



THE INFLUENCE OF PRODUCT QUALITY ON PURCHASING DECISIONS, WITH CONSUMER CONFIDENCE AS A MODERATING VARIABLE

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Abstract: The burgeoning coffee shop industry in Indonesia is significantly influenced by the rising trend of individuals savoring coffee while socializing in these establishments. This study seeks to ascertain the impact of product quality on purchase decisions, with consumer trust serving as a mediating component in the interaction between these two variables. The employed research approach is quantitative, encompassing 97 respondents chosen through purposive sampling. The gathered data underwent analysis through statistical testing methodologies. The research findings demonstrate that product quality positively and significantly affects consumer trust, thereby influencing purchasing decisions. Moreover, product quality directly affects purchase decisions and also influences them through consumer trust as a mediator. Consumer trust serves as a conduit that fortifies the connection between product quality and purchasing decisions.

Keywords (English): Coffee Shop, Consumer Trust, Consumer Behavior, Product Quality, Purchase Decision

INTRODUCTION:

The advancement of the coffee industry in Indonesia has intensified competition among coffee shop proprietors. This phenomena positively affects consumers by providing them with increased choices and enhanced product quality. can satisfy their preferences. A contributing aspect to the heightened allure of coffee shops is the development of a new custom among individuals to savor a cup of coffee while socializing in these establishments. This activity encompasses individuals of various ages, including both students and adults. This also facilitated the rising use of coffee in Indonesia. According to data from the International Coffee Organization (ICO), Indonesian coffee consumption for the 2020/2021 period amounted to 5 million 60-kilogram bags, reflecting a 4.04% growth from the prior year, thus representing the highest level in the past decade [1].

To survive and win in this highly competitive market, coffee shop operators must focus on improving product quality as a way to attract and retain customers. The quality of a product significantly impacts consumer purchase decisions. A superior product not only engenders satisfaction but also cultivates enduring consumer loyalty. According to [2] in the SERVQUAL Model, product quality significantly contributes to creating a positive experience that fosters customer loyalty. On the other hand, [3] in their theory of purchase decisions state that consumer decisions are not only influenced by product quality, but also by various other factors, such as price and the promotions received. Therefore, high product quality in coffee shops is one of the important factors driving consumers to make purchases, but other factors must also be considered.



In this study, the theory of consumer confidence by [4] is also highly relevant. Consumer trust in a product and brand might serve as a mediator in the correlation between product quality and purchasing decisions. Consumer trust is established by prior favorable experiences, endorsements from acquaintances or social media, and the brand reputation of the coffee shop. In this scenario, consumer confidence might enhance the favorable influence of product quality on purchasing choices. The Stimulus-Organism-Response (S-O-R) theory proposed by [5] furthermore, it posits that inputs like product quality might impact consumers' emotional reactions, thereby influencing their purchasing choices.

Prior studies have yielded inconclusive findings concerning the impact of product quality and consumer confidence on purchasing decisions. Some studies have found a significant impact, while others have shown less consistent results. As research [6] shows, [7] demonstrating that product quality positively influences purchase decisions, research findings [8] indicate that product quality affects consumer trust, research conducted [9] demonstrating that customer trust exerts a favorable and substantial influence on purchasing decisions, while research by [10] indicates that consumer trust does not significantly influence purchase decisions. Research conducted [11], [12] Research results indicated that product quality strongly impacts purchasing decisions through consumer trust. The quality of a product and consumer trust partially affect purchase decisions. This research elucidates the significance of product quality and consumer trust in shaping purchasing decisions, while offering store owners information for enhancing their marketing efforts. This study seeks to address the identified research gap by investigating the function of consumer trust as a mediating variable linking product quality to purchasing decisions in coffee shops.

As the coffee shop industry in Indonesia continues to grow rapidly, Bracce.idn in Tabalong Regency is one example of a company that has successfully developed good product quality, not only in terms of coffee taste but also in adequate presentation and service. This has created loyal customers, especially among office workers, families, and teenagers. Recognizing the importance of product quality in attracting consumer purchasing interest, Bracce.idn must understand that good product quality must be accompanied by efforts to build and maintain consumer trust, which in turn will sustainably increase purchasing decisions. This research seeks to elucidate the impact of product quality on purchase decisions, while examining consumer trust as a mediating factor in this relationship. This research aims to offer novel insights for coffee shop managers in formulating more efficient marketing strategies and to significantly enhance the literature on customer behavior and product marketing within the coffee shop sector.

