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*International Seminar and Conference
on Management, Research, and Transformation*

THE EFFECT OF BAG PRODUCT QUALITY ON DECISIONS CONSUMER PURCHASE YOUNG AT PT. NIAGA KARYA KREATIF (VISVAL) CITY OF BANDUNG

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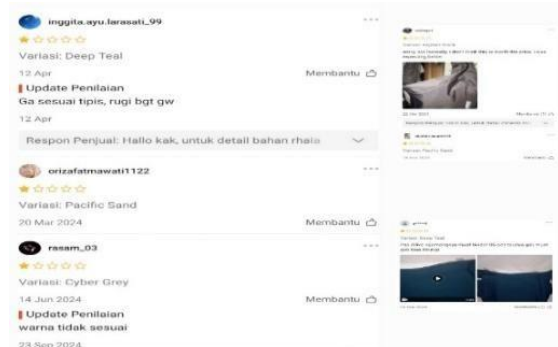
Abstract. The local fashion industry in Indonesia has become increasingly competitive, particularly in the youth segment, which is highly critical of product quality. This study aims to analyze the effect of product quality on the purchasing decisions of young consumers at PT. Creative Work Business (Visval) in Bandung City. A quantitative research method was applied using a survey with Likert-scale questionnaires. The study population consisted of young consumers aged 18–35 years who had purchased Visval products. The sampling technique used was purposive sampling, while The data were analyzed using simple linear regression to determine the influence of the independent variable (product quality) on the dependent variable (purchasing decision). The findings show that product quality significantly influences purchasing decisions, with dimensions such as performance, aesthetics, and reliability being the most dominant factors. These results emphasize the importance of continuous innovation and quality improvement for local brands like Visval to maintain young consumer loyalty.

Keywords; product quality, purchasing decision, young consumers, fashion industry, Visval .

1. Introduction

1.1 Background

The fashion industry in Indonesia is experiencing growth significant in One decade last . Bandung City known as Wrong One center fashion creativity , giving birth various brand local with design unique and competitive quality . One of the prominent brand is Visval , which focuses on products bag with design urban And modern. Even though known wide , Visval face challenge in maintain trust consumers , in particular consumer increasingly young critical to quality . As in the picture following This :



Source : review consumer Shopee 2024-2025 periode

Fig. 1

The Effect Of Bag Product Quality On Decisions Consumer Purchase Young At Pt. Niaga Karya Kreatif (Visval) City Of Bandung

Customer value and satisfaction are key concepts that indicate how well a product or service meets or even exceeds customer expectations (Kusnandar, HF, & Andini, D. 2025). Consumer purchasing decisions young No only influenced by factor price And promotion, but also by product quality, design, durability, and brand reputation. As digital natives, the younger generation increasingly utilizes online reviews, social media, and *user-generated content* to evaluate products. This phenomenon requires manufacturers to strengthen product quality as a competitive advantage.

Study previously (Tjiptono, 2019; Kotler & Armstrong, 2021) emphasized that product quality is a key variable influencing loyalty and purchasing decisions. However, study specific on Local brands like Visval are still limited in Bandung. This study aims to empirically test the influence of product quality on the purchasing decisions of young Visval consumers.

1.2 Formulation Problem Research

Based on this background, the formulation of the research problem includes several key questions that the study wishes to answer, namely:

1. How quality product bag Visval at PT. Niaga Karya Kreatif (Visval) Bandung City?
2. How decision purchase consumer young at PT. Niaga Karya Kreatif (Visval) Bandung City?
3. How influence quality product to decision purchase consumer young at PT. Niaga Karya Kreatif (Visval) Bandung City?

1.3 Framework Think

In the context of this research, the required conceptual framework can be described as follows:

