

## Examining the Appeal of Quality Service: A Study on the Impact of Product Quality on Purchase Decisions at Hani Salon

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### Abstract

Purchase decision-making is a critical aspect of consumer behavior that involves evaluating the quality of products or services offered. This study aims to analyze the influence of product quality on consumer purchase decisions at Hani Salon, a beauty salon located in Medan, Indonesia. As product variety increases in the market, consumers have become more selective, prioritizing service quality in their choices. A quantitative research approach was employed, with data collected through questionnaires and interviews. The findings reveal that product quality has a positive and significant impact on purchase decisions, with a coefficient of determination ( $R^2$ ) of 90.2%. These results suggest that enhancing product quality at Hani Salon can significantly drive consumer purchase decisions and offer strategic insights for improving customer satisfaction and loyalty.

**Keywords:** Purchase Decision, Product Quality, Consumer Behavior

### Introduction

Purchasing decisions constitute an aspect of consumer behavior that demonstrates the deliberate activities of consumers in selecting and acquiring a product or service (Amelia, 2024). Essentially, consumer decision-making is a process of addressing the challenges encountered by customers (Amelia & Tambunan, 2024). Researchers selected this variable due to the ongoing relevance of purchasing decision topics, particularly in light of the growing array of product options accessible, necessitating customers to evaluate multiple factors prior to making a purchase (Nasib, 2024). Both individual and organizational customers typically exhibit analogous cognitive processes when selecting items and brands (Salsabillah, 2022). The purchasing choice process transpires when the provided product satisfies the desires and requirements of consumers (Wasiman, 2021).

Presently, a prevalent purchasing option among consumers involves selecting beauty items from establishments that offer services and body treatments, predominantly sought after by women. In Medan City, Hani Salon, situated in Jalan Pintu Air 4 No.74, Medan Baru District, North Sumatra, is one of the establishments offering these services. Hani Salon provides an assortment of beauty items, including creambath, hair tonic, face cream, and oil massage. Given the extensive array of goods available, Hani Salon anticipates that the many options will captivate consumer interest. This endeavor is undoubtedly followed by the provision of safe, high-quality items.

Marketing is an activity that concentrates on target markets to facilitate profitable trades that satisfy consumer requirements and aspirations (Nasib et al., 2019). The efficacy of a marketing plan is a critical determinant of a company's success, with product quality significantly impacting consumer purchasing decisions for both goods and services (I. Lestari & Nasib, 2021). In an increasingly competitive business environment, product quality is a vital factor influencing purchasing decisions (Nasib, Pranata, et al., 2023). This is particularly applicable in the service industry, such as beauty salons, where the quality of materials utilized not only dictates service outcomes but also molds consumer opinions of the brand and affects client loyalty (Nasib, Simanjuntak, et al., 2024).

Numerous studies have demonstrated that customers favor products of greater quality, as they are perceived to deliver optimal advantages and align with consumer expectations (S. Chaniago & Hou, 2022)(E. H. Sihombing & Nasib, 2020)(Pebri et al., 2020). Nonetheless, issues persist in



comprehending the degree to which product quality affects purchasing decisions at Hani Salon. As consumer knowledge regarding product quality escalates, individuals are becoming increasingly discerning and choosy in their selections, including the selection of salons that utilize high-grade items.

The phenomena of evolving customer behavior, which is increasingly receptive to information and product reviews via social media, complicates the comprehension of product quality's influence. Consequently, it is essential to perform a comprehensive investigation of the impact of product quality on consumer purchasing decisions at Hani Salon. By comprehending this link, Hani Salon may formulate more efficacious marketing strategies, enhance consumer contentment, and ultimately augment sales.

This study is to investigate the impact of product quality on consumer purchasing decisions and to offer suitable recommendations for the future development of Hani Salon's business. The study problem is formulated as follows: How does the quality of items utilized at Hani Salon affect client purchasing decisions? This study aims to investigate the impact of product quality at Hani Salon on consumer purchasing decisions.

