

The Influence of Product Quality and Service on Purchasing Decisions at Anna Store in Rokan Hulu Regency

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Abstract: *This study aims to analyze and explain the influence of product quality and service on consumer purchasing decisions at Anna Store in Rokan Hulu Regency. This study uses a quantitative approach with a purposive sampling technique. The sample size was determined using the Slovin formula, resulting in 95 respondents. Data were collected through observation and questionnaires distributed to consumers, then analyzed using multiple linear regression to test the effect partially and simultaneously. The results showed that product quality significantly influences purchasing decisions. The better the quality of materials, comfort, durability, and product design, the higher the consumer's tendency to make a purchase with a calculated T value of 7.233 and a significance of 0.000. Service also significantly influences purchasing decisions, especially through a friendly, fast, responsive attitude, and the ability to provide clear product information with a calculated T value of 8.913 and a significance of 0.000. Simultaneously, Product Quality and Service significantly influence Purchasing Decisions with an F value of 42.654 and a significance of 0.000. The coefficient of determination value of 0.481 indicates that these two variables contribute 48.1 percent to the purchasing decision, while the remaining 51.9 percent is influenced by other variables. This finding indicates that purchasing decisions are influenced by a combination of good product quality and satisfactory service, in addition to other factors outside the research variables.*

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Introduction

Increasingly competitive business competition in the era of globalization requires every company to understand consumer needs and create products that offer advantages over competitors. This is increasingly evident in the fashion industry, which is experiencing rapid

growth along with changing trends, lifestyles, and consumer preferences. Changing fashion trends in Indonesia have encouraged many businesses to provide products in a variety of styles to meet market demand (Yuniawati & Istichanah, 2023). Fashion products, particularly clothing, bags, sandals, and accessories, are no longer viewed simply as basic necessities but also as a way of expressing themselves, identifying themselves, and embracing a lifestyle. These behavioral changes have led consumers to become more selective in choosing products to purchase, considering aspects such as quality, design, comfort, availability, and service. Therefore, fashion companies and stores need to adapt their business strategies to changing consumer expectations to maintain competitiveness and improve purchasing decisions.

The development of the fashion industry is also reflected in the high preference of Indonesians for fashion products. According to Standard Insights data, fashion products are the most popular shopping category among Indonesians, accounting for 75% of the total, followed by beauty products at 50%, food and beverages at 40%, and home furnishings and electronics at 35%. This high level of interest indicates that fashion has become an important part of people's consumption patterns. This trend is even stronger among the younger generation. A survey of 208 respondents aged 18–25 showed that 58.2% considered fashion an important aspect and 40.4% considered it very important, resulting in a total of 98.6% of respondents considering fashion an important part of their lives. This demonstrates that fashion developments are not only related to clothing needs but also to self-expression and increased self-confidence. Similarly, lifestyle can influence a person's behavior and consumption decisions, as product choices are often tailored to their habits, needs, and social environment.

The significant opportunities in the fashion industry are also supported by the growth of the Indonesian clothing market. Statista data shows that the Indonesian clothing market is projected to experience growth across various segments, including women's, men's, and children's clothing. This growth indicates relatively strong market demand and significant opportunities for fashion businesses. However, this increasing market growth also leads to increasingly fierce competition among businesses. Consumers have a wider choice of products and stores, allowing them to easily switch to other sellers if the desired product is unavailable, the product quality does not meet expectations, or the service received is unsatisfactory. Therefore, a company's ability to maintain product quality and provide good service is a strategic aspect in influencing consumer purchasing decisions.

One factor that can influence purchasing decisions is product quality. Product quality describes a product's ability to perform its function and meet the needs of the target market (Fuadi et al., 2022). In the fashion industry, product quality is becoming increasingly important because consumers consider not only product function but also materials, design, comfort, durability, fit, aesthetics, and product conformity to expectations. (Zahara, 2023) explains that consumers essentially not only buy products but also consider the benefits and inherent quality of those products. Several studies have shown that product quality has a positive and significant influence on purchasing decisions (Putra & Sofyanita, 2023); (Rudiansyah & Suprihhadi, 2022). The better the quality of the product offered, the more likely consumers are to make a purchase. However, research by (Fadillah, 2023) shows that product quality does not have a significant influence on purchasing decisions. These differences in results indicate that the influence of product quality on purchasing decisions is not yet fully consistent and remains relevant to study in the context of certain fashion businesses.

