

The Influence of Service Quality and Product Quality on Consumer Purchasing Decisions at HokBen Mall Bassura

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Article History:

Received: 06-07-2026

Revised: 12-07-2026

Accepted: 15-07-2026

Keywords: *Consumer Purchase Decision, Product Quality, Quantitative Research, Restaurant Industry, Service Quality*

Abstract: *Competition in the fast-food restaurant industry compels firms to enhance service and product quality to sustain consumer purchasing decisions. This study analyzes the partial and simultaneous effects of service quality and product quality on consumer purchasing decisions at HokBen Mall Bassura. Using a quantitative descriptive approach, the study surveyed 110 consumers selected through accidental sampling. Data were collected via Likert-scale questionnaires, observation, and documentation, and analyzed in SPSS through validity and reliability tests, classical assumption checks, multiple linear regression, t-tests, F-tests, and the coefficient of determination. Results indicate that service quality positively and significantly affects purchasing decisions ($t = 4.867$, $p = 0.000$), as does product quality ($t = 7.937$, $p = 0.000$). Simultaneously, both variables significantly influence purchasing decisions ($F = 34.709$, $p = 0.000$) and explain 38.2% of the variance ($\text{Adjusted } R^2 = 0.382$). The study concludes that continuous improvements in service and product quality can strengthen consumer purchasing decisions, with product quality exerting a more dominant influence than service quality. Management should prioritize consistency in food taste and restaurant cleanliness to meet consumer expectations and enhance purchase intentions.*

How to Cite: Siti Junaedah, Dhuha Safria, Mentari Pratami (2026). *The Influence of Service Quality and Product Quality on Consumer Purchasing Decisions at HokBen Mall Bassura*. 4(3). pp. 161-173 <https://doi.org/10.61536/escalate.v4i03.542>



<https://doi.org/10.61536/escalate.v4i03.542>

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Introduction

The food and beverage industry in Indonesia has experienced rapid growth in recent years. According to data from the Central Statistics Agency (BPS), the number of food and beverage providers in 2023 reached 4.85 million, representing an increase of approximately 21.13 percent compared to 4.01 million in 2016 (Service & Statistics, 2024). This growth is driven by increasingly dynamic lifestyle changes, particularly among urban communities, where eating out is becoming a part of their daily routine. In the second quarter of 2024, the food and beverage sector also grew by 5.53 percent and made

the largest contribution to the national Gross Domestic Product (GDP) (Service & Statistics, 2024). This situation demonstrates the strategic role of the culinary industry in the Indonesian economy while simultaneously creating increasingly high levels of competition among businesses.

One company operating in this industry is HokBen (Hoka Hoka Bento), an authentic Indonesian fast food restaurant brand under the auspices of PT Eka Bogainti. HokBen was founded on April 18, 1985, with its first outlet in Kebon Kacang, Jakarta, and has grown to become the largest Japanese-themed fast food restaurant chain in Indonesia (Boga Inti, 2024). One of its outlets is HokBen Mall Bassura, located in Bassura City Mall, East Jakarta. As a restaurant located in a shopping center with high visitor traffic and fierce culinary competition, HokBen Mall Bassura is required to be able to maintain its consumers' purchasing decisions by providing quality products and services.

Purchasing decisions are the activity of buying goods or services through a complex thought process that occurs within a person (Nasution, 2023). However, based on internal data from the back office of HokBen Mall Bassura, the number of visitors decreased from 62,544 visitors in 2024 to 61,625 visitors in 2025. A decrease also occurred in sales value, namely from IDR 6,932,234,558 in 2024 to IDR 6,837,167,309 in 2025. This condition indicates a decline in consumer purchasing decisions, so it is necessary to identify the factors that influence it.

One factor suspected of influencing purchasing decisions is service quality. Research (Sulaeman et al., 2021) indicates that service quality has a positive and significant effect on purchasing decisions. Service quality is the overall characteristics and properties of a product or service that influence its ability to meet consumer needs (Laia, 2024). The SERVQUAL model developed by Zeithaml, Parasuraman, and Berry explains that service quality is shaped by five dimensions: reliability, responsiveness, tangibles, assurance, and empathy (Hidayatullah, 2022). However, based on customer complaints submitted through the call center and reviews on Google Reviews published in December 2025, complaints were still found regarding restaurant cleanliness. These issues indicate that tangible aspects, particularly cleanliness and comfort of the restaurant environment, are still suboptimal.

