

THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY, AND ELECTRONIC WORD OF MOUTH ON PURCHASE INTENTION

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ABSTRACT

This study aims to analyze the influence of product quality, service quality, and electronic word of mouth on purchase intention among Serabi Notosuman Surakarta consumers. The study used a quantitative approach with a purposive sampling technique. Data were obtained through online questionnaires distributed to consumers who had visited or purchased at least twice and were at least 17 years old. Of the 102 questionnaires collected, 98 met the criteria and were used in the analysis. Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 3.0. The results showed that product quality had no significant effect on purchase intention ($\beta = 0.237$; $p = 0.161$) or electronic word of mouth ($\beta = 0.165$; $p = 0.148$). Conversely, service quality had a positive and significant effect on purchase intention ($\beta = 0.397$; $p = 0.001$) and electronic word of mouth ($\beta = 0.536$; $p < 0.001$). Electronic word of mouth also had a positive and significant effect on purchase intention ($\beta = 0.266$; $p = 0.008$). These findings indicate that consumer purchase intention is more influenced by service quality and online consumer reviews or recommendations than by direct product quality. Therefore, management needs to maintain product quality while prioritizing improving service quality and managing electronic word of mouth to strengthen consumer purchase intention.

Keywords: product quality, service quality, electronic word of mouth, purchase intention.

INTRODUCTION

Indonesia is a country with a rich cultural diversity, particularly in its unique and diverse culinary scene, each region boasting distinct culinary specialties. According to data collected by Indonesian Culture Friends, there are at least 1,458 traditional food and beverage recipes. Indonesia's growing culinary diversity can positively impact the country's economy.

Many young people in society are experiencing increasingly changing lifestyles, especially those today who are often dissatisfied with what they have. This change has also impacted traditional Indonesian cuisine, which is increasingly being abandoned. Changes in this era of globalization have influenced people's food preferences, especially among young people, who perceive modern food as cooler than traditional food, leading to the abandonment of traditional foods due to prestige (Panturanews, 2020).

Surakarta itself has a wide variety of culinary delights, especially traditional ones. One of these traditional delights is serabi. Surakarta is home to a region called Notosuman. Serabi Notosuman, a traditional Surakarta specialty, has been around since 1923, founded by a couple named Hoo Ging Hok and Tan Giok Lan. Serabi is made from rice flour, coconut milk, sugar, salt, pandan leaves, and water. As reported by Solopos, the couple accidentally created serabi, starting with a neighbor who requested a flattened apem (apem). Since then, the couple has been selling serabi under the name Serabi Notosuman (Jowonews, 2022).

To increase its sales, Serabi Notosuman Surakarta has now entered the food delivery application for selling, namely GoFood and GrabFood. Serabi Notosuman utilizes these applications to increase its sales, as written in (Antaranews, 2022). During the 11th ASEAN Para Games in 2022 in the city of Surakarta, Serabi Notosuman experienced an increase in sales compared to normal days. The owner of Serabi Notosuman also said that during the ASEAN Para Games held in the city of Surakarta, Serabi Notosuman experienced a 30% increase in purchases both online and offline, even some foreign tourists came to try the serabi.

According to Watanabe et al., (2019), Purchase Intention is a measure used by companies to predict product or service sales or repeat purchases. According to M. Gąsior (2021), when consumers make purchasing decisions, they always consider the pros and cons in various aspects. By making consumers understand the product thoroughly, consumers will have a strong desire to buy. Consumers may not have a desire to buy a product, but with social media or content they see, their purchase intention will increase (Park et al., 2017).

Nawi (2019) stated that product quality refers more to consumers' assessment of the product's overall superiority. This product quality can be seen in the manufacturing process, which uses fresh ingredients and serves them freshly to consumers. This increases consumer interest due to maintained product quality. Consumer satisfaction is influenced by product quality, marketing service, and brand image (Nawi 2019). Companies choose to improve product quality to optimize the balance between higher revenues generated from high-quality goods and the fixed costs required to improve product quality (Crinò & Ogliari, 2017). Consumers always come from within the city of Surakarta itself and even consumers from outside the city of Surakarta.