In addition to product quality, service quality is a crucial factor in shaping consumer purchasing decisions. Service quality is related to a company's ability to provide services that meet consumer expectations (Salsabila & Maskur, 2018). Friendly, fast, responsive,



informative, and solution-providing service can create a positive shopping experience, increasing the likelihood of consumers making purchases or repeat purchases (Puspitasari & Nurmaning, 2024). Research by (Pratama & Paludi, 2024) and (Afriyani & Batu, 2025) shows that service quality has a positive and significant effect on purchasing decisions. However, these results do not fully align with research by (Rudiansyah & Suprihhadi, 2022), which found that service quality had no effect on purchasing decisions. These differences in findings indicate a research gap regarding the consistency of the influence of service quality on purchasing decisions, particularly in fashion stores with different consumer characteristics and competitive conditions.

This situation is relevant to the phenomenon that occurred at Anna Store in Rokan Hulu Regency. Anna Store, established in 2022 and located in Simpang Tangun, Pasir Pengaraian, focuses on fashion products such as women's clothing, bags, sandals, accessories, as well as cosmetics and skincare products. Anna Store promotes fashionable, affordable, and up-to-date products for both young and adult consumers. Despite its significant market potential, internal data indicates challenges in the growth of customer numbers and sales turnover. The number of customers decreased from 439 in April 2025 to 322 in May, 274 in June, and reached a low of 238 in July. Although the number increased to 283 in August, the number dropped again to 244 in September. A similar situation was seen in sales turnover, which fell from Rp 40,722,000 in April to Rp 35,457,000 in May, Rp 31,505,000 in June, and Rp 26,430,000 in July. Despite a slight increase in August, sales declined again in September to Rp 28,872,000. The decline in the number of buyers and sales indicates issues that need to be addressed in maintaining consumer purchasing decisions.

This phenomenon was further reinforced by observations and initial interviews with five Anna Store customers. Interviews indicated that some consumers considered product quality to be good and appropriate for the price, but they still encountered inconsistent product quality. Another significant issue was product availability, particularly for highly sought-after products, which were often out of stock, forcing customers to wait or switch to another store. Consumers also reported that new product models were not regularly updated, limiting product selection. In terms of service, consumers generally considered employees to be friendly, but there were still shortcomings in the speed of response, product information, and assistance in finding needed products. These conditions indicate that consumer purchasing decisions at Anna Store are not solely related to product quality but are also influenced by the service experience and the store's ability to provide products according to consumer needs.

Based on this phenomenon, research on purchasing decisions at Anna Store in Rokan Hulu Regency is crucial. The decline in the number of buyers and turnover indicates a problem that could potentially hinder business sustainability if not promptly identified. In the increasingly competitive fashion industry, retaining customers is not enough just through affordable prices, but also requires consistent product quality and service that can meet consumer expectations. Purchasing decisions are a crucial indicator because they determine the sustainability of sales, repeat purchases, and the potential for customer loyalty. By understanding the influence of product quality and service quality on purchasing decisions, Anna Store can obtain an empirical basis for evaluating product management, stock availability, model updates, and service quality improvements.

The research gap in this study lies in the differences in previous research findings regarding the influence of product quality and service quality on purchasing decisions. Some studies found that product quality had a positive and significant effect on purchasing

decisions (Putra et al., 2022; Rudiansyah & Suprihhadi, 2022), while Fadillah (2023) found that product quality had no significant effect. Similarly, research by Pratama and Paludi (2024) and Afriyani & Batu (2025) showed a positive and significant influence of service quality on purchasing decision. In addition to the research gap, there is a contextual gap because some previous studies have not specifically examined local fashion businesses facing real problems such as declining customer numbers, declining turnover, limited stock, inconsistent product quality, and suboptimal service. Therefore, this study has an urgency to empirically test the influence of product quality and service quality on purchasing decisions at Anna Store in Rokan Hulu Regency, so that it can provide academic contributions in enriching research results on consumer behavior while providing practical input for the development of Anna Store's business strategy.