Literature Review

Consumer behavior refers to an individual's actions or reactions to stimuli or environments that influence their decisions in selecting, purchasing, using, and evaluating the goods and services they consume (Great Indonesian Dictionary, 2013). According to [13], In the Stimulus-Organism-Response (S-O-R) hypothesis, human behavior is classified into two primary categories: closed behavior and open behavior. Closed behavior denotes acts that remain unobservable to others, including emotions, perceptions, and focus. Open behavior pertains to behaviors observable by others, such as acquiring things or utilizing services. [14] identifies various stimuli that influence consumer behavior, including product, price, promotion, and place (distribution). A product is anything offered to meet consumer needs, while price reflects the cost consumers must pay to obtain the product. Promotion aims to modify consumer behavior by informing, persuading, or reminding them about the product. Place refers to the distribution channels that connect producers



and consumers. Additionally, environmental factors such as economic, political, cultural, and technological conditions also affect customer purchasing choices [14].

Product Quality

Product quality is paramount element in marketing management that influences consumer purchasing decisions. According to [15], product quality is defined as "fitness for stated and implied customer needs," which means product quality not only encompasses the physical or technical attributes of the product, but also the degree to which the product fulfills or surpasses consumer expectations. [16] state that product quality is divided into two main dimensions: perceived quality and conformance quality. Perceived quality refers to consumers' perception of a product based on their experience and the information they receive, while conformance quality focuses on the product's adherence to specifications set by the company and its ability to function consistently.

The concept of Customer-Based Brand Equity (CBBE) developed by [16] links product quality with brand perception. This idea posits that superior product quality enhances brand image, subsequently affecting purchasing decisions and fostering brand loyalty. Product quality is a vital determinant in achieving competitive advantage in the market. High-quality products can enhance consumer pleasure, foster brand loyalty, and impact purchasing decisions. Therefore, companies need to continue focusing on improving product quality to ensure competitiveness in the market. According to product quality has several key indicators: (i) product features, which are a competitive tool that differentiates a company's products from its competitors. This includes the features, characteristics, special services, and benefits offered by the product. (ii) durability, indicating how long a product lasts before it needs to be replaced. The more frequently a product is used, the greater its durability. (iii) esthetics, referring to the product's appearance that can attract consumer interest, often reflected in the product's design or packaging. (iv) perceived quality, relating to consumers' assessment of the product's brand image or advertising. Renowned branded products are typically seen as superior in quality compared to lesser-known brands. With a strong focus on product quality, companies can ensure their products meet consumer needs, increase satisfaction, and foster lasting loyalty.

Consumer confidence

Consumer Consumer confidence, also known as consumer trust, is an important factor influencing purchasing decisions. Generally, it can be defined as consumers' perception and belief in the broader economic conditions, as well as their perception of the brands, products, and services offered by companies. Factors influencing this trust include product quality, services provided, transaction security, and the perceived value and price of the product. According to [16], consumer confidence involves more than just knowledge about a product, but also perceptions of the brand and the company offering the product. Consumer trust consists of several interconnected dimensions that influence purchasing decisions, namely: (i) product trust, consumers' belief that the products they purchase have the quality claimed by the company and can meet their needs and expectations; (ii) service trust, the belief that the company provides professional, fast, and efficient service, including after-sales services such as product returns and customer service; (iii) brand trust, the belief that the brand can provide products that meet expectations and has a good reputation in the market; (iv) security and privacy trust, in the digital era, transaction security and personal data protection are very important, especially in online purchases; (v) value and price trust, consumers believe that the price they pay is comparable to the value received from the product or service, choosing products that offer the best balance between price and quality. Overall,



consumer confidence plays a crucial part in purchase decisions. Consumers who have confidence in products, services, brands, and companies are more likely to become loyal customers and choose products from companies they trust. Therefore, companies need to build and maintain these various dimensions of trust to strengthen relationships with consumers and increase their purchasing decisions.