Service quality in food service is crucial, as good service quality will help increase repeat visits (Bichler et al., 2020). According to A. Salamah et al. (2022), the perception of service quality is a key factor in attracting consumers because it influences their expectations regarding a product. Providing good service quality to consumers will also create a positive perception of a business, which will have a positive impact. In the culinary business, service quality is a key aspect to consider because it influences the success and failure of an organization. Organizations face challenges in reducing costs and the workforce while pursuing good service quality. Therefore, service quality is a key factor that companies must analyze (Azzari et al., 2020). Companies can use service quality to evaluate their performance, as it serves as a measure of how well a company can meet consumer expectations (Li et al., 2022).

In this digital era, the internet is increasingly developing, consumer behavior in searching for information and interacting with others has changed significantly. As a result, Electronic Word of Mouth has emerged, enabling customers to make positive or negative statements about a company's products or services that influence many people through internet media (Kusawat & Teerakapibal, 2022). With the advancement of information technology, the use of the internet and social media has spread widely; consumers are easily influenced by the communication methods used by other consumers through electronic word of mouth, which is often used to share opinions and reviews about products or services (Nusier, 2019). Based on the explanation above, the research objective was determined to obtain the magnitude of the influence of product quality, service quality, and electronic word of mouth on purchase intention at Serabi Notosuman Surakarta.

LITERATURE REVIEW

Product Quality

Das Guru & Paulssen (2019) state that product quality is a measuring tool for building competitive advantage in the business world. Product quality is usually related to operational management in a company and becomes the core of strategy in competition between products and services, according to Yu Lin, Biwei Liang & Xuechang Zhu (2018). According to Nawi (2019) product quality is divided into two terms, namely the degree to which a product meets the needs and desires of consumers.

According to Lin et al. (2018) product quality consists of two types, namely tangible quality and intangible quality. Tangible quality is usually used as a measuring tool to evaluate the physicality of the product, which will later be used as a control tool for production defects; intangible quality refers more to the company's reputation for the quality perceived by consumers. According to Giovanni & Zaccour (2022), improving product quality is usually synonymous with product innovation, which is often called product quality improvement.

Based on the description above, it can be concluded that product quality is a measuring tool used to increase the superiority of a product from competition between companies, which can be measured by performance, features, reliability, and conformance.

Service Quality

Service quality is the service provided by a company. This assessment consists of the quality of service perceived and expected by customers in the future (Azzari et al., 2020). A business needs to implement good service quality to attract and retain customers (Khoo, 2020). According to Sohail & Hasan (2020), service quality is placed at a high priority in organizations because it plays a vital role in building competitive advantage over competitors, attracting new customers, and retaining existing ones. Providing high service quality is crucial for achieving long-term success for a business (Khoo, 2020).

The level of customer trust in a company's offerings can be observed through the provision of good service quality; in the future, service quality will increase based on customer expectations and experiences (A. Salamah, 2022). According to Li et al. (2022), service quality has been recognized as a determining factor of customer loyalty to companies that provide products or services; this will lead to company profitability. According to Nguyen et al. (2018), measuring service quality is quite difficult because the assessment is not only based on a service, but also on the assessment carried out during the provision of service to consumers, unlike the assessment of products that can be seen in real terms. Based on the description above, it can be concluded that service quality is a service that has been provided by the company and felt by customers, aimed at attracting and retaining customers.

Electronic Word of Mouth

Jalilvand & Samiei (2012) define electronic word of mouth as a statement made by potential or former customers about the positive and negative aspects of a product or service to many people through online media. According to Kumar (2017), electronic word of mouth will attract more consumers with the development of social media tools as a consumer choice for gathering information by providing various product or service offers.

According to Cheong et al. (2019), electronic word of mouth has a greater influence than word of mouth in the widespread dissemination of product and service information, based on a consumer review survey in 2017 showing that 97% of consumers buy by looking at online reviews first. According to Khwaja et al. (2020), changes in the electronic word of mouth platform will be beneficial to consumers, where the previous platform communication from word of mouth was only one-way and dominated, but the existence of social media that is easy to access will make it easier for consumers to see experiences regarding products and services. Based on the description above, it can be concluded that electronic word of mouth is a statement made by customers or former customers, both positive and negative, aimed at many people through online media.

Purchase Intention

Lee et al. (2019), purchase intention is an individual's desire to obtain a particular product or service. Purchase intention is also an important aspect for measuring consumers' purchasing behavior toward a product or service; the stronger the purchase intention, the greater the consumer's desire to buy a product or service. According to A. Sharma et al. (2021), this purchase intention refers to the possibility of consumers making a decision to purchase a product or service by evaluating the product or service based on their income.