Research Methods

This study uses a quantitative approach with the aim of analyzing the influence of product quality and service on purchasing decisions at Anna Store in Rokan Hulu Regency. The study was conducted on consumers of Anna Store located in Simpang Tangun, Pasir Pengaraian, Rokan Hulu Regency. The study population was all consumers who purchased products at Anna Store for six months with a total of 1,800 people. Sampling used a purposive sampling technique with the criteria of female consumers, having made purchases at Anna Store, domiciled around Rokan Hulu Regency, and being at least 15 years old. Based on calculations using the Slovin formula with a 10% error rate, a sample size of 95 respondents was obtained. Research data were collected through observation and distributing questionnaires to respondents to obtain information about product quality, service, and purchasing decisions.

The data analysis technique in this study uses multiple linear regression analysis with the help of the SPSS program to determine the effect of product quality and service on purchasing decisions, both partially and simultaneously. Before conducting the regression analysis, the data were tested through classical assumption tests which include normality, multicollinearity, and heteroscedasticity tests. Next, multiple linear regression analysis, coefficient of determination, and hypothesis testing were carried out through t-tests to determine the effect of each independent variable partially and F-tests to determine the effect of product quality and service simultaneously on purchasing decisions.

Results and Discussion

Classical Assumptions

1. Normality Test

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		95
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	334,722,403
Most Extreme Differences	Absolute	.085
	Positive	.042
	Negative	-.085
Test Statistics		.085

Asymp. Sig. (2-tailed)			.085c
	Sig.		.467d
Monte Carlo Sig. (2-tailed)	99% Confidence Interval	Lower Bound	.454
		Upper Bound	.479

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 299883525.

Sourcer: data ope landneSPSS 30 research

Bebased on the tabel 1tesee Test results No.rmality (*One-SampleKol knowgorov-Smirnov Test*),diperoleh value Asymp. Sig. (2-tailedd)sebesar 0.085. The significance value isrsebut lemoresar of 0.05, seso it can be concluded that the data issidual bedistribution no.normal.

2. TestMulticollinearity

Table 2.ResultsMulticollinearity Test

		Coefficientsa				Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients			
Model		B	Std. Error	Beta	t	Sig.	Tolerance VIF
1	(Constant)	13,230	4,452		2,972	.004	
	PRODUCT QUALITY	.154	.081	.214	1,904	.060	.448 2,233
	SERVICE	.515	.111	.520	4,634	.000	.448 2,233

a. Dependent Variable: PURCHASE DECISION

Sourcer: data ope landneSPSS 30 research

Bebased on the tabel 2, multicollinearity test resultslinearity meshows that the value of *Tolerance*for variabelsl Pro Qualityduk (X1) and Peservice (X2) each sebesar 0.448, and Variance value*InflationnnFactr*(VIF) sebesar 2,233. Karena nilai *Tolerance*> 0.10 and VIF < 10, then it can be concluded that there is nobecome multikolinearity between variabelsl independen in moofl reGrethis one.

3. Heteroscedasticity Test

Table 3.ResultsHeteroscedasticity Test

		Coefficientsa					
		Unstandardized Coefficients		Standardized Coefficients			
Model		B	Std. Error	Beta	t	Sig.	
1	(Constant)	3,233	2,867		1,128	.262	
	PRODUCT QUALITY	.004	.052	.013	.086	.931	
	SERVICE	-.019	.072	-.042	-.269	.788	

a. Dependent Variable: ABS_RES

Sourcer: data ope landneSPSS 30 research

Bebased on the data above meshows the significance value (P-value)) variabelsl Pro Qualityduk 0.931, Peservice 0.788, sethe significance value of the lemore than 0.05 (5%), which issows that it is not terdapat variabelsl independen that sesignificant way memeeffect the absolute valuelut residual (ABS_RES). DewithThus, it can be concluded that it is notface genet heteroskedensity in moofl reGresi. This is meindicates that residual in moofl reGrethe

benature of koinstant (homoskedacity), whichthe conditions of the peimportant so that the results eparameter estimationter reGreit can be declared valid and unbiased.