Purchase Decision

According [16], the buying decision made by consumers is actually a collection of several decisions. During the evaluation phase, consumers assess brands and establish buy intentions. There are two elements influencing the relationship between buy intention and purchase choice in consumer purchasing behavior. The initial component is the influence of others; if an important individual to the consumer advocates for the purchase of the least expensive goods, the consumer's propensity to acquire a pricier item diminishes. The second aspect involves unforeseen situational elements, wherein customers establish buy intentions based on price, income, and product advantages; nevertheless, unexpected occurrences can alter these intentions, such as a worsening economy. In this study, the indicators used are according to [16], namely (i) recognition, being able to recognize the product and know the brand, making it easy for someone to remember. (ii) purchasing habits, where a habit is the continuous purchase of a product. (iii) providing recommendations to others, where recommending means suggesting, inviting others to join, or encouraging something in the form of a request or command. (iv) Repurchasing: When an individual purchases a product or service and decides to buy it again, the subsequent second purchase is called a repurchase. Purchase decisions are influenced not just by personal and societal aspects but also by experience, acquired information, and external circumstances that might affect customer preferences and ultimate choices.

METHODOLOGY

Research Object

The object of this research is Bracce.idn Coffee Shop located in Tabalong Regency. The study focuses on customers who have purchased coffee products at least once. This research examines the influence of product quality on purchase decisions, with customer trust positioned as an intervening variable, in order to understand consumer behavior in the coffee shop business context.

Type of Research and Data Sources

This study adopts a quantitative research design employing path analysis to analyze the direct and indirect relationships among the research variables. The data used in this study consist of primary and secondary data. Primary data were collected through structured questionnaires distributed directly to customers of Bracce.idn Coffee Shop, while secondary data were obtained from relevant academic journals, books, and previous research findings that support the theoretical foundation of product quality, customer trust, and purchase decision.

Theoretical Framework

The theoretical framework of this research is based on the assumption that product quality plays a significant role in shaping customer trust, which in turn influences purchase decisions. High product quality is expected to enhance customers' confidence in the product, leading to stronger



trust and ultimately encouraging purchasing behavior. Path analysis is employed to test the proposed causal relationships and to identify both direct and indirect effects among the variables within the research model.

Research Process and Data Collection Techniques

The population of this study consists of all customers who visited Bracce.idn Coffee Shop during the period of November to December 2024, as recorded in the store's payment system. A purposive sampling technique was applied due to limitations in time and resources, with respondents selected based on specific criteria, namely customers who had made at least one purchase. A total of 97 respondents participated in this study by completing the questionnaire, which was designed using a Likert scale to measure respondents' perceptions of product quality, customer trust, and purchase decision.

Data Analysis Techniques

Data analysis was conducted using the Statistical Package for the Social Sciences (SPSS) version 26. Prior to testing the hypotheses, validity and reliability tests were performed to ensure the accuracy and consistency of the measurement instruments. Classical assumption tests were also applied to confirm that the data met the requirements for regression-based analysis. Hypothesis testing was then conducted to examine the relationships among variables, followed by path analysis to determine the magnitude of both direct and indirect effects of product quality on purchase decision through customer trust.

RESULTS AND DISCUSSION

The study looked at how product quality (X) affected buying choices (Y) and customer confidence (Z) as a moderating variable. It had 97 respondents.