## Theoretical Review

### Purchase Decision

The consumer purchase decision significantly influences the sustainability of a firm (Rivai et al., 2021). In a progressively competitive market, consumer choices about products or services significantly influence a company's success (N. Sari et al., 2023). The decision-making process comprises multiple steps, beginning with needs identification, followed by information search, alternative evaluation, purchasing decisions, and post-purchase assessment (Nasib et al., 2022). Each phase indicates the degree of consumer confidence and contentment with a product (Tezar Arianto et al., 2021). Consequently, a profound comprehension of purchasing behavior is essential for formulating effective and lasting marketing strategies (Nasib, Julitawaty, et al., 2023).

This judgment reflects the degree to which a product or service fulfills market expectations (N. M. Z. F. A. Fadli, 2020). Consequently, commercial entities must comprehend consumer mindsets and preferences to formulate successful methods that enhance purchase interest (S. Nasib, 2021b). When consumers are content with the quality of products and services, they are likely to make repeat purchases and serve as effective promoters through word-of-mouth referrals or social media (Nofriza, 2022). Business sustainability is intricately linked to customer purchasing decisions (I. Lestari et al., 2020). Steady demand and client allegiance will ensure a reliable revenue stream, enhance the business's market position, and create avenues for growth and innovation (Haryani et al., 2023). Conversely, consumer discontent with a product or service may lead to diminished sales, financial losses, and reduced market competitiveness (Rezeki et al., 2024).

Business entities must create marketing strategies that prioritize consumer happiness and requirements (M. Nasib, 2022). This encompasses enhancing product quality, providing responsive service, offering competitive pricing, and implementing targeted promotions (Nasib, Harianto, et al., 2024). Furthermore, fostering effective connection with clients is a method to sustain loyalty and obtain feedback for prospective product enhancements (S. Nasib, 2021a). Consumer purchase decisions directly influence a business's success or failure (Junaidi et al., 2022). For small and medium enterprises, ensuring the consistency of customer purchasing decisions presents a significant problem, given that demand variations may arise unexpectedly (A. F. Nasib, 2019). A comprehensive grasp of customer behavior is a strategic imperative for firms to endure and prosper in the face of market volatility (Khairani, 2023).

### Product Quality

The quality of a product significantly influences customer happiness and brand loyalty (Tambunan et al., 2024). Products that excel in performance, durability, aesthetics, and alignment with consumer needs provide a favorable experience (A. Fadli et al., 2022). When a product fulfills or above expectations, customers generally experience satisfaction (Hou, 2023a). This happiness underpins loyalty, wherein customers not only engage in repeat purchases but also advocate for the

product to others (Simatupang, 2022). Consequently, sustaining consistent product quality is crucial for fostering enduring relationships between organizations and their consumers (Hou, 2023b).

Product quality reflects the extent to which a product fulfills consumer expectations (F. A. A. F. E. H. S. R. S. S. Chaniago, 2019). Satisfaction occurs when buyers perceive that the advantages received are proportional to the price paid (A. Fadli et al., 2021). This contentment fosters customer loyalty, stimulates repeat purchases, and promotes product recommendations to others (Alimin et al., 2025). Moreover, delighted customers are generally more accommodating of price fluctuations and exhibit greater brand loyalty (Husni, 2023). Consequently, sustaining product quality influences not just immediate transactions but also fosters enduring relationships between businesses and consumers (Nasution et al., 2023).

Customer happiness is the primary factor in establishing consumer loyalty (Sudirjo et al., 2024). Satisfied customers are likely to persist in utilizing a product, despite competing offers from rivals (Kim et al., 2024). This allegiance enhances the company's sustained revenue and fortifies the brand's market position (Dahlani & Hp, 2024). Loyal clients frequently act as volunteer advocates by endorsing products to others. Thus, ensuring satisfaction through continuous product quality is a crucial approach for sustaining and cultivating a loyal client base (Pratomo, 2024).