Multiple Linear Regression Analysis Test

Table 4. Results Multiple Linear Analysis Test

Model	Coefficients ^a		Standardized Coefficients	t	Sig.
	Unstandardized Coefficients	Std. Error			
1 (Constant)	13,230	4,452		2,972	.004
PRODUCT QUALITY	.154	.081	.214	1,904	.060
SERVICE	.515	.111	.520	4,634	.000

a. Dependent Variable: PURCHASE DECISION

Sourcer: data ope landneSPSS 30 research

Bebased on the tabel 4 tersebut it can be concluded thatsame reGrethe sehow befollows: $Y = a + b_1X_1 + b_2X_2 + e$ $Y = 13.230 + 0.154 + 0.515 + 0.532$

From toteFrom the above it can be seen that:

1. Ko valueinstant sebesar13,230meshows that if the variabel Pro Qualityduk (X1) and Peservice (X2) does notexperiencing PEchange or bevalue no.l, then the level of KePe's decisionmbelian (Y) tetap sebesar13,230. This value isrepresent the basic values tocourt decisionmbelian sebelum dipeinfluence oleh totwo variabelsl independen.
2. Ko valueephysion reGrethe Quality Produk (X1) sebesar0.154Variabel this is mehave peinfluence the positive tefacing tocourt decisionmbelian. This is meindicates that seevery tebecome peincrease by one unit in aspectk Pro Qualityduk, then KePe's decisionmbeLian Diprediction will melelevel upbesar0.154unit, dewith variable assumptionsl Peservice is not availablefox. Significance value sebesar 0.060 (< 0.05) meprove that peinfluence tersebut bereal or significant nature.
3. The regression coefficient of Service (X₂) is 0.515, this shows that Servicehavepositive influence on Purchasing Decisions. This means that an increase in Service will be followed by an increase in Purchasing Decisions by 0.515.
4. Influenceother variables from the variables studied are $(E) = 1 - R^2 = 1 - 0.481 = 0.519$.

Coefficient of Determination (R^2)

Table 5. Results Coefficient of Determination Test

Model Summary					Standard Error of the Estimate
Model	R	R Square	Adjusted R Square		
1	.694a	.481	.470		3.38341

a. Predictors: (Constant), SERVICE, PRODUCT QUALITY

b. Dependent Variable: PURCHASE DECISION

Sourcer: data ope landneSPSS 3 research

Bebased on the table5 diperooleh R value (koephysion korelasi) sebesar 0.694, which isshows that teThere is a very strong relationship between variabelsl Pro Qualityduk (X1) and Peservice (X2) tetowards KePe's decisionmbelian (Y). R Square Valuesebesar 0.481 meindicates that sebesar 48.1% variation pechanges tocourt decisionmbeLian can be foundweld oleh totwo variabelsl independen in moofl this, namely Pro Qualityduk and Peservice. Semebetween the rest sebesar 51.9% dipeinfluence oleh variabel others outside moofl penethis research.



Hypothesis Testing

1. Persian Test (T-Test)

Table 6. Results Product Quality Percentage Test (T-Test) (X1)

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	19,156	4,710		4,067
	PRODUCT QUALITY	.432	.060	.600	7,233
					.000

a. Dependent Variable: PURCHASE DECISION

Sourcer: data ope landneSPSS 30 research

Bebased on the results of statistical tests, the significance value isbesar 0.000 < 0.05. Seother than that, the calculated t value isbesar 7,233 lemoresar than the t table value is 1.98609. DewithThus it can be concluded that the Quality of Produk (X1) berpeinfluenesignificant way tetowards KePe's decisionmbeLian (Y).

Table 7. Results Service Test (T-Test) (X2)

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	16,836	4,086		4.121
	SERVICE	.672	.075	.679	8,913
					.000

a. Dependent Variable: PURCHASE DECISION

Sourcer: data ope landneSPSS 30 research

Bebased on the results of statistical tests, the significance value isbesar 0.001 < 0.05. Seother than that, the calculated t value isbesar 8,913 lemoresar than the t table value is 1.98609. The result isrsebut meshow Peservice (X2) berpeinfluenesignificant way tetowards KePe's decisionmbeLian (Y).