Validity Test

Statistically, the Pearson product-moment correlation method was used to find the link between each question and the total score for this study's data validity testing. When the *r* value, which is the item value from the Corrected Item-Total Correlation, is higher than the table *r* value (0.1996) at a significance level of 0.05 (5%), the data is thought to be valid. Here is a table that shows how true each variable is:

Table 1. Validity Test

<i>Product Quality (X)</i>				
Item	<i>r</i> Count	<i>r</i> Table	Sig	Description
1	0,696	0.1996	0.000 < 0,05	VALID
2	0,748		0.000 < 0,05	VALID
3	0,791		0.000 < 0,05	VALID
4	0,747		0.000 < 0,05	VALID
5	0,841		0.000 < 0,05	VALID
6	0,732		0.000 < 0,05	VALID
7	0,766		0.000 < 0,05	VALID
8	0,683		0.000 < 0,05	VALID



Purchase Decision (Y)				
Item	r Count	r Table	Sig	Description
1	0,459	0.1996	0.000 < 0,05	VALID
2	0,578		0.000 < 0,05	VALID
3	0,483		0.000 < 0,05	VALID
4	0,654		0.000 < 0,05	VALID
5	0,573		0.000 < 0,05	VALID
6	0,568		0.000 < 0,05	VALID
7	0,545		0.000 < 0,05	VALID
8	0,541		0.000 < 0,05	VALID
Consumer Confidence (Y)				
Item	r Hitung	r Tabel	Sig	Keterangan
1	0,459	0.1996	0.000 < 0,05	VALID
2	0,578		0.000 < 0,05	VALID
3	0,483		0.000 < 0,05	VALID
4	0,654		0.000 < 0,05	VALID
5	0,573		0.000 < 0,05	VALID
6	0,568		0.000 < 0,05	VALID
7	0,545		0.000 < 0,05	VALID
8	0,541		0.000 < 0,05	VALID

Reliability Test

When people fill out a questionnaire with questions about constructs that are aspects of a variable, reliability is a measure of how stable and consistent the answers are. You can use Excel Statistical Analysis and SPSS to find Cronbach's alpha, which is a measuring tool. If the Cronbach's alpha number is more than 0.60, it means that the variable construct is reliable.

Table 2. Reability Test

No	Variable	Cronbach's Alpha	N of items	Description
1	ProductQuality (X)	,870	8	Reliable
2	Purchase Decision (Y)	,827	8	Reliable
3	Consumer Confidence (Z)	,886	15	Reliable

Classical Assumption Tests

An objective of a normality test is to find out if the residuals in a regression model follow a normal pattern. The Kolmogorov-Smirnov (K-S) test is used to see if something is normal.



Table 3. Normality test using the K-S test with Monte Carlo calculation

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			97
Normal Parameters ^{a,b}	Mean		,0000000
	Std. Deviation		4,08806338
Most Extreme Differences	Absolute		,125
	Positive		,125
	Negative		-,092
Test Statistic			,125
Asymp. Sig. (2-tailed)			,001 ^c
Monte Carlo Sig. (2-tailed)	Sig.		,084 ^d
	99% Confidence Interval	Lower Bound	,076
		Upper Bound	,091
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Based on 10000 sampled tables with starting seed 2000000.			

A value of 0.084, which is bigger than 0.05, is shown by the Monte Carlo Sig. with two tails. This indicates that based on the Monte Carlo simulation, the data distribution tends to be normal. In this case, the 99% confidence interval for Monte Carlo Sig. lies between 0.076 and 0.091, which includes the value of 0.05. Thus, although the Kolmogorov-Smirnov test indicates that the information isn't right the results of the Monte Carlo simulation suggest that the data distribution might be considered normal at a looser significance level (e.g., 0.1 or higher). Overall, although the Kolmogorov-Smirnov test showed significant results indicating a deviation from normality, the Monte Carlo approach provided a more optimistic view of the data distribution's normality by considering the limited number of respondents. Therefore, the results of Monte Carlo can be considered for further analysis, especially in cases with samples smaller than 100.

The tolerance number and the variance inflation factor (VIF) can be used to check for multicollinearity. Both of these measures show which variables that are not based on other variables are explained by those variables. It is common to use a tolerance value of less than or equal to 0.10 or a VIF value of more than 0.10 to show that multicollinearity is present (Ghozali, 2016). If the resulting VIF is ranging from 1 to 10, Consequently, multicollinearity is absent. The consequences of multicollinearity are as follows :



Table 4. Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product Quality	,698	1,432
	Consumer Confidence	,698	1,432
a. Dependent Variable: Keputusan Pembelian			

The outcomes of the multicollinearity assessment are presented in the Coefficients table, with the final two columns displayed above. Next, to test for multicollinearity issues, the Tolerance and VIF values were used. Both independent variables, Product Quality and Consumer Confidence, had Tolerance values of 0.698 and VIF values of 1.432, respectively. As the VIF values were less than the usual limit of 10, this means that there were no major multicollinearity problems between the two variables. We can say that there was no multicollinearity between these two separate factors because of this. One of the basic ideas behind linear regression is that a good linear regression model doesn't have any multicollinearity. This means that the model above does not have multicollinearity.