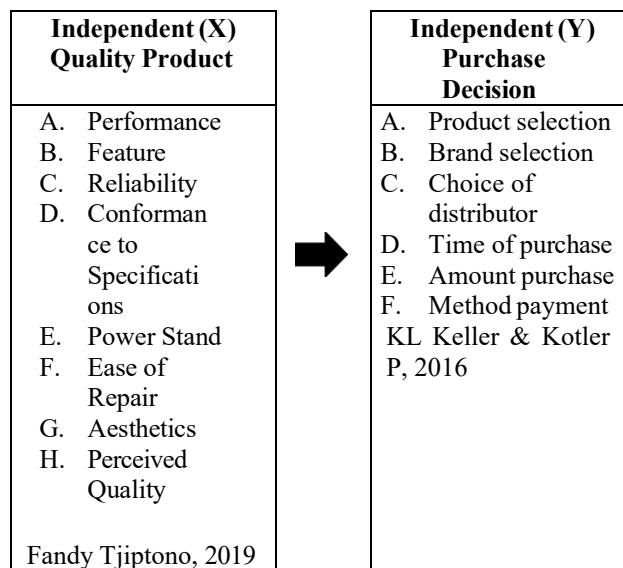


Fig 2. Paradigm Study

2. Literatur Review

2.1 Quality Product

According to Philip Kotler et al. (2021), in the book *"Marketing 5.0"*, product quality must transform along with technological developments and digitalization. He believes that customer experience and the digital value inherent in a product are now essential components of the definition of quality.

According to Parasuraman, Zeithaml & Berry in (Juliani & Waryono, 2024), through updating the SERVQUAL model, the three emphasized that in era service digital, indicator reliability, guarantee, And Responsiveness is the main benchmark in assessing the overall quality of products and services.

According to (Klaus Schwab, 2022), in the report World Economic Forum, superior products are those that integrate innovation and consumer involvement from the development stage, in accordance with the demands of the Industrial Revolution 4.0 era.

From the opinions expressed by the experts above, we can conclude that product quality is the ability of a product to meet or even exceed user expectations. product moment This has develop become draft multidimensional, encompassing not only technical aspects but also emotional, social, and experiential values of consumers as a whole. Experts state that companies need to be adaptive to technology, understand consumer needs holistically, and be socially responsible in order to produce high-quality products. Therefore, product management is crucial. quality product must become part integral from strategy sustainable business

2.2 Purchasing Decision

According to Schiffman & Kanuk (in Muhammad Anang Firmansyah, 2018), a decision is a process by which consumers select the best product or service from among several available alternatives. This process involves processing the information obtained by consumers and considering factors such as quality, price, and brand.

According to (Hoyer Wayner D & MacInnis Deborah J, 2023), 'decisions are the process of evaluating various alternatives to choose the most optimal option. fulfil need or desire somebody'. They emphasizes that this decision is also influenced by feelings, intuition, and social influences around the individual.

According to (Philip Kotler & Gary Armstrong, 2021), The purchasing decision is the stage in the buyer's decision-making process where the consumer in a way current do purchase product. Decision Purchases are not only influenced by rational factors such as price, but also by emotional factors such as trust and consumer experience with the product. In this context, consumers who are satisfied with the quality of the product product will more tend For do purchase repeat and build brand loyalty.

According to (Schiffman LG & Wisenblit J, 2019), 'purchase decisions are a process in which consumers evaluate various available product options and choose the one that best suits their desires or needs. need they'. Decision This No only involving rational considerations, but also psychological aspects, such as feelings of satisfaction or happiness after do purchase. Process This often influenced by information obtained from social media, family, or friends.

3. Research Method

According to Sugiyono (2021), a research method is a scientific way to obtain

data for a specific purpose and use. This approach encompasses systematic procedures used to identify, analyze, and solve research problems, both quantitatively and qualitatively. Meanwhile, according to V. Wiratna Sujarweni (2021), a research method is a scientific step used to collect, analyze, and summarize data to answer research problems. Selecting the right method is crucial for obtaining valid and reliable research results. This research employed quantitative methods with a descriptive and associative approach.

3.1 Population And Sample

JW Creswell & JD Creswell, 2018, explain that a population is a group of individuals who share one or more characteristics and are the subjects from which research results will be generalized. This research population is consumer young (18–35 years) who have purchased Visval products. Based on sales data, the recorded population is 71,201 consumers.

Sugiyono, 2021 explains that a sample is part of the number and characteristics Which owned by population. When population too big, researchers can take part population That as a sample that is considered representative. The use of samples aims to simplify the research process, especially when the population size is very large or cannot be reached in its entirety. Referring to the opinion according to JF Hair et al., 2019 sampling is taken from the number of variable indicators so that the calculation is 14 indicator multiplied with 10 (measurement standard) then we get A sample of 140 respondents will be selected using purposive sampling.

3.2 Types Data And Data collection technique

According to Sugiyono (2019:194) “Primary data is data obtained from activities interview or questionnaire which means that this data source directly provides data to the researcher, while secondary data is data that is not directly received from the data source. This study uses primary data collected through the distribution of closed questionnaires with a Likert scale.