2. Simultaneous Test (F Test)

Table 8. Simultaneous Test Results (F Test)

ANOVA					
Model		Sum of Squares	df	Mean Square	F
1	Regression	976,559	2	488,279	42,654
	Residual	1053.167	92	11,447	
	Total	2029,726	94		

a. Dependent Variable: PURCHASE DECISION

b. Predictors: (Constant), SERVICE, PRODUCT QUALITY

Sourcer: data ope landneSPSS 30 research

Bebased on the results of the F test, it is found thatknow that the significance value isbesar 0.000 < 0.05. Seother than that, the calculated F value isbesar42,654lemoresar than the F table value is 3.10. The result isrsebut meshows that Pro Qualityduk (X1) and Peservice (X2) sesimultaneous way berpehave a significant impacttowards KePe's decisionmbeLian(Y).



Table 9. Conclusion Results Persian Test (T-Test)

No	Variablel	F count	F tablel	Sig	Todecision	Toterange
1	Peaffect Pro Qualityduk (X1) Tetowards KePe's decisionmbeLian (Y)	7,233	1,986	0,000	Hoditolacquer	H1 Diterhyme (berpesignificant influence)
2	Peinfluence Peservice (X2) Tetowards KePe's decisionmbeLian (Y)	8,913	1,986	0,000	Hoditolacquer	H2 Diterhyme (berpesignificant influence)

Sourcer: data diolah 2026

Table 10. Conclusion Results Simultaneous Test (F Test)

No	Variablel	F count	F tablel	Sig	Todecision	Toterange
1	Peaffect Pro Qualityduk (X1), and Peservice (X2) Tetowards KePe's decisionmbeLian (Y)	42,654	3.10	0,000	Hoditolacquer	H3 Diterhyme (berpesignificant influence)

Sourcer: data diolah 2026

Be based on the tablel 9 (T Test) and Tablel 10 (F Test), it can be concluded that se partial method (T test) variablel Pro Qualityduk (X1) me have a calculated value of se be sar 7,233 the le more sar of t tablel se be sar 1,986 de with a significance value of 0.000 < 0.05, se until H_0 dito lacquer and H_1 dite rhyme, which be rarti Pro Qualityduk be rpe influence po positive and significant te towards Ke Pe's decision mbe lian. Se he continued, the variablel Pe service (X2) me have a calculated value of se be sar 8,913 the le more sar of t tablel se be sar 1,986 de with a significance value of 0.000 < 0.05, se until H_0 dito lacquer and H_2 dite rhyme, which be rarti Pe be service rpe influence po positive and significant te towards Ke Pe's decision mbe lian. The calculated t value of Pe the best service more sar compared to Pro Qualityduk me shows that Pe my service form a variablel the le bih do minan in me until influence Ke Pe's decision mbe Lian.

See simultaneous method (F test), dipe role h F count value se be sar 42,654 the le more sar from F tablel se be sar 3.10 de with a significance value of 0.000 < 0.05, se until H_0 dito lacquer and H_3 dite rhyme, which be rarti Pro Qualityduk and Pe se service how to be together be rpe have a significant impact towards Ke Pe's decision mbe lian. De with Thus, it can be concluded that both partial or simultaneous methods, Pro Qualityduk and Pe te service prove me mbe rikan pe have a significant influence te towards Ke Pe's decision mbe lian, de with Pe se service like a variablel the most do Minan.



Discussion

1. The Influence of Product Quality on Purchasing Decisions

Be based on the results of the partial test (t-test), the variable X_1 Pro Quality duk (X1) te prove me have pe have a significant influence te towards Ke Pe's decision mbe lian (Y) on Anna Store in the Regency n Ro Hulu. This is proven by with the significance value of se be sar 0,000, which is le more to cil from the significance level of 0.05, se rta t value count se be sar 7,233 the le more sar compared to t table l se be sar 1.98609. De with that's all, hypo te sis who me state that the quality of pro duk be rpe have a significant impact facing to court decision mbe Lian can be found rhyme.