Test Hypothesis 1

The t -statistic test basically checks how much the change in the dependent variable can be explained by one independent variable.

Table 5. t Test

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	32,831	4,128		7,954
	Product Quality	,851	,133	,549	6,405
a. Dependent Variable: Consumer Confidence					

The hypothesis test findings indicate that the calculated t -value for the Product Quality variable is 6.405, compared to a t -table value of 1.9847 at a significance level of 0.05. The computed t -value (6.405) exceeds the t -table value (1.9847), allowing for the rejection of the null hypothesis (H_0) which posits that Product Quality does not significantly influence Consumer Confidence. Consequently, we may ascertain that Product Quality significantly impacts Consumer Confidence. The resulting significance value is 0.000, which is below 0.05, so reinforcing the highly significant correlation between Product Quality and Consumer Confidence. Product quality exerts a favorable and considerable impact on consumer confidence; thus, superior product quality correlates with elevated consumer confidence levels.



H₁: Product Quality affects Consumer Confidence - Accepted

Test Hypothesis 2

Test t

The t -statistic signifies the extent to which each independent variable independently affects the variation of the dependent variable:

Table 6. t Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,483	3,381		1,622	,108
	Product Quality	,472	,101	,446	4,675	,000
	Consumer Confidence	,184	,065	,270	2,829	,006

a. Dependent Variable: Purchase Decision

Since the t-test was done, we can see that the t-value for the Product Quality variable is 4.675, which means it is not significant at all. There is a strong link between Product Quality and Purchase Decisions, as shown by the t-value being higher than the t-table value ($4.675 > 1.984$) and the p-value being less than 0.05..

H₂: Product Quality has an effect on Purchase Decisions is accepted. Similarly,

The t-value for the Consumer Confidence measure was found to be 2.829, and it has a significance level of 0.006. The estimated t-value is higher than the t-table value ($2.829 > 1.984$) and the p-value is less than 0.05, which means that Consumer Confidence also has a big impact on how much people buy.

H₃: Consumer Confidence has an effect on Purchase Decisions is accepted.

Overall, these t-test results indicate that the factors Product Quality and Consumer Confidence have a big impact on buying decisions.

Test of Determination Coefficient (R²)

The coefficient of determination (R²) quantifies the extent to which the model accounts for the variance in the independent variables. The results of the determination test calculation are presented here.

Table 7. R² Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,635 ^a	,403	,391	4,13132

a. Predictors: (Constant), Consumer Confidence, Product Quality
b. Dependent Variabel : Keputusan Pembelian



We can see from the Model Summary results that the R value of 0.635 shows a pretty strong link between the independent variables (Consumer Confidence and Product Quality) and the dependent variable (Purchase Decision). The R Square value of 0.403 shows that the model combining Product Quality and Consumer Confidence can explain 40.3% of the variation in what people decide to buy. After taking into account the amount of variables used in the model, the Adjusted R Square figure of 0.391 gives a more accurate picture of how well this model predicts Purchase Decision. This number means that the model can explain about 39.1% of the difference in Purchase Decision, which is pretty good for a model with only two independently variable. The model's average mistake in predicting Purchase Decisions is 4.13132, which is shown by the Standard mistake of the Estimate. Overall, these results show that this regression model does a good job of understanding the things that make people decide to buy things.

Path Analysis Test

Testing the intervening variable is done using path analysis, frequently referred to as path analysis. Path analysis is employed to ascertain the relational patterns among three or more variables. Path analysis is employed to ascertain if consumer confidence serves as a mediating variable in the link between product quality and purchasing decisions.

