decisions will increase to buy products at Kriss stores. The results of this study support research conducted by Murnilawati, Hairudinor, and Rasyid (2019); Magdalene, *et al.* (2021); Son, *et al.* (2022) which found that price has a positive and significant effect on purchasing decisions. Price is a very important aspect because generally consumers make price as

the main consideration before making a purchase decision. Because it is flexible, it is better to always follow market dynamics in order to set the right price, where prices can be accepted by consumers but stores also still make profits. Based on the results of the study, the price at the Kriss store is affordable and the price given is in accordance with the benefits and quality of the products offered.

1. The second hypothesis or H2 states that the quality of service has a positive and significant influence on purchasing decisions. Based on the hypothesis testing that has been done, it can be concluded that the second hypothesis or H2 **is rejected**. The conclusion is based on the data presented in Table 4.23, namely it is known that the *t-statistic* value of 0.576 is less than 1.96, and the *p-value* of 0.565 is greater than 0.05. The *negative Coefficient* value of -0.064 which means that the service quality variable has a negative influence on purchasing decisions by 6.4% so it can be concluded that service quality does not have a positive and significant effect on purchasing decisions. This research contradicts previous research conducted by Murnilawati, Hairudinor, and Rasyid (2019); Arshad (2019); Ali, *et al.* (2022) which found that service quality has a positive and significant effect on purchasing decisions. Based on the findings, it is necessary to evaluate the quality of service against purchasing decisions because it has no effect. Such as *responsiveness indicators*, namely store responsiveness in responding to consumer complaints and requests

about information on goods that consumers need and also indicators *of empathy* from the employee side, how employees treat consumers kindly and are willing to accept criticism submitted. The majority of Kriss store consumers are dominated by entrepreneurial or merchant job consumers by 39.1%. There is also the factor of store location in the market and roadside making consumers not really need excellent service quality.

1. The third hypothesis or H3 states that product quality has a positive and significant influence on purchasing decisions. Based on the hypothesis testing that has been done, it can be concluded that the third hypothesis or H3 **is accepted**. The conclusion is based on the data presented in Table 4.23, namely it is known that the *t-statistic* value of 3.553 is greater than 1.96 and *the p-value* of 0.000 is smaller than 0.05. The *positive Coefficient* value of 0.386 which means that the product quality variable has a positive influence on the purchase decision variable by 38.6% so that it can be concluded that product quality has a positive and significant effect on purchasing decisions. The results of this study support research conducted by Suari, *et al* (2019); Hutabarat and Jennifer (2022); Saputri and Guritno (2021) who found that product quality has a positive and significant effect on purchasing decisions. This means that the better the quality of the products offered, the more consumer purchasing decisions will increase to buy products at Kriss stores, stores provide the best product offers to create consumer purchasing decisions. Consumers who feel

suitable, the product meets their needs, and are able to provide results that are more than expected make consumers make purchasing decisions. So it is concluded that the relationship between product quality and purchasing decisions has a significant positive effect.

1. The fourth hypothesis or H4 states that price has a positive and significant influence on purchase intent. Based on the hypothesis testing that has been done, it can be concluded that the fourth hypothesis or H4 **is rejected**. The conclusion is based on the data presented in Table 4.23, namely it is known that the *t-statistic* value of 1.597 is smaller than 1.96 and *the p-value* of 0.110 is smaller than 0.05. The *positive coefficient* value is 0.215 which means that the price variable has a positive influence on the purchase intention variable by 21.5% so that it can be concluded that the price has a positive but not significant effect on purchase intention. The results of this study contradict the research conducted by Kumar, *et al* (2021); Fecher, *et al* (2019); LY and Le-Hoang (2020) who found that price has a positive and significant effect on purchase intent. Based on this, because price is not the main factor in purchase intention. This can happen if the product is relatively cheap or if consumers have enough *financial* freedom , price is not a consideration to generate purchase intent. Because when consumers achieve a high level of satisfaction with the product, consumers will be loyal to the product regardless of the price offered. Therefore the price

does not affect the purchase intention.

1. The fifth hypothesis or H5 states that service quality has a positive and significant influence on purchase intent. Based on the hypothesis testing that has been done, it can be concluded that the fifth hypothesis or H5 **is rejected**. The conclusion is based on the data that has been presented in Table 4.23 it is known that the *t-statistic value of 1.023 is smaller than 1.96 and the* p-value of 0.306 *is greater than 0.05.* The positive *Coefficient* value of 0.142 which can be interpreted that the service quality variable has a positive influence on purchase intention by 14.2% so that it can be concluded that service quality has a positive but not significant effect on purchase intent. This research is contrary to research that has been done previously by Arshad (2019); Qalati, *et al* (2021); Febrian and Hapsari (2019) who found that service quality has a positive and significant influence on purchase intent. Based on the findings, service quality is not the main factor for consumers to make purchase intentions. There are factors that influence, dominated by entrepreneurial consumers or merchants by 39.1%, meaning that consumers buy products at Kriss stores because of their needs and benefits, after this is fulfilled there is a consumer desire to make a purchase intention. The crowded condition of the store, the location of the store on the side of the road, sometimes employees do not provide excellent service are not an influence in this matter.