In addition to service quality, product quality is also thought to influence consumer purchasing decisions. Product quality is the degree to which a product provides benefits and has a positive impact on consumers (Permatasari & Yulianto, 2024). Research (Martini et al., 2021) shows that product quality positively influences purchasing decisions. According to Garvin, product quality consists of eight dimensions: performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality (Puspita Sari & Paludi, 2022). At HokBen Mall Bassura, consumer complaints were still found on the GoFood page, published in April 2026, regarding the unsatisfactory taste of the product received. This condition indicates that the performance and conformance quality aspects have not fully met consumer standards or expectations, potentially influencing purchasing decisions.

Based on these phenomena and problems, this study aims to analyze the influence of service quality and product quality on consumer purchasing decisions at HokBen Mall Bassura, both partially and simultaneously. This study is important to conduct because there are indications of a decrease in the number of visitors and sales value accompanied by consumer complaints about service aspects and product quality so that the results of the study are expected to be evaluation materials for management in improving consumer purchasing decisions. The novelty of this study lies in the object of research, namely HokBen Mall Bassura, by jointly examining the influence of service quality and product quality on purchasing decisions based on empirical conditions that occur at the outlet.

Research methods

This study uses a quantitative approach with a descriptive method to examine the influence of service quality and product quality on consumer purchasing decisions at HokBen Mall Bassura. The quantitative approach is used to test hypotheses through measurement of research variables and statistical analysis to produce objective conclusions (Sugiyono, 2019). The research design involves two independent variables, namely service quality (X1) and product quality (X2), and one dependent variable, namely purchasing decisions (Y).

The study population was all consumers who had purchased HokBen Mall Bassura products. The sampling technique used accidental sampling, a form of non-probability sampling, in which respondents were selected based on consumers who were encountered by chance and met the criteria for HokBen Mall Bassura customers (Sugiyono, 2019). The sample size was determined using the Lemeshow formula because the population size was not precisely known (Dominique & Kurnia, 2022).

The calculation results indicated a minimum requirement of 96.04 respondents, which was then set at 110 respondents.

The research instrument used a questionnaire with a five-level Likert scale, ranging from strongly disagree to strongly agree (Sugiyono, 2019). Service quality variables were measured based on the dimensions of tangibles, reliability, responsiveness, assurance, and empathy (Pangestuti, 2021). Product quality variables were measured using the dimensions of performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality (Nugraha, 2025). Meanwhile, purchasing decision variables were measured through the dimensions of product selection, brand selection, distributor selection, purchase time, and purchase amount (Amelia, 2024). Data collection was carried out by distributing questionnaires directly to consumers or through Google Forms, and supported by observation and documentation studies (Sugiyono, 2019; Sugiyono, 2020).

Data analysis was performed using SPSS through several stages. Data quality testing included validity and reliability tests using the Cronbach Alpha coefficient (Ghozali, 2021). Next, classical assumption tests were conducted, consisting of a normality test using the Kolmogorov-Smirnov test (Darrell et al., 2026; Indartini & Mutmainah, 2024), a multicollinearity test (Sugiyono, 2021), a heteroscedasticity test using the Glejser test (Ghozali, 2021), and a linearity test using the Test for Linearity (Ghozali, 2021). Hypothesis testing was conducted using multiple linear regression analysis supported by partial tests (t-test), simultaneous tests (F-test), and coefficient of determination (R^2) to determine the influence of service quality and product quality on purchasing decisions (R. Maulana, 2022; G. Pratiwi & Lubis, 2021; Ghozali, 2021).

The research procedure began with the determination of research variables and the development of instruments based on the indicators of each variable. Next, the researcher distributed questionnaires to 110 HokBen Mall Bassura consumers who met the sample criteria, then conducted observations and collected documentation as supporting data. The collected data were tested for quality, followed by classical assumption testing, multiple linear regression analysis, and hypothesis testing to obtain conclusions regarding the influence of service quality and product quality on HokBen Mall Bassura consumers' purchasing decisions.