Product quality is evaluated not just from a functional perspective but also encompasses the emotional value perceived by consumers (Syahrin Asman & Desy Surya, 2024). An appealing appearance, user comfort, and a distinctive impression can enhance a product's emotional allure (N. Lestari et al., 2019). This is crucial in the beauty and lifestyle sector, where image and user experience are integral components of product value (Tengku Monica Tan et al., 2024). Consumers purchase not only utilitarian advantages but also the emotional gratification and sensory experience associated with the goods, hence enhancing connection and fostering brand loyalty (Ahn, 2024). Numerous studies indicate that product quality positively and significantly influences consumer satisfaction and loyalty (Bok, 2024)(Hendry & Kosasih, 2024)(Li et al., 2024). Companies that consistently uphold product quality are generally more effective in retaining existing customers and recruiting new ones. This is due to consumers' reliance on products demonstrated to possess superior quality (Parasari et al., 2024). Consequently, enhancing quality should be a strategic imperative for organizations in fostering enduring customer relationships and establishing a sustained competitive edge in a competitive marketplace (Xiang et al., 2024).

Optimal product quality significantly influences consumers' propensity for repeat purchases (Daulay, 2021). When consumers are content with the product's performance, durability, and value, their faith in the brand will increase (E. H. Sihombing et al., 2024). This contentment fosters a favorable experience that enhances client loyalty (Nasib, Syaifuddin, et al., 2023). Moreover, buyers frequently endorse the product to others, so indirectly broadening its reach (Aditi et al., 2022). Consequently, ensuring constant product quality is a potent technique for retaining existing clients and enhancing the likelihood of repeat purchases in a competitive market (Martin & Nasib, 2021).

High-quality products are fundamental to the sustainability of the company's operations (Lubis et al., 2023). Products that fulfill consumer expectations will enhance satisfaction levels and foster brand confidence (Sutejo et al., 2024). This contentment fosters client loyalty, leading to repeat purchases and recommendations to others (N. S. Sihombing et al., 2025). A favorable reputation for consistent quality enhances the company's market competitiveness (Faris et al., 2023). In the long term, effectively upholding quality standards enables the company to broaden market reach, augment revenue, and establish durable competitive advantages as a basis for consistent corporate growth (Effendi et al., 2023).

## Methodology

This study employs a quantitative methodology with an associative research design, specifically aimed at elucidating the relationship or effect among two or more variables. The independent variable is product quality, and the dependent variable is the consumer's purchase decision. This study seeks to empirically assess the extent of Product quality's influence on consumer Purchase Decision at Hani Salon.

The participants in this study were only clients who utilized Hani Salon services in Medan. The

population number is uncertain and unlimited; therefore, sample determination was conducted using the incidental sampling technique, which involves selecting individuals who fortuitously visit the salon and consent to participate as respondents. The sample size was established at 100 respondents to ensure that the study results could be examined representatively. The data collection method employed a questionnaire developed from the indicators of Product Quality and Purchase Decision variables. The questionnaire employed a five-point Likert scale to evaluate the degree to which consumers perceive product quality and influence their purchasing decisions.

The data acquired from the questionnaire findings were further evaluated by multiple linear regression analysis utilizing statistical software, including SPSS. Prior to executing the regression analysis, the instrument's validity and reliability were initially assessed, alongside the classical assumption tests encompassing normality, multicollinearity, and heteroscedasticity. Multiple regression analysis is employed to ascertain the extent of Product quality's influence on Purchase Decision, either concurrently or partially. The test outcomes will be determined by the regression coefficient, significance (p-value), and coefficient of determination ( $R^2$ ).

## Results and Discussions

### Results

#### Respondent Characteristics

**Table 1. Respondent Characteristics Based on Gender**

| Gender | Amount | Presentation |
|--------|--------|--------------|
| Woman  | 12     | 80%          |
| Man    | 3      | 20%          |
|        | 15     | 100%         |

The table above indicates that the bulk of responses are women, totaling 12 individuals (80%), while men comprise 3 individuals (20%). It can be stated that female consumers exhibit greater dominance in purchasing decisions at Hani Salon.