The research questionnaire was developed based on Garvin's product quality indicators (in Tjiptono, 2019), which encompass six main dimensions: performance, features, reliability, suitability, durability, and aesthetics. Meanwhile, purchasing decisions were measured using Kotler's (2021) indicators: product choice, purchase timing, and purchase quantity. Questionnaire distributed to young consumers who have purchased Visval bag products, so that the data obtained reflects the direct perceptions of the relevant target market.

Besides data primary, study This We also utilize secondary data obtained from company documents and related literature. This secondary data is used to strengthen the analysis and provide additional context regarding market conditions and developments in the local fashion industry.

The data collected was quantitative and analyzed using simple linear regression techniques. This analysis aims to examine the influence of variables. free (quality product) on the dependent variable (purchase decision) and predict the direction of the relationship between the two. Simple regression equation:

$$Y=a+bX \quad Y = a + bX$$

Where Y is the purchasing decision, a is a constant, b is the regression coefficient,

and X is the product quality. The t-test is used to test the significance of the influence of X on Y, while the coefficient of determination (R^2) is used to measure the contribution of product quality to the purchasing decision.

4. Results And Discussion

4.1 Characteristics Respondents

From the results of the questionnaire that was distributed to young consumers of PT. Niaga Karya Kreatif (Visval), the author obtained data regarding the characteristics of young consumers. respondents based on gender, age, education, place of residence, namely:

- a. Distribution respondents based on type sex show that Woman is the majority , namely 93 people (66.4%). Meanwhile that , respondents man amount to 47 people, or 33.6% of overall participants .
- b. Study This involving 140 respondents consumers of PT. Niaga Karya Kreatif (Visval) Bandung City, with distribution age as as follows : 30 people (21.5%) aged 15-20 years ; 44 people (31.4%) were in range age 20-25 year and 25-30 years; as well as 22 person (15.7%) aged 30-35 year.
- c. Of the 140 respondents , 51 people (36.4%) were Bachelor's - Doctoral graduates . Meanwhile that , 49 respondents (35%) had a background behind education Junior High School/Senior High School equal , and 40 respondents (28.6%) is D1-D4 graduates
- d. Characteristics respondents based on place stay show that Most of the originate from City Bandung, with 57 respondents (40.7%). Furthermore, there were 30 respondents (21.4%) from Jakarta, 28 respondents (20%) from Depok, and 23 respondents (16.4%) from Bogor. Meanwhile, only 2 respondents (1.5%) came from Tasikmalaya.

4.2 Test Validity

Instrument validity testing is a crucial step to ensure that the measuring tool used in research actually measures what it is supposed to. In this study, validity testing was conducted on the collected data. from questionnaire. A total of 140 respondents were specifically selected as a sample for the purposes of this validity test.

Determination of validity criteria is based on a 5% significance level using the degrees of freedom formula. $N-2$ (in where N is the number of samples for the validity test, namely 140, so that $140-2 = 138$), obtained mark The R-table is 0.1396. Therefore, an item or statement in the questionnaire is considered valid if its calculated correlation coefficient (R-count) is greater than the R-table value (0.1396). This criterion ensures that each questionnaire item has consistent measuring power and is relevant to the variables being studied .

Table 1 Results Test Product Quality Validity (X)

No.	R-Hitung	R-Tabel	Keterangan
1	0,544	0,1396	Valid
2	0,363	0,1396	Valid
3	0,526	0,1396	Valid
4	0,540	0,1396	Valid
5	0,535	0,1396	Valid
6	0,544	0,1396	Valid

7	0.490	0.1396	<i>Valid</i>
8	0.535	0.1396	<i>Valid</i>
9	0.563	0.1396	<i>Valid</i>
10	0.495	0.1396	<i>Valid</i>
11	0.486	0.1396	<i>Valid</i>
12	0.507	0.1396	<i>Valid</i>
13	0.496	0.1396	<i>Valid</i>
14	0.515	0.1396	<i>Valid</i>
15	0.456	0.1396	<i>Valid</i>
16	0.493	0.1396	<i>Valid</i>

Source: Data processed by SPSS version 30

Table 2 Results Test Validity Purchase Decision (Y)