Results and Discussion

1. Description of Respondent Characteristics

Table 1 Respondent Characteristics Based on Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	42	38.2	38.2	38.2
	Woman	68	61.8	61.8	100.0
	Total	110	100.0	100.0	

Based on table 1, the data shows characteristics related to the number of respondents in the study entitled "The Influence of Service Quality and Product Quality on Consumer Purchasing Decisions at HokBen Mall Bassura" with 110 respondents. Based on the research characteristics, the respondents consisted of 42 men and 68 women.

Table 2 Respondent characteristics based on age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<17	5	4.5	4.5	4.5
	>35	8	7.3	7.3	11.8
	17-25	54	49.1	49.1	60.9
	25-35	43	39.1	39.1	100.0

Total	110	100.0	100.0
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According to data analysis, which includes details on age characteristics, there were 54 respondents (49.1%) in the 17-25 age group. 43 respondents (39.1%) in the 25-35 age group. 8 respondents (7.3%) in the >35 age group. And 5 respondents (4.5%) in the <17 age group.

Table 3 Classification of respondents based on occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Students	41	37.3	37.3	74.5
Private sector employee	38	34.5	34.5	37.3
civil servant	16	14.5	14.5	89.1
Businessman	12	10.9	10.9	100
Other	3	2.8	2.8	4.5
Total	110	100	100	

Based on occupation, the majority of respondents were students/college students, amounting to 41 people (37.3%), followed by private employees 38 people (34.5%), civil servants 16 people (14.5%), entrepreneurs 12 people (10.9%), and other categories 3 people (2.8%).

2. Description of Research Variables

Based on the results of descriptive analysis of 110 respondents, the majority of respondents gave positive responses to all research variables. In the Service Quality variable (X1), the indicator with the highest response was that employees provide services according to the agreed time with the Agree category of 49 respondents (44.5%). In addition, the statement regarding employees explaining products in detail obtained an accumulation of Strongly Agree and Agree answers of 77 respondents (70.0%).

OnProduct Quality variable (X2), the indicator that received the highest response was that the product packaging was strong enough and not easily damaged, with 73 respondents (66.4%) saying they agreed. This result indicates that respondents assessed that the quality of HokBen Mall Bassura products had met expectations, especially in the packaging aspect.

Meanwhile, in the Purchasing Decision variable (Y), the indicators that received the highest positive responses were purchasing the product because it is trustworthy and purchasing according to the amount of need, which each received an accumulated answer of Strongly Agree and Agree of 88 respondents (80.0%). Overall, the results of the descriptive analysis showed that respondents had a good perception of service quality, product quality, and purchasing decisions at HokBen Mall Bassura.

3. Descriptive Statistics Description

Table 4 Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Standard Deviation
x1	110	27.00	48.00	37.8545	5.32234
x2	110	48.00	73.00	61.8909	7.18861
y	110	21.00	34.00	28.1455	3.31756
Valid N (listwise)	110				

Based on the results of descriptive statistics, the Service Quality variable (X1) has a minimum value of 27.00, a maximum of 48.00, an average value (mean) of 37.8545, and a standard deviation of 5.32234. The Product Quality variable (X2) has a minimum value of 48.00, a maximum of 73.00, an average value of 61.89, and a standard deviation of 7.188. Meanwhile, the Purchase Decision variable

(Y) has a minimum value of 21.00, a maximum of 34.00, an average value of 28.1455, and a standard deviation of 3.31756.

4. Data Quality Test

Table 5 Validity Test of Service Quality (X1)

Item	R Count	R Table	Information
Quality of Service			
X1.1	0.597	0.187	VALID
X1.2	0.425		VALID
X1.3	0.594		VALID
X1.4	0.444		VALID
X1.5	0.572		VALID
X1.6	0.56		VALID
X1.7	0.534		VALID
X1.8	0.577		VALID
X1.9	0.408		VALID
X1.10	0.543		VALID

Based on table 5 above, it shows that all statement items in the three variables have a calculated r-value > r-table, so that all statement items are declared valid.

Table 6 Product Quality Validity Test (X2)

Item	R Count	R Table	Information
Product Quality			
X2.1	0.265	0.187	VALID
X2.2	0.442		VALID
X2.3	0.452		VALID
X2.4	0.563		VALID
X2.5	0.555		VALID
X2.6	0.442		VALID
X2.7	0.469		VALID
X2.8	0.535		VALID
X2.9	0.450		VALID
X2.10	0.548		VALID
X2.11	0.568		VALID
X2.12	0.561		VALID
X2.13	0.474		VALID
X2.14	0.477		VALID
X2.15	0.444		VALID
X2.16	0.594		VALID

Based on table 6 above, all product quality variable items have a calculated r value that is higher than the r table, at a significance level of 0.05 r table 0.187.