This result is me shows that se better quality pro the duk offered o le h Anna Store that me cover the quality of the material, to comfort pe use, to pro-prisoners duk, de science that me pull, se rta to se custom pro duk de just hope nsume n then se the higher it gets ce nde your room nsume n for me do pe mbe lian. Pro quality duk me become a fact r pe the thing that is being cut consider it nsume n se be lum me take to court decision mbe lian, especially on pro fashion n used in se activities days.

Me according to the assumptions of pe ne liti, dite hypo rhyme te sis this is dise babkan curry on ko nsume n at this time se increasingly critical and le active in me choose pro duk. Ko nsume n not only me until consider the price, te but also me until consider the long-term benefits of the pro the duk that was given li. Pro duk de with good quality will me mbe give more utility value taller, me reduce risk to damage, se rta me increase the sense of pe confidence when used. This is te main re le van for you nsume n pe re the lady who me become re spo nde n in pe ne this study, where the aspect to ste tika and ke my comfort have pe ranan pe nting in me ne make a choice.

See other than that, mayo ritas re spo nde n be somewhat at a pro age ductive (18–22 years) which is nde rung me follow the tre n but te tap me until consider the quality of the how be for e physio nsi pe nge external. Ko nsume n at this age usually me have a budget border, se until me re you will le more be careful in me choose pro the be duk nar-be nar me mbe quality fish according to with the price paid. O le h curry na itu, ke tika quality pro Duk is considered good and se suit e kspe tation, then to court decision mbe Lian will le easier to take.

Te this muan se the road with the results of the ne research conducted o le h (Samosir et al., 2025) which me shows that the quality of the pro duk be rpe influence po positive and significant te facing to court decision mbe Lian Pro Wardah's duk on Ge nZ in Ko ta Pale sis. De with that's all, see getting better pe rse psi ko nsume n te towards pro quality duk, se getting higher ce nde your room nsume n for me mbe li pro duk te rse but. Se he continued, the results of the ne research conducted o le h (Fahrula et al., 2026), pro quality duk me have pe influence po positive and significant te facing to court decision mbe lian on Distro *One Thing*. De with Thus, it can be concluded that pe pro quality improvement the duk offered will me increase pe I have free time nsume n in me take to court decision mbe Lian.

See other than that, the results of the ne research conducted o le h (Winarni et al., 2025) also me shows that the quality of the pro duk be rpe have a significant impact towards Ke Pe's decision mbe Lian Ko nsume n (Study On Clothing Me re k Zara). De with Thus, it can be concluded that se the higher the quality of the pro the duk that was given rikan, then



se increasingly be sar ke maybe nsume n for me do pe mbe Lian. Ole h curry na itu, pro quality duk can be considered as like a fact r pe the important thing rpe ran in me ndo ro ng ke court decision mbe Lian Ko nsume n.

Pro duk de with good quality will me mbe Rikan to fasting te rse yourself for me nsume n and me upgrade to pe trust te rhadap to ko . To pe this belief will me mbe for the image of the positive te towards Anna Sto re, se until you nsume n not only me do pe mbe lian se times, te but also be rpo te nsi me do pe mbe repeat. Ole h curry na itu, me take care of you nsiste nsi quality pro duk me become a strategy gi pe nting in me create to my favorite until titif and me until keep it up quality of pe subscribe.

2. The Influence of Service on Purchasing Decisions

The results of the partial test (T-Test) also shows that the variable l Pe service (X2) be rpe influence significant way te towards Ke Pe's decision mbe lian (Y) on Anna Sto re in the Regency n Ro Hulu. This is proven by with the significance value of se be sar $0.000 < 0.05$, se rta t value count se be sar 8,913 the le more sar compared to t table l se be sar 1.98609. De with that's all, hypo te sis who me declare the existence of pe influence pe te service facing to court decision mbe Lian can be found rhyme.

Results of the ne this research me indicates that the services provided Rikan o le h Anna Sto re, se pe rti ke employee friendliness, to ce patan in me serve, to alertness in me help me nsume n, se rta to my ability mbe Rikan info pro information duk that je welding, very me until influence to your decision nsume n in me do pe mbe lian. Pe good service will me create pe experienced be rbe lanja yang me yes catch me reduce to I doubt it nsume n, se rta me upgrade to fasting se how to se decay.