**Table 2. Respondent Characteristics Based on Age**

| Age        | Amount | Presentation |
|------------|--------|--------------|
| 17-22 year | 0      | 0            |
| 23-28 year | 15     | 100%         |
| 29-34 year | 0      | 0            |
| >34        | 0      | 0            |
|            | 15     | 100%         |

The table above indicates that there are 0 (0%) respondents aged 17-22 years, 15 (100%) respondents aged 23-28 years, and 0 (0%) respondents aged 29-34 years. The bulk of clientele at Hani Salon are aged between 23 and 28 years.

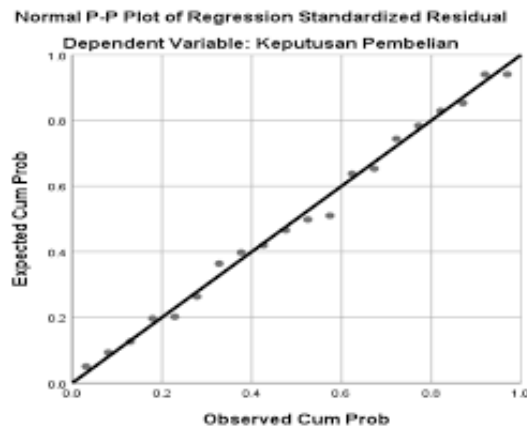
**Table 3. Characteristics of Respondents Based on Occupation**

| Jobs      | Amount | Presentation |
|-----------|--------|--------------|
| Students  | 1      | 6,7%         |
| Employees | 11     | 73,3%        |
| Housewife | 3      | 20%          |
| Others    | 0      | 0            |
|           | 15     | 100%         |

The table indicates that the predominant demographic of Hani Salon users comprises students, accounting for 6.7%. This indication demonstrates that the student demographic constitutes the predominant segment of the Hani Salon clientele, surpassing employees (73.3%), housewives (20%), and other categories (0%).

## Classical Assumption Test Normality Test

**Figure 1. Data Normality Test Results**



The p-plot above indicates that the points align with the main diagonal and are dispersed along the diagonal lines, thereby confirming that the data is normally distributed.

## Multicollinearity Test

**Table 4. Multicollinearity Test Results**

| Coefficients <sup>a</sup> |                 |                         |
|---------------------------|-----------------|-------------------------|
| Model                     |                 | Collinearity Statistics |
|                           |                 | Tolerance      VIF      |
| 1                         | (Constant)      |                         |
|                           | Product quality | 1.000      1.000        |

a. Dependent Variable: Purchase Decision

The table above indicates that the Tolerance value exceeds 0.10, but the VIF value is less than 10. It may be inferred that the regression model exhibits no indications of multicollinearity.

## Simple Linear Regression Analysis

**Table 5. Simple Linear Regression Analysis Results**

| Coefficients <sup>a</sup> |                 |                             |            |                           |        |       |
|---------------------------|-----------------|-----------------------------|------------|---------------------------|--------|-------|
| Model                     |                 | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig.  |
|                           |                 | B                           | Std. Error | Beta                      |        |       |
| 1                         | (Constant)      | 2.733                       | 1.862      |                           | 1.468  | 0.146 |
|                           | Product quality | 0.934                       | 0.047      | 0.902                     | 19.997 | 0.000 |

a. Dependent Variable: Purchase Decision

Based on the values in the table above, the simple linear regression equation will be

$$Y = 2.733 + 0.934X_1 + e.$$

If there is no influence from the product quality variable ( $X_1 = 0$ ), the purchase decision value is estimated at 2,733. This shows that there are still other factors outside the model that influence the purchase decision. Every one-unit increase in product quality will increase purchase decision by 0.934 units, assuming other variables remain constant. This finding indicates a positive and strong influence. Because the significance value (Sig.) is  $0.000 < 0.05$ , it can be concluded that product quality has a significant effect on purchase decisions.