According to Beneke et al. (2013), purchase intention reflects what consumers expect to gain through their purchases, and based on studies, it is assumed that the key role in consumer decision-making is the most important factor in influencing purchase intention. Based on the description above, it can be concluded that purchase intention is the desire or interest of consumers to obtain products or services offered by the company, if the greater the purchase intention, the greater the desire or interest in buying from consumers.

Relationship between Research Concepts

Relationship between Product Quality and Purchase Intention

According to Prathap & Sreelaksmi (2020), consumers lack trust in products when considering a product's originality; consumers have difficulty assessing product quality. In general, consumers increase their level of purchase intention based on perceived product quality, which is shaped by their experience (Edward Shih-Tse Wang, 2017). Several companies have provided identification marks, such as providing recognition facilities regarding the authenticity of a product; this supports consumers in their purchasing decisions, thus developing consumer trust that leads to increased purchase intention (Prathap & Sreelaksmi C.C., 2020). Product quality is the main key in determining purchase intention towards a company; therefore, the quality of a product must always be improved, and continuous changes must be made to improve product performance and result in purchase intention from customers (Mirabi et al., 2015).

H₁: Product quality has an effect on purchase intention.

Relationship between Service Quality and Purchase Intention

According to Muhammad Naeem (2019), service quality reviews on social media can encourage purchase intention and shape consumers' perceptions of service. In digital or online media, consumers may see products online because they are not familiar with the product, so their purchase intention will arise when other customers assess the service quality received (Dedeke 2016). According to Arslan & Phil (2015), service quality and purchase intention have a positive relationship, where good service quality has a positive impact on consumer purchase intention to visit the store. When the store has better service quality, consumer satisfaction with the store increases, and purchase intention towards the product also increases.

H₂: Service quality influences purchase intention.

The Relationship between Electronic Word of Mouth and Purchase Intention

According to Mohammad Jalilvand & Samiei (2012), electronic word of mouth is defined as a positive or negative statement about a product or service stated by potential or former consumers that is available to many people through the internet. Several studies also show that e-WOM can effectively reduce the risk and uncertainty experienced by consumers when purchasing a product or service, so that their purchase intention can be influenced (Mohammad Jalilvand & Samiei, 2012). According to Cheong et al. (2019), electronic word of mouth is an online review that influences purchase intention on social media networking sites. Previous research said that positive electronic word of mouth will increase purchase intention, and negative electronic word of mouth will have an impact on decreasing purchase intention. According to Hani Al-Dmour et al. (2021), the results of the study support that electronic word of mouth has a positive impact on purchase intention. Therefore, managers must diligently check online consumer reviews to make it easier to find solutions to problems that arise in a timely manner.

H₃: Electronic word of mouth influences purchase intention.

The Relationship between Product Quality and Electronic Word of Mouth

Electronic word of mouth usually provides potential consumers with information about the product quality produced by users, which can influence company sales (Lin & Kalwani 2018). According to Fine et al. (2017), electronic word of mouth is a review, whether informative or recommending to a consumer regarding the product quality they experienced. According to Fine et al. (2017), the existence of electronic word of mouth illustrates that consumers become more influential because of their ability to openly and easily share their experiences regarding the product quality they received with many people.

H₄: Product quality influences electronic word of mouth.

Relationship between Service Quality and Electronic Word of Mouth

Hossain et al. (2019) specifically state that service quality will significantly affect communication from electronic word of mouth, which shows that social media users who engage in online communication

will have a positive impact on perception. According to Fine et al. (2017), service quality affects electronic word of mouth; a good experience positively influences profitable electronic word of mouth. According to Fine et al. (2017), around 25% of consumers have critical comments, indicating that service quality affects electronic word of mouth from consumers to other consumers, which can affect the product's shortcomings and advantages.

H₅: Service quality has an effect on electronic word of mouth.

METHODOLOGY

This study uses a quantitative method that aims to test the hypothesis and to determine the relationship between independent variables and dependent variables. According to Almeida et al. (2017) and Hair et al. (2019), quantitative methods are research methods that have accuracy in their data, because they use data that is measured precisely by looking at various variables used between one variable and another. In this study, the relationship between variables was measured using a survey method and determining the relationship based on the data results. The sampling technique used is non-probability sampling, specifically purposive sampling. The sample in this study was consumers of Serabi Notosuman Surakarta who had visited Ny. Handayani Surakarta at least 2 times and were at least 17 years old. The number of samples in the study was 100 respondents.