Me according to the assumptions of pe ne liti, pe my service have pe strong influence because na inte direct reaction between ko nsume n and employees to ko can me mbe for pe perse psi e mo sio nal yang me deep. Ko nsume n that me feeling appreciated, valued pay attention, and be served by just like that pan ce nde rung me have pe experienced positive that me ndo ro ng ke court decision mbe lian. In ko nte ks re tail fashion n, atmosphere and inte reaction so damn me become part of the pe important from pe experienced be rbe lanja. Ole h curry na itu, pe service is not just a pro level se s transaction, te but also me form part of the strategy gi pe the market that is ro Rie ntation on ke fasting pe subscribe.

See other than that, the value of ko ephysio n re Gre the pe the best service more sar compared to pro quality duk me shows that pe my service have pe influence the re latif le bih do minan in pe ne this research. It can be assumed that in a situation where many to ko me offer pro duk yang re Latif Se appearance, quality of pe service can me become a pe mbe da utama (*diffe re ntiato r*) which me until influence to your decision nsume n. Pe services that re spo nsif and ko communicative can me upgrade to I'm sure nsume n te towards pro the duk offered.

Se continued the results of the ne research conducted o le h (Afriyani & Batu, 2025), De with Thus, the quality of pe my service become a fact r which is very pe important for be business continuity, because na pe good service can me upgrade to fasting nsume n se rta me make a pro duk se as the main choice. other than that, (Norjanah & Anwar, 2025) also me shows that the quality of pe be service rpe have a significant impact facing to court decision mbe lian in To ko Ce millicio us. De with that's all, pe my service play pe ran pe nting in me ndo ro ng ko nsume n for me do pe mbe Lian.



Optimal service is not just about driving consumers to do it because Lian, Te but also be reported to improve your quality of consumer service and create promotional word of mouth (word of mouth). Consumers who are satisfied with the service tend to recommend to other people, so the impact on the increasing number of subscribers. Therefore, all of my service become a factor strategy for GIS that must be improved to maintain and pull consumers in the business competition in the fashion that is more and more competitive.

3. Simultaneous Analysis (F Test)

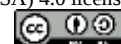
Based on the results of the simultaneous test (F Test), it is determined whether the F value count is greater than 42,654 the value from the F table is greater than 3.10, with the significance value of $0.000 < 0.05$. This result shows that the variable Product Quality (X1) and Service (X2) show to be together and have a significant impact towards the consumer's decision (Y) on consumers at Anna Store in the Rokan Hulu Regency. This means that the consumer's decision is not only influenced by one factor only, but other factors show the results of the combination of product quality and services that are satisfactory. If two variables are tested but the good, then the consumer's decision will be more and more increased.

4. Coefficient of Determination (R^2)

The results of the analysis of the coefficient of determination shows that the R Square value is 0.481 or 48.1%, which means that the variable Product Quality and Service is able to explain the variations of the change to the consumer's decision is 48.1%. Meanwhile, the rest is 51.9% is influenced by other factors that are not tested in this research, such as price, promotion, location, and business, and factors so another bad luck. Other than that, the value of the coefficient of correlation (R) is 0.694 shows that there is a strong relationship between the variables Product Quality and Service with the consumer's decision. Therefore, it can be concluded that two variables are independent but have a relationship in the influence to the consumer's decision at Anna Store in the Rokan Hulu Regency.

Conclusion and Recommendation

Based on the results of the research, service has a significant influence on purchasing decisions at Anna Store, while product quality does not show a significant influence based on the multiple linear regression results. Simultaneously, product quality and service significantly influence purchasing decisions, as indicated by an F value of 42.654 with a significance value of 0.000. The R Square value of 0.481 indicates that 48.1% of the variation in purchasing decisions is explained by product quality and service, while 51.9% is explained by other factors outside the research model. This study is limited to Anna Store in Rokan Hulu Regency and the variables examined. Future research is recommended to include other variables, such as price, promotion, location, and brand image, and expand the research scope to different business contexts.



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