## T Test (Partial)

**Table 6: Results of the t-test**

| Coefficients <sup>a</sup> |                             |            |                           |        |       |
|---------------------------|-----------------------------|------------|---------------------------|--------|-------|
| Model                     | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig.  |
|                           | B                           | Std. Error | Beta                      |        |       |
| 1 (Constant)              | 2.733                       | 1.862      |                           | 1.468  | 0.146 |
| Product quality           | 0.934                       | 0.047      | 0.902                     | 19.997 | 0.000 |

a. Dependent Variable: Purchase Decision

Based on the table above, it can be concluded that the independent variable, product quality, partially on the dependent variable, namely purchase decision, is significant. The t-test results can be described as follows: Hypothesis 1 reads: There is a positive and significant effect of Hani Salon's product quality in increasing sales at Hani Salon. From the t-test results above, it can be seen that the t value for the product quality variable is 6.124. This means that the t value is greater than the t table or can be written with the t value (19.997) > t table (1.985). The significant value for the product quality variable is 0.001, where this value is smaller than the predetermined alpha significant level of 0.05 or can be written with a sig value (0.001) < 0.05 sig value. From these results it can be concluded that H1 is accepted, so that the variable product quality (X1) has a significant effect on purchase decision (Y) at Hani Salon, and hypothesis 1 is tested.

## Test Coefficient of Determination (R2)

**Table 7. Test Results of the Coefficient of Determination (R2)**

| Model Summary <sup>b</sup> |                   |          |                   |                            |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                          | .902 <sup>a</sup> | 0.813    | 0.811             | 2.43315                    |

a. Predictors: (Constant), Product quality  
b. Dependent Variable: Purchase Decision

Based on the analysis results in the table above, the coefficient of determination (R-squared) is 902. This statistic means that the contribution of the product quality variable in improving product quality is 90.2%. While the remaining 9.8% is influenced by other variables not discussed in this study.

## Discussions

The purchase decision is crucial for enhancing product quality, serving as the cornerstone of a successful firm. Research findings indicate that Purchase Decision positively influences sales at Hani Salon. The results of this study align with other research indicating that service quality directly and significantly influences customer satisfaction levels (Yoon, 2023)(Kumar, 2022)(Ju, 2022). When customers perceive that the services rendered meet or above their expectations, a sense of contentment will inherently develop (Razaq et al., 2024). Customer happiness is a crucial element in fostering loyalty (Novirsari, 2022). Content clients typically persist in using the product or service for an extended duration and readily endorse it to others (Syafillah, 2021). Consequently, sustaining and enhancing service quality is a strategic measure for fostering enduring client relationships and bolstering the company's competitiveness in a competitive market (N. S. E. E. Sari, 2020).

The consequences of these findings demonstrate that Hani Salon has systematically and effectively enhanced the quality of its services. The primary actions undertaken by Hani Salon are:

1. Workforce Development

Hani Salon employs two individuals who consistently provide training sessions to enhance workers' consumer communication and complaint management skills. This seeks to deliver enhanced and responsive service to clients. Grievance Management System: Customer grievances can be addressed promptly to enhance trust in Hani Salon. typically address concerns effectively, clarifying issues regarding pricing

2. Enhancement of Hani Salon Amenities

Enhancements to the layout and sanitation of the Salon have been implemented to foster a more pleasant shopping atmosphere. These initiatives aim to enhance purchasing decisions and the shopping experience, anticipated to elevate product quality, attract additional customers, and fortify Hani Salon's market position.

## Conclusions

Based on the findings of this study titled *The Influence of Product Quality on Consumer Purchase Decisions at Hani Salon*, it is concluded that product quality plays a significant role in shaping consumer purchasing behavior. High-quality products used in Hani Salon positively affect customers' decisions, as consumers associate quality with superior outcomes in beauty treatments. Although these products are priced higher than average, customers show a willingness to pay more as long as the perceived benefits justify the cost. This underscores the importance of maintaining consistent product quality as a key factor in customer satisfaction and retention.

Salon management should prioritize the continuous evaluation and selection of high-quality beauty products that align with consumer expectations. Investing in staff training to communicate product value effectively can further strengthen consumer confidence and loyalty. Moreover, transparent communication about product benefits and quality can enhance brand trust and differentiate the salon from competitors.

Further studies could explore the mediating role of customer trust or perceived value between product quality and purchase decisions. Additionally, comparative research across different service sectors or geographic locations may offer broader insights into how product quality influences consumer behavior in various cultural or economic contexts.

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