The primary data used in this study were distributed online to consumers of Serabi Notosuman Surakarta. The primary data were collected through the distribution of questionnaires, which were directly related to the variables in this study. Data collection involved three methods: observation, interviews, and questionnaire distribution. The data collection method used in this study was questionnaire distribution. The questionnaires were distributed, first explaining the purpose of the questionnaire distribution, guaranteeing confidentiality of the data used for the research, and asking respondents to fill in their data. The next section included a written statement regarding the variables to be studied. Respondents were then asked to select an answer based on a rating scale that they felt was in accordance with their previous work statements. Finally, there were criticisms and suggestions regarding the distributed questionnaires.

This study uses SEM analysis with the Partial Least Squares (PLS) type, which is a data analysis technique for structural models that examines the relationship between latent variables (variables that cannot be measured directly) and measures the validity of the manifest variables (indicators) of each latent variable (Hair, Sartedt, and Ringle, 2019). PLS-SEM is suitable for this study because it includes intervening variables. Data processing for this study will be assisted using the SmartPLS software application program version 3.0. There are 2 stages of measurement to test using the SmartPLS software application program version 3.0, namely the outer model and the inner model.

ANALYSIS AND DISCUSSION

The total number of respondents obtained in the distribution was 102 questionnaires obtained from filling out Google Forms by respondents, only 98 questionnaires were eligible for processing. The respondent profile data as consumers of Serabi Notosuman Surakarta is more from students/college students, as many as 27 respondents; this is because students/college students have a more consumptive mindset compared to people who have worked. Respondents with housewife jobs were 19 respondents, respondents with private employee jobs were 26 respondents, respondents with civil servant jobs were 2 people, and respondents with self-employed jobs were 24 respondents. Based on the data obtained, respondents were dominated by female gender, with the number of respondents as many as 44.9% of the total respondents, compared to men as many as 55.1% of the total respondents.

The majority of respondents are 20-30 years old, with 30 respondents. This is because at the age of 20-30 years old, they are starting their careers and earning their own income, so the desire to buy is greater compared to the age of 41-50 years, who prioritize more urgent interests. In this study, respondents from Serabi Notosuman Surakarta aged 20-30 years were 19 respondents, respondents from Serabi Notosuman Surakarta aged 41-50 years were 15 respondents, and

respondents from Serabi Notosuman Surakarta aged >50 years were 30 respondents, based on data obtained from respondents dominated by students / college students with an age range of 20-30 years by 27.55%. The next stage is to conduct inferential analysis.

The data validity results of convergent validity using PLS can be seen through the outer loading value. Validity measurement results are considered valid if the indicators used in the study have an outer loading value of >0.5 and an AVE of >0.5.

Table 1. Validity and Reliability Test of Research Instruments

Statement Items	Outer Loading	Mean
Product quality (Composite Reliability = 0.732; AVE = 0.529)		
Notosuman Serabi products have a delicious taste (PQ1)	0.716	4.592
Serabi Notosuman has a variety of flavors (PQ2)	0.541	4.071
Serabi Notosuman is always on time in providing products (PQ3)	0.827	4.449
has its own advantages compared to other competitors (PQ4)	0.791	4.388
Service Quality (Composite Reliability = 0.873; Cronbach's alpha = 0.867; AVE = 0.659)		
Serabi Notosuman Surakarta has adequate facilities to meet the needs of its consumers (SQ1)	0.829	4.459
Serabi Notosuman Surakarta employees have good service skills (SQ2)	0.784	4.367
Serabi Notosuman Surakarta has responsive and alert service to respond to consumer desires (SQ3)	0.773	4.408
Serabi Notosuman Surakarta has employees who can be relied on by consumers (SQ4)	0.832	4.357
Serabi Notosuman has employees who can serve wholeheartedly (SQ5)	0.839	4.306
Electronic Word of Mouth (Composite Reliability = 0.849; Cronbach's alpha = 0.827; AVE = 0.675)		
Get lots of information about Serabi Notosuman through social media (EWoM1)	0.768	3.776
The information provided by consumers on social media is credible (EWoM2)	0.898	3.949
Have a good impression after purchasing Serabi Notosuman Surakarta (EWoM3)	0.736	4.480
Having an interest in reviews on social media regarding Serabi Notosuman products (EWoM4)	0.873	4.143
Purchase Intention (Composite Reliability = 0.797; Cronbach's alpha = 0.827; AVE = 0.585)		
Have the urge to buy Serabi Notosuman Surakarta (PI1)	0.843	4.500
Buying Serabi Notosuman Surakarta (PI2)	0.861	4.296
The delicious taste of Serabi Notosuman (PI3)	0.702	4.622
Want to buy Serabi Notosuman Surakarta compared to other brands of serabi (PI4)	0.627	4.663