1. The sixth hypothesis or H6 states that product quality has a positive and significant influence on purchase intent. Based on the hypothesis testing that has been done, it can be concluded that the sixth hypothesis or H6 **is accepted**. The conclusion is based on the data presented in Table 4.23, namely it is known that the *t-statistic* value of 2.512 is greater than 1.96 and *the p-value* of 0.012 is smaller than 0.05. The *positive Coefficient* value is 0.345 which means that the product quality variable has a positive and significant influence on the purchase intention variable by 34.5% so that it can be concluded that product quality has a positive and significant effect on purchase intent. The results of this study support research conducted by Amanda, *et al* (2021); Febrianti and Respati (2020); Then (2020) which found that product quality has a positive and significant effect on purchase intent. This means that the higher the quality of the product offered by the Kriss store, the higher the consumer will have the purchase intention of the product. Because good product quality creates consumer satisfaction and builds trust which ultimately leads to higher purchase intent. So the kriss store strives to maintain the quality of the products sold.

1. The seventh hypothesis or H7 states that purchase intent has a positive and significant influence on purchasing decisions. Based on the hypothesis testing that has been done, it can be concluded that the seventh hypothesis or H7 **is accepted**. The conclusion is based on the data presented in Table 4.23,

namely it is known that the *t-statistic* value of 3.145 is greater than 1.96 and *the p-value* of 0.002 is smaller than 0.05. The positive *Coefficient* value of 0.345 which means that the purchase intention variable has a positive and significant influence on the purchase decision variable by 34.5% so that it can be concluded that the purchase intention has a positive and significant effect on the purchase decision. The results of this study support the research conducted by García, *et al.* (2020); Hafizi and Ali (2021); Diventy, *et al* (2020) who found that purchase intent has a positive and significant effect on purchasing decisions. This means that purchase intent is a major factor in making a purchase decision. The level of trust, need, and benefit makes consumers buy products in Kriss stores. If consumers have a strong purchase intention, they will take steps to realize that purchase intention. This proves that the purchase intention of a product is in accordance with the needs needed, so that purchase intention on purchasing decisions has a significant positive effect.

2. The eighth hypothesis or H8 states that price has a positive and significant effect on purchasing decisions mediated by purchase intent. Based on the hypothesis testing that has been done, it can be concluded that the eighth hypothesis or H8 **is rejected**. The conclusion is based on the data described in Table 4.23, namely it is known that the *t-statistic* value of 1.296 is smaller than 1.96 and *the p-value* of 0.195 is greater than 0.05. The *positive Coefficient* value of 0.074 which

means that the price variable has a positive influence on the purchase decision through the mediation of purchase intention by 7.4% so that it can be concluded that the purchase intention does not mediate the price relationship to the purchase decision. This research contradicts research conducted by Sakinah and Firmansyah (2021), which found that price has a positive and significant effect on purchase decisions mediated by purchase intent. Based on this observation, it indicates that purchase intention does not play a role as a factor that connects price to purchase decisions. Because in some situations the price has a direct appeal to consumers, if the price is affordable then the consumer immediately makes a purchase decision without the need to go through a deep purchase intention stage. This is what makes the purchase intention does not mediate the price against the purchase decision.

1. The ninth hypothesis or H9 states that service quality has a positive and significant effect on purchasing decisions mediated by purchase intent. Based on the hypothesis testing that has been done, it can be concluded that the ninth hypothesis or H9 **is rejected**. The conclusion is based on the data described in Table 4.23, namely it is known that the *t-statistic* value of 0.977 is smaller than 1.96 and *the p-value* of 0.329 is greater than 0.05. The *positive Coefficient* value of 0.049 means that the service quality variable has a positive influence on purchasing decisions through purchase intention mediation by 4.9% so that it can be

concluded that purchase intention does not mediate the relationship of service quality to purchasing decisions. This research contradicts previous research conducted by Arshad (2019), which found that service quality has a positive and significant effect on purchase decisions mediated by purchase intent. Based on this observation, it indicates that purchase intention does not play a role as a factor that links service quality to purchasing decisions because in situations like this consumers ignore purchase intention factors in making purchase decisions. Consumers prioritize other factors to make purchasing decisions. This makes purchase intent not mediate service quality over purchasing decisions.