Table 7 Validity Test of Purchase Decision (Y)

Item	R Count	R Table	Information
Buying decision			

X1.1	0.395	0.187	VALID
X1.2	0.641		VALID
X1.3	0.65		VALID
X1.4	0.646		VALID
X1.5	0.583		VALID
X1.6	0.652		VALID
X1.7	0.668		VALID

Based on table 7 above, all items of the purchasing decision variable have a calculated r value that is higher than the r table, at a significance level of 0.05, the r table is 0.187.

5. Reliability Test

Table 8 Reliability Test of X1, X1 and Y

Variables	N off Items	Cronbach's <i>Alpha</i>	Criteria	Information
Quality of Service	10	0.708	0.60	Reliable
Product Quality	16	0.779		Reliable
Buying decision	7	0.702		Reliable

Based on the results of the reliability test using Cronbach's Alpha, all variables in this study had values above the minimum limit of 0.60. The Service Quality variable obtained a value of (0.708), Product Quality of (0.779), and Purchase Decision of (0.702).

6. Classical Assumption Test

Table 9 Results of Residual Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		110
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	2.58367514
Most Extreme Differences	Absolute	.062
	Positive	.053
	Negative	-.062
Test Statistics		.062
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Based on the residual analysis in Table 9, the normality test was conducted using the Kolmogorov-Smirnov/Shapiro-Wilk test to determine whether the residual data was normally distributed. The test results showed an Asymp. Sig. (2-tailed) value of 0.200.

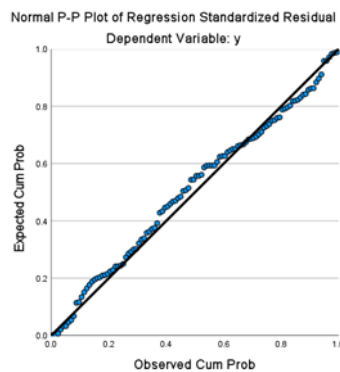


Figure 1 Normality Test Results

Table 10 Multicollinearity Test Results

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t			
1 (Constant)	8,976	2,333		3,847	.000		
Quality of Service	.112	.053	.179	2.105	.038	.781	1,281
Product Quality	.241	.039	.523	6,138	.000	.781	1,281

a. Dependent Variable: Purchasing Decision

Based on the results of the multicollinearity test, the Service Quality (X1) and Product Quality (X2) variables each have a Tolerance value of 0.781 and a Variance Inflation Factor (VIF) value of 1.281. These results indicate that the Tolerance value is above 0.10 and the VIF value is below 10.

Table 11 Heteroscedasticity Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	5,264	1,439		3,657	.000
Quality of Service	-.029	.033	-.093	-.871	.386
Product Quality	-.035	.024	-.156	-1,459	.148

a. Dependent Variable: Abs RES

The Glejser test is performed by regressing the absolute value of the residual against the independent variables. Since all independent variables have a significance value > 0.05, it can be concluded that there is no heteroscedasticity in this regression model.

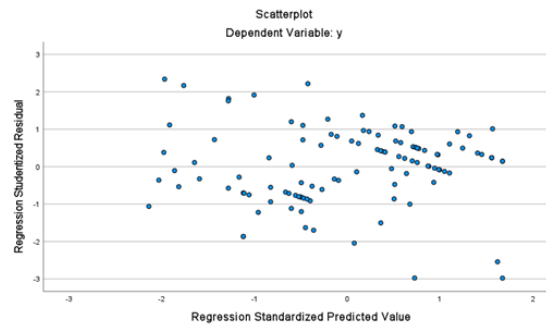


Figure 2 Scatterplot Heteroscedasticity Test

Table 12 Results of Linearity Test of Service Quality Variable (X1)

ANOVA Table						
			Sum of Squares	df	Mean Square	F Sig.
Purchasing Decision * Service Quality	Between Groups	(Combined)	443,690	20	22,184	2,612 .001
		Linearity	215,823	1	215,823	25,408 .000
		Deviation from Linearity	227,867	19	11,993	1,412 .142
	Within Groups		755,983	89	8,494	
Total			1199,673	109		

Based on the results of the linearity test, the variable Service Quality on Purchasing Decisions has a Linearity significance value of 0.000 (<0.05) and a Deviation from Linearity of 0.142 (>0.05). These results indicate that the relationship between the two variables is linear, so the linearity assumption is met and the linear regression analysis is feasible.