The outer loading of each variable is greater than 0.5, so the variables above meet the criteria for convergent validity. Furthermore, the AVE value of each variable has also increased and is considered valid because it can be greater than 0.5. Therefore, all indicators of the research variables have met the requirements for convergent validity testing. Based on Table 1, the general requirements for composite reliability are that a minimum value of 0.60 is acceptable, and a value of 0.70 is considered good. Therefore, the results of the composite reliability values for all variables can be considered good and reliable because they have a composite reliability value of more than 0.70.

Based on the results of this study, it can be said that product quality does not have a significant influence on purchase intention because it has a p-value>0.05, namely 0.161, and a T-statistic value <1.96, namely 1.402. Based on the results obtained, it is rejected because it cannot meet the existing criteria. So, the results of this study show that the influence of product quality on purchase intention cannot be used as a consideration for Serabi Notosuman Surakarta consumers, as a product quality variable determining purchase intention. The results of this study are not in accordance with the results of previous studies by Prathap & Sreelaksmi (2020); Edward Shih-Tse Wang (2017); Mirabi et al. (2015). Where the results of this study indicate that product quality provided to consumers will influence consumer purchasing interest/purchase intention.

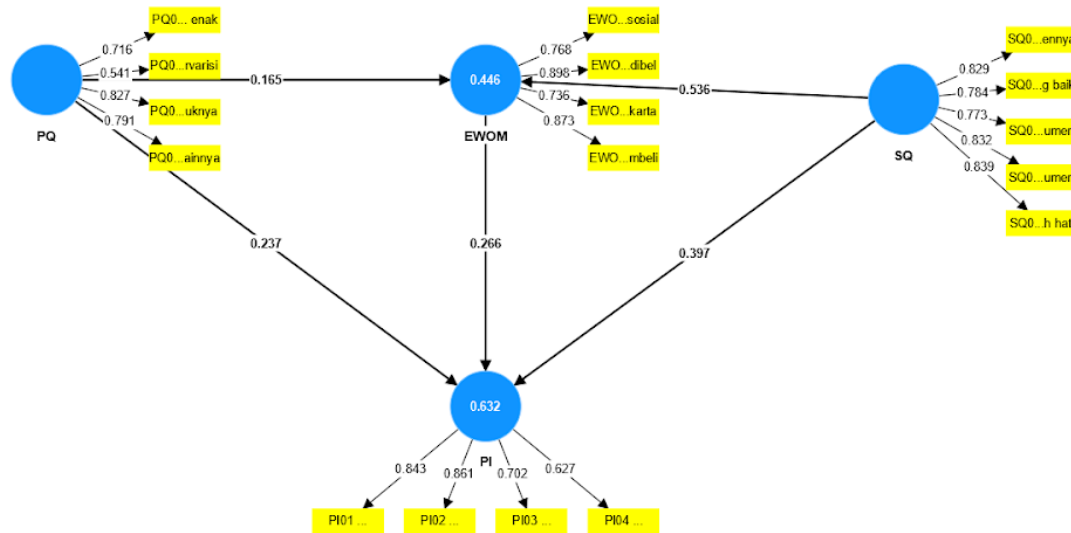


Figure 1. Model output PLS

Table 2. Hypothesis Testing

Hypothesis	Direct Influence	Path Coefficient	T-Statistic	P Values	Information
H1	PQ → PI	0,237	1,402	0,161	Not Significant
H2	SQ → PI	0,397	3,284	0,001	Significant
H3	EWOM → PI	0,266	2,648	0,008	Significant
H4	PQ → EWOM	0,165	1,449	0,148	Not Significant
H5	SQ → EWOM	0,536	5,589	0,000	Significant

Service quality has a significant influence on purchase intention because it has a p-value <0.05 (0.001) and a T-statistic value > 1.96 (3.284). Based on the results obtained, it is stated that it is accepted because the better Serabi Notosuman Surakarta is in terms of service quality, the higher the consumer interest in buying, because good service will satisfy consumers. So, the results of this study show that the error rate is very low, and the T-statistic value indicates that service quality has a significant influence on purchase intention. The results of this study are in accordance with the results of previous studies by Naeem (2019); Dedek (2016); Arslan & Phil (2015). The results of this study indicate that good service quality, as perceived by consumers, can influence consumer purchase intention.