2. The tenth hypothesis or H10 states that product quality has a positive and significant effect on purchase decisions mediated by purchase intent. Based on the hypothesis testing that has been done, it can be concluded that the tenth hypothesis or H10 **is rejected**. The conclusion is based on the data presented in Table 4.23, namely it is known that the *t-statistic value of* 1.882 is smaller than the value of 1.96 and the *p-value* of 0.060 is smaller than 0.05. The *positive Coefficient* value is 0.131 which means that product quality has a positive and significant influence on purchasing decisions through purchase intention mediation of 13.1% so it can be concluded that purchase intention does not mediate the relationship of product quality to purchasing decisions. The results of this study contradict research conducted by Abid, Muhamad, and

Rismayati (2020) which found that product quality has a positive and significant effect on purchasing decisions mediated by purchase intent. Based on this observation, it indicates that purchase intention does not play a role as a factor that links product quality to purchasing decisions because in situations like this consumers ignore purchase intention factors in making purchase decisions. When consumers need their products and already have confidence in the quality of the product, consumers immediately make purchasing decisions without considering the intention to buy on the product.

CONCLUSION

Price has a positive and significant influence on the Purchase Decision so that H1 is **accepted**. This happens because price can actually influence and be a consideration for consumers to make purchasing decisions. When prices rise or fall can have a direct effect on consumers, it is better to always follow market dynamics in order to set the right price, where prices can be accepted by consumers but stores also still make profits. These conditions also contribute to purchasing decisions. Affordable prices make it easy for consumers to decide on purchases.

The quality of service did not have a positive and significant influence on the purchase decision, so H2 **was rejected.** This happens because when stores have competitors, where they offer similar products, consumers will be more likely to prioritize factors other than service quality. Consumers who have a good experience with the products offered, tend to come back

even though the quality of service does not always meet consumer expectations and also everyday product purchases that do not require much interaction. So the quality of service does not always affect purchasing decisions.

Product quality has a positive and significant influence on purchasing decisions so that H3 **is accepted.** This happens because the quality of the products offered is guaranteed so as to create purchasing decisions. Consumers who feel suitable, the product meets their needs, and are able to provide results that are more than expected make consumers make purchasing decisions. So that product quality on purchasing decisions has a significant positive effect.

Price has a positive but not significant influence on buying intent so H4 is **rejected.** This happens because price is not a major factor in purchase intent. This can happen if the product is relatively cheap or if consumers have enough *financial* freedom , price is not a consideration to generate purchase intent. Because when consumers achieve a high level of satisfaction with the product, consumers will be loyal to the product regardless of the price offered. Therefore the price does not affect the purchase intention.

The quality of service has a positive but not significant influence on purchase intent so H5 **is rejected.** This happens because the quality of service is not the main factor for consumers to make purchase intentions. Consumers buy products because of needs and seek benefits, after this is fulfilled, there is a consumer desire to make a purchase intention. So that the quality of service does not always affect purchase intent.

Product quality has a positive and significant influence on purchase intent so that H6 **is accepted.** This happens because good product quality creates consumer satisfaction and builds trust which ultimately leads to higher purchase intent. The store strives to maintain the quality of the products sold, so that product quality affects purchase intent.

Purchase intent has a positive and significant influence on purchasing decisions so that H7 is **accepted.** This happens because purchase intent is a major factor in making a purchase decision. The level of trust, need, and benefit makes consumers buy the product. If consumers have a strong purchase intention, it is certain that consumers will take steps to realize the purchase intention.

Purchase intent does not mediate the price relationship to the purchase decision so H8 **is rejected.** This happens because purchase intention does not act as a factor that connects price to purchase decisions. Because in some situations if the price is affordable, consumers immediately make purchase decisions without the need to go through a deep purchase intention stage. This is what makes the purchase intention does not mediate the price against the purchase decision.

Purchase intent does not mediate the relationship of service quality to purchasing decisions so H9 **is rejected.** This happens because purchase intent does not play a role as a factor that links service quality to purchasing decisions. Because in a situation like this consumers ignore the purchase intention factor in making purchase decisions. Consumers prioritize other factors to make purchasing decisions.

This makes purchase intent not mediate service quality over purchasing decisions.

Purchase intent does not mediate the relationship of product quality to purchasing decisions so H10 **is rejected.** This happens because it indicates that purchase intent does not play a role as a factor that links product quality to purchasing decisions because in situations like this consumers ignore the purchase intent factor in making purchase decisions. When consumers need their products and already have confidence in the quality of the product, consumers immediately make purchasing decisions without considering the intention to buy the product.

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