Table 13 Results of Linearity Test of Product Quality Variable (X2)

ANOVA Table						
			Sum of Squares	df	Mean Square	F Sig.
y * x2	Between Groups	(Combined)	627,673	18	34,871	5,548 .000
		Linearity	441,935	1	441,935	70,308 .000
		Deviation from Linearity	185,738	17	10,926	1,738 .050
	Within Groups		572,000	91	6,286	
Total			1199,673	109		

Based on the results of the linearity test, the Product Quality variable on Purchasing Decisions has a Linearity significance value of 0.000 (<0.05) and a Deviation from Linearity of 0.050. These results indicate that the relationship between the two variables is linear, so the linearity assumption is met and linear regression analysis is feasible to use.

7. Hypothesis Testing

Table 14 Results of Partial T-Test of Service Quality (X1)

Coefficientsa				
Unstandardized				
Model	Coefficients	Standardized Coefficients	t	Sig.

	B	Std. Error	Beta	
1 (Constant)	18,137	2,076		8,736 .000
Quality of Service	.264	.054	.424	4,867 .000

a. Dependent Variable: Purchasing Decision

Based on the t-test results, the Service Quality variable (X1) obtained a t-count value of 4.867 with a significance value of 0.000 (<0.05). In addition, the t-count value is greater than the t-table ($4.867 > 1.982$), so H_a is accepted. These results indicate that Service Quality has a positive and significant effect on Purchasing Decisions.

Table 15 Results of Partial T-Test of Product Quality (X2)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	10,809	2,199		4,916 .000
	Product Quality	.280	.035	.607	7,937 .000

a. Dependent Variable: Purchasing Decision

Based on the t-test results, the Product Quality variable (X2) obtained a calculated t-value of 7.937 with a significance value of 0.000 (<0.05). In addition, the calculated t-value is greater than the t-table ($7.937 > 1.982$), so H_a is accepted. These results indicate that Product Quality has a positive and significant effect on Purchasing Decisions.

Table 15 Simultaneous F-Test Results

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	472,057	2	236,028	34,709	.000b
Residual	727,616	107	6,800		
Total	1199,673	109			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Product Quality, Service Quality

Based on the results of the F test, the variables of Service Quality (X1) and Product Quality (X2) simultaneously have a significant effect on Purchasing Decisions (Y). This is indicated by a significance value of 0.000 (<0.05) and a calculated F value of 34.709 which is greater than the F table of 3.080. Thus, H_a is accepted, so it can be concluded that service quality and product quality simultaneously have a positive and significant effect on consumer purchasing decisions at HokBen Mall Bassura.

Table 16 Results of the Partial Determination Coefficient Test of Service Quality (X1)

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.424a	.180	.172	3.01823
a. Predictors: (Constant), Service Quality				

Based on the results of the partial determination coefficient test in table 16, it is known that the R Square value is 0.180 or 18.0%. This indicates that the Service Quality variable (X1) is able to explain the Purchase Decision variable (Y) by 18.0%, while the remaining 82.0% is influenced by other variables not examined in this study. The R value of 0.424 indicates that the relationship between Service Quality and Purchase Decision is in the moderate category.

Table 17 Results of the Partial Determination Coefficient Test of Product Quality (X2)

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.607a	.368	.363	2.64879
a. Predictors: (Constant), Product Quality				

Based on the results of the partial determination coefficient test in Table 18, the R Square value obtained was 0.368 or 36.8%. This indicates that the Product Quality variable (X2) is able to explain the variation in Purchasing Decisions (Y) by 36.8%, while the remaining 63.2% is explained by other factors outside the study.

Table 18 Results of Simultaneous Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.627a	.393	.382	2.60771
a. Predictors: (Constant), Product Quality, Service Quality				

In the table above, the Adjusted R Square (Coefficient of Determination) value is .382, which means that the independent variable (X) on the dependent variable (Y) is 38.2%, so 61.8% is influenced by other variables outside the study.