Interpretation of Path Analysis

Based on the t-test shown in Table 3, the unstandardized beta value for product quality is 0.851 and significant at 0.000, which means it affects consumer confidence. The unstandardized beta coefficient value of 0.851 is the path value or p1.

Table 4 shows the t-test. The unstandardized beta value for product quality is 0.472, which is significant at 0.000. This means that product quality does affect choices about what to buy. Beta is equal to 0.472, which is the value of p2.

Additionally, the unstandardized beta coefficient for consumer confidence is 0.184 and significant at 0.000, which means consumer confidence affects purchasing decisions. Beta number of 0.184, which is not standardized, is the value of p3.

The data used is the modified r-squared, which was found by using the coefficient of determination because adjusted R^2 is more recommended as it provides a more accurate assessment of model quality, and it can also give a more realistic picture of how well the model explains the data when there are a lot of factors and only a few samples. Equation 1 in Table yields an R-squared value of 0.294, so the value of $e1 = \sqrt{1 - R^2} = \sqrt{0.706} = 0.8402380615$. The value of e1 is the amount of variance in the consumer confidence variable or the mediating variable that remains unexplained by independent factors, including product quality. The empirical causal effect of the product quality variable (X) on consumer confidence is articulated by structural equation 1, which is:

$$\text{Consumer confidence} = b1 + e1 \text{ or}$$

$$\text{Consumer confidence} = 0.851 \text{ Product Quality} + 0.8402380615 e1$$

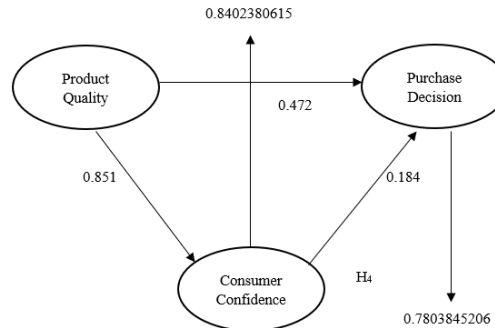
Based on Table 7, The value of R-squared is 0.391, so the value of $e2 = \sqrt{1 - R^2} = \sqrt{0.609} = 0.7803845206$. The value of e2 is the amount of variance in purchase decision variables that is not explained by product quality and consumer confidence variables. The empirical causal effect between product quality (X) and consumer confidence (Z) variables on purchase decisions can be illustrated thru structural equation 2 (two), namely:

$$\text{Purchase Decision} = b1 + b2 + e2 \text{ or } \text{Purchase Decision} = 0.851 \text{ Product Quality} + 0.184 \text{ Consumer Confidence} + 0.7803845206 e2$$



These are my thoughts on the path analysis data, which you can see in the next picture:

Figure 2. Path analysis results



Direct and indirect influence

This research will elucidate the direct and indirect effects of exogenous variables on endogenous variables inside the route model.

- 1) Direct effect of Product Quality = 0.472
- 2) Indirect effect to ascertain the importance of the indirect effect of product quality on purchasing decisions, the Sobel Test was used on the product of coefficients model. The Sobel Test is used to see if the connection through a mediating variable can really help to keep the peace in that relationship. According to (Ghozali, 2016), this strategy is considered statistically stronger than other formal methods.

$$\text{Product Quality} = (0.851) (0.184) = 0.156584$$

$$\begin{aligned} \text{Sp1p3} &= \sqrt{P32SP1^2 + P1^2SP3^2 + SP1^2SP3^2} \\ &= \sqrt{(0.184)^2 ((0.133)^2 + (0.851)^2 (0.065)^2) + (0.133)^2 (0.065)^2} \\ &= \sqrt{0.00059887878 + 0.00305974923} \\ &= \sqrt{0.0036586280178} \\ &= \mathbf{0.00373336403} \end{aligned}$$

According to the findings of this Sp1p3, The t-statistic value of the mediation effect can be calculated using the following formula:

$$T = \frac{P1P3}{SP1P3} = \frac{0.156584}{0.00373336403} = 41.9417979982$$

Since t-calculated = 41.9417979982 exceeds the t-table, which is 1.984 At a significance threshold of 0.05, it can be stated that the mediation coefficient is significant, indicating the presence of a mediation effect.