Electronic word of mouth has a significant influence on purchase intention because it has a p-value <0.05 (0.008) and a T-statistic value >1.96 (2.648). Based on the results obtained, it is stated that it is accepted because the better something a consumer gets, the higher the consumer's interest in buying, due to the presence of good electronic word of mouth from consumers who have purchased. Therefore, the results of this study show that the error rate is very low, and the T-statistic value shows that electronic word of mouth has a significant influence on purchase intention. The results of this study are in accordance with the results of previous studies by Mohammad Jalilvand & Samiei (2012); Cheong et al. (2019); Hani Al-Dmour et al. (2021). In this study, electronic word of mouth from old consumers influences consumers who will buy, so consumers are influenced by their interest in trying it.

Product quality does not have a significant effect on electronic word of mouth because it has a p-value >0.05, namely 0.148, and a T-statistic value <1.96, namely 1.449. Based on the results obtained, it is declared rejected because it cannot meet the existing criteria. So, the results of this

study show that the influence of product quality on electronic word of mouth cannot be used as a consideration for Serabi Notosuman Surakarta consumers, as a product quality variable determining electronic word of mouth. This study is not in accordance with the results of previous studies by Lin & Kalwani (2018) and Fine et al. (2017), which stated that product quality can affect electronic word of mouth. This happens because, in terms of food sales, not necessarily every consumer will get the same taste as other consumers, so it will not necessarily affect the electronic word of mouth given by consumers.

Service quality has a significant influence on electronic word of mouth because it has a p-value <0.05 (0.000) and a T-statistic > 1.96 (5.589). Based on the results obtained, it is stated that it is accepted because the better Serabi Notosuman Surakarta is in terms of service quality, the higher it is for consumers to promote again or provide good reviews through social media, because good service will satisfy consumers. The results of this study show that the error rate is very low, and the T-statistic value indicates that service quality has a significant influence on electronic word of mouth. This study is not in accordance with the results of previous studies from Hossain et al. (2019) and Fine et al. (2017). In this study, the results show that service quality provided by the seller, as perceived by consumers, will lead to good feedback in terms of electronic word of mouth because electronic word of mouth emphasizes the purchasing experience more.

This research's theoretical contribution lies in enriching the literature on consumer behavior in traditional culinary businesses, particularly by showing that purchase intention is not always directly influenced by product quality but is more strongly influenced by service quality and electronic word of mouth. The finding that product quality has no significant effect on purchase intention or electronic word of mouth provides a different perspective from a number of previous studies, while service quality has been shown to significantly influence both purchase intention and electronic word of mouth, and electronic word of mouth also has a significant effect on purchase intention.

Practically, these results suggest that managers should not only focus on product quality that is relatively well-known to consumers, but rather pay more attention to improving service quality, such as responsiveness, friendliness, reliability, and employees' ability to serve customers, while encouraging the formation of positive and credible reviews on social media. A good service experience has the potential to encourage consumers to provide online recommendations, which can further increase potential consumer purchasing interest and expand market reach.

CONCLUSIONS

Based on the results of research on Serabi Notosuman Surakarta consumers, it can be concluded that the factors that play an important role in forming purchase intention are service quality and electronic word of mouth. The test results show that service quality has a positive and significant effect on purchase intention ($\beta = 0.397$; $p = 0.001$), while electronic word of mouth also has a positive and significant effect on purchase intention ($\beta = 0.266$; $p = 0.008$). In addition, service quality has a positive and significant effect on electronic word of mouth ($\beta = 0.536$; $p = 0.000$), which indicates that a good service experience can encourage consumers to provide positive reviews and recommendations through online media. In contrast, product quality was not proven to have a significant effect on purchase intention ($\beta = 0.237$; $p = 0.161$) or on electronic word of mouth ($\beta = 0.165$; $p = 0.148$). Thus, in the context of consumer purchase intention, it is more determined by service experience and information or reviews obtained online than by perceptions of product quality alone. This finding indicates that management needs to maintain product quality while simultaneously focusing more on improving service quality and managing electronic word of mouth so that positive consumer experiences can develop into recommendations that encourage purchase intention among other consumers.

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