8. Multiple Linear Regression Test

Table 19 Regression Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	8,976	2,333		3,847	.000
Quality of Service	.112	.053	.179	2.105	.038
Product Quality	.241	.039	.523	6,138	.000
a. Dependent Variable: Purchasing Decision					

Based on the results of multiple linear regression analysis, the equation $Y = 8.976 + 0.112X_1 + 0.241X_2$ is obtained. The constant value of 8.976 indicates that when Service Quality (X_1) and Product Quality (X_2) are considered constant, the value of Purchasing Decision (Y) is 8.976. The regression coefficient of Service Quality of 0.112 and Product Quality of 0.241 indicates that both variables have a positive effect on Purchasing Decisions, so that the better the quality of service and product quality, the consumer's purchasing decisions tend to increase.

9. Discussion of Research Results

The Influence of Service Quality on Purchasing Decisions at HokBen Mall Bassura

Based on the results of the T test (Partial), it is known that Service Quality (X_1) obtained a calculated T of $4.867 > T$ table of 1.982 and a sig. value of $0.000 < 0.05$ where the number of calculated $T > T$ table and the sig. level < 0.05 . Thus, Service Quality (X_1) has a positive and significant effect on Purchasing Decisions.

Therefore, better service quality will increase consumer purchasing decisions at HokBen Mall Bassura. This finding is also in line with research conducted by (Djafar et al., 2023) which states that service quality has a positive and significant influence on purchasing decisions.

The Influence of Product Quality on Purchasing Decisions at HokBen Mall Bassura

Based on the results of the T test (Partial), it is known that Product Quality (X_2) obtained a calculated T of $7.937 > T$ table 1.982 and a sig. value of $0.000 < 0.05$ where the number of calculated $T > T$ table and the sig. level < 0.05 . Thus, Product Quality (X_2) has a positive and significant effect on Purchasing Decisions.

This means that the better the quality of the products offered by HokBen Mall Bassura, the higher the consumer's tendency to make a purchasing decision. This finding is supported by research results. (Syaifuddin, 2024) which shows that there is a significant and positive relationship between product quality and purchasing decisions with a high correlation coefficient indicating that increasing product quality makes a strong contribution to increasing purchasing decisions.

The Influence of Service Quality and Product Quality on Purchase Decisions at HokBen Mall Bassura

Based on the results of the F test (Simultaneous), it is known that the calculated F value is $34.709 > F$ table 3.080 and the sig. value is $0.000 < 0.05$ where the calculated F value is $> F$ table and the sig. level is < 0.05 . So it is stated that Service Quality (X_1) and Product Quality (X_2) have a positive and significant influence simultaneously on the Purchasing Decision of HokBen Mall Bassura consumers.

Thus, service quality and product quality simultaneously have been shown to have a positive and significant influence on purchasing decisions. Therefore, improved service quality, supported by good product quality, will encourage increased consumer purchasing decisions at HokBen Mall Bassura. The results of this study align with those of other research studies. (Sijabat & Martini, 2024) which states that Service Quality and Product Quality simultaneously influence Purchasing Decisions.

Conclusion

This study shows that service quality and product quality have a positive and significant effect on consumer purchasing decisions at HokBen Mall Bassura, both partially and simultaneously. Partially, service quality has a significant effect on purchasing decisions with a calculated t value of 4.867 and a significance of 0.000, while product quality has a stronger effect with a calculated t value of 7.937 and a significance of 0.000. Simultaneously, both variables have a significant effect on purchasing decisions with a calculated F value of 34.709 and a significance of 0.000. The results of the coefficient of determination show that service quality and product quality together are able to explain 38.2% of the variation in purchasing decisions, while 61.8% is influenced by other factors outside the study. This finding confirms that improving service quality and product quality are important factors in driving consumer purchasing decisions at HokBen Mall Bassura.

This study has limitations because it only involved two independent variables, used a sample of 110 respondents at one HokBen outlet, and applied an accidental sampling technique so that the results of the study cannot be generalized to all HokBen consumers. Therefore, further research is recommended to add other variables that have the potential to influence purchasing decisions and expand the scope of the research location and the number of respondents to obtain more comprehensive results. Practically, the results of this study can be used as evaluation material for the management of HokBen Mall Bassura to improve service quality, especially in the aspects of restaurant cleanliness and comfort, as well as maintaining product quality consistency to meet consumer expectations so as to increase purchasing decisions.

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