The path analysis results indicate that product quality directly influences purchase decisions, whereas consumer confidence can mediate the effect of product quality on these decisions. Consequently, it can be inferred:

**H4: Product Quality Influences Purchasing Decisions Thru Consumer Confidence, accepted.****Discussion****1. The Influence of Product Quality on Consumer Confidence**

According to the findings of the basic linear regression analysis for hypothesis test 1, which analyzed the impact of Product Quality on Consumer Confidence, significant results were obtained. In this regression model, the β value for the Product Quality variable is 0.851 with a calculated t-value of 6.405 and a significance value of 0.000. The calculated t-value is greater than the t-table value ($6.450 > 1.984$), indicating that Product Quality has a significant influence on Consumer Confidence. Additionally, the standardized beta value of 0.549 shows a moderate positive influence of Product Quality on Consumer Confidence. This means that for every one-unit increase in Product Quality, Consumer Confidence has the potential to increase by 0.549, assuming other variables remain constant. The positive regression coefficient signifies that an enhancement in product quality correlates with an increase in consumer trust in that product. The results, with a significance value below 0.05, robustly affirm the premise that Product Quality significantly affects Consumer Confidence.

This outcome corresponds with the theory given by [16] in their marketing model, which states that product quality is one of the main factors influencing consumer perception and building their trust in a brand. In the context of Consumer Trust Theory, product quality is considered an indicator that can increase consumers' sense of security and trust in their purchasing decisions. Additionally, this theory also emphasizes that consistent and guarantyd product quality can create higher consumer loyalty, which in turn can improve the long-term relationship between consumers and the brand. Additionally, The study's results are in line with those of other studies [12] and [8] that product quality influences consumer trust. This result strengthens the argument that better product quality can increase consumer trust in a brand or product, which in turn can positively influence their purchasing decisions. Thus, Hypothesis 1 testing overall confirms that Product Quality is a strong factor in building Consumer Confidence, which underlies consumer decisions in choosing and purchasing products. Therefore, companies need to work on making the products better as one of the main strategies for building and maintaining consumer trust, which can ultimately increase consumer loyalty and sales.

2. The Influence of Product Quality on Purchase Decisions

The results of the multiple linear regression analysis for hypothesis 2 indicate that Product Quality strongly influences Purchase Decisions. In this regression model, the β coefficient for the Product Quality variable is 0.472, with a computed t-value of 4.675 and a significance level of 0.000. The computed t-value above the t-table value ($4.657 > 1.9847$) and the significance level being below 0.05 demonstrate that the impact of Product Quality on Purchase Decisions is substantial. The standardized beta value of 0.446 signifies that Product Quality exerts a positive and rather strong impact on Purchase Decisions. This indicates that for each one-unit enhancement in Product Quality, Purchase Decisions may increase by 0.446 units, provided that other factors are held constant.

This outcome corresponds with the theory given by [16] in their marketing model, which emphasizes that product quality is a primary factor affecting customer purchasing decisions. Consumers tend to choose products with good quality because they believe those products will provide better value and meet their expectations. Purchase decisions are not only influenced by price, but also by the perceived quality of the product, which is considered to provide long-term benefits. Additionally, these results are also consistent with The Theory of Planned Behavior posits that an individual's impression of product quality can affect their intention to purchase that thing.



In this scenario, superior product quality will enhance consumer trust in their purchase decisions, ultimately prompting them to select that product. Furthermore, the findings of this study align with those of [6], [7], The quality of the product exerts a favorable and significant influence on purchasing decisions. This suggests that superior product quality can influence consumers to favor that product in their purchase choices. Consequently, hypothesis test 2 indicates that Product Quality significantly influences consumer Purchasing Decisions. Therefore, companies should focus on improving product quality as one strategy to positively influence consumer purchasing decisions.

3. The Influence of Consumer Confidence on Purchase Decisions

The results of the multiple linear regression analysis for hypothesis 3 indicate that Consumer Confidence significantly influences Purchase Decisions. In this regression model, the β coefficient for the Consumer Confidence variable is 0.184, with a computed t-value of 2.829 and a significance level of 0.006. The computed t-value above the t-table value ($2.829 > 1.984$) and the significance level being below 0.05 demonstrate that the impact of Consumer Confidence on Purchase Decisions is substantial. The standardized beta coefficient of 0.270 signifies that Consumer Confidence positively affects Purchase Decisions, albeit to a lesser extent than Product Quality. This indicates that for each one-unit rise in Consumer Confidence, Purchase Decisions will increase by 0.270, provided other factors remain unchanged. A higher level of consumer trust in a product or brand correlates with an increased likelihood of making a purchase decision. This result is consistent with the theory proposed by [18], which states that Consumer confidence significantly influences the purchasing decision-making process. Consumer confidence encompasses their beliefs about the overall economic conditions, product stability, and expectations for the future. Consumers who feel more confident about the products they choose are more likely to make a purchase. Additionally the theory of planned behavior elucidates the impact of Consumer Confidence. This hypothesis posits that consumer self-confidence or belief can enhance their intention to acquire a product. When consumers possess confidence in a product's quality and advantages, they are more inclined to proceed with a purchase. Furthermore, the findings of this study align with those of [11] and [9], someone who said that buyer trust has a big and positive effect on what people buy. This means that the more trust that is built, the more likely it is that someone will buy the goods being sold.

Thus, hypothesis test 3 shows Consumer Confidence significantly influences Purchase Decisions. Therefore, companies should focus on building and enhancing consumer trust in their products by strengthening brand image, improving service quality, and communicating clearly about product benefits to encourage better purchasing decisions.

4. The Influence of Product Quality on Purchase Decisions with Consumer Confidence as an Intervening Variable

Path analysis results indicate that Product Quality directly affects Purchase Decisions, with Consumer Confidence serving as a mediator in the relationship between Product Quality and Purchase Decisions. The statistical tests indicate that the computed t-value for the mediation coefficient is 41.9417, exceeding the tabulated t-value of 1.984 at a significance level of 0.05. Consequently, this mediating impact is deemed substantial, indicating that Consumer Confidence serves as a mediating variable affecting the link between Product Quality and Purchase Decision. These results indicate that consumers who perceive good product quality will have higher levels of confidence, which in turn encourages them to make more positive purchase decisions. In other words, although The quality of a product directly impacts Purchase Decision, The significance of Consumer confidence as a mediator strengthens and facilitates this relationship.



This result is consistent with the theory proposed by [19] in his book, which states that the intention to perform Behavior is grounded in the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB) such as a purchase decision, is influenced by attitudes toward that behavior and individual beliefs. In this context, Consumer Confidence acts as a link, enabling Product Quality to significantly influence purchasing decisions. Additionally, the results of this study are consistent with those of [12] and [8]. The research findings demonstrate that product quality exerts a favorable and considerable influence on purchasing decisions, both directly and indirectly through consumer confidence. Consequently, it may be stated that hypothesis test 4, which investigates the impact of product quality on purchase decisions via consumer confidence, is accepted. The role of customer confidence as a mediator underscores the necessity of fostering consumer trust in product quality to enhance purchasing decisions.

CONCLUSION

This research examines the impact of product quality on purchasing decisions, with consumer confidence serving as an intervening variable at Coffee Shop Bracce. In Idn Tabalong, it can be inferred that product quality positively and significantly influences consumer confidence, which then impacts purchasing decisions. This study demonstrates that consumers with elevated confidence in product quality are more likely to trust the brand and its services, resulting in enhanced purchasing decisions. Moreover, product quality directly influences purchase decisions and indirectly affects them through consumer confidence as a mediator. Consumer confidence serves as a conduit that fortifies the connection between product quality and purchasing decisions. This affirms that enhancing product quality and cultivating robust consumer trust in the brand are essential for organizations to elevate purchasing decisions. This study's results offer crucial insights into the importance of product quality and consumer trust in shaping purchasing behavior at Coffee Shop Bracce. Idn Tabalong.

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