No.	R-Count	R-Table	Information
1	0.318	0.1396	<i>Valid</i>
2	0.292	0.1396	<i>Valid</i>
3	0.263	0.1396	<i>Valid</i>
4	0.735	0.1396	<i>Valid</i>
5	0.627	0.1396	<i>Valid</i>
6	0.741	0.1396	<i>Valid</i>
7	0.739	0.1396	<i>Valid</i>
8	0.726	0.1396	<i>Valid</i>
9	0.664	0.1396	<i>Valid</i>
10	0.734	0.1396	<i>Valid</i>
11	0.697	0.1396	<i>Valid</i>
12	0.691	0.1396	<i>Valid</i>

Source: Data processed by SPSS version 30

Based on the table of validity test results for the product quality variable and the purchasing decision variable, it can be concluded that the calculated R value is > 0.1396 , so all items statement in This research is declared valid.

4.3 Reliability Test

To ensure that research instruments are consistent and reliable in measuring variables, reliability tests are conducted. One of the standard techniques applied is the calculation coefficient Cronbach's Alpha.

The reliability of the instrument is determined based on the Alpha value category: very high or perfect (in on 0.90), high (0.70-0.90), or moderate (0.50-0.70). If mark Alpha not enough of 0.50, the instrument is considered to have low reliability, which may indicate existence items questions that are inconsistent or do not measure the variable precisely.

Table 3 Results of the Reliability Test of the Product Quality Variable (X)

Cronbach's Alpha	N of Item
,803	16

Source: Processed by SPSS version 30

Table 4 Results Test Reliability Purchase Decision Variable (Y)

Cronbach's Alpha	N of Item
,827	12

Source : Processed by SPSS version 30

Based on the table on, The Cronbach's alpha value for product quality is 0.803 and the Cronbach's alpha value for purchasing decisions is 0.827, both of which have a value more big from 0.70 with With this value, the measuring instrument in this study is declared reliable at a moderate level.

4.4 Analysis Regression Simple Linear

Simple linear regression analysis is used to determine the direction of the relationship between independent and dependent variables and to predict the value of the dependent variable if the value of the independent variable increases or decreases. In this study, simple linear regression is used to measure the effect of product quality (X) on decision purchase young consumers (Y). A positive coefficient b value indicates that the better the product quality, the higher the likelihood that young consumers will decide to purchase Visval products.

Table 5 Regression Simple Linear

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	29.225	3.550		8.232
	Kualit	.632	.07	.632	8.42

Source: Data processed by SPSS version 30

So the similarities is as following:

$$Y = a + Bx$$

$$Y = 29,225 + 0.632X$$

Where: X = Quality Product Y = Purchase Decision

If mark X = 0 will obtained Y = 29,857

This means that the value of (a) or constant is 29.857 mark This show that When

quality product (X) worth zero or does not increase, then the purchasing decision (Y) will still worth 29,857. Coefficient value regression (b) 0.653 (positive) which shows a unidirectional influence, meaning that if product quality is increased by one unit, purchasing decisions will increase by 0.653 unit.

4.5 Coefficient Correlation

Correlation coefficient analysis is a statistical method used to determine the direction and strength of the relationship between two variables. Correlation provides an indication of how closely the independent variable and the dependent variable are related, without considering causality. In other words, correlation only shows whether something moving variable along with variables others, but does not explain the causal relationship.

Table 6 Coefficient Correlation
Correlations

	Decision of the Government Elan	Quality Product
Pearson Correlation on Decision of the Government Elan Product Quality	1,000	.632
	.632	1,000
Sig. (1-tailed)	.	.000
	.000	.
N Decision of the Government Elan	140	140
Product Quality	140	140

Source: Data processed by SPSS version 30

Based on Table 6, the correlation value is 0.632. Once this value is known, the following table can be used to determine the relationship between the two:

Table 7 Interpretation Coefficient Correlation

Interval Coefficient	Relationship Level
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0.00 – 1.99	Very low
0.20 – 3.99	Low
0.40 – 5.99	Currently
0.60 – 7.99	Strong
0.80 – 10.00	Very strong

Source: Sugiyono (2019:248)

Table 7 shows that the correlation coefficient value of 0.632 falls within the 0.60–7.99 range, indicating a strong relationship. Therefore, it can be concluded that the relationship between product quality and purchasing decisions is strong.

4.6 Test Hypothesis (T)

Hypothesis testing was conducted to determine the extent of influence of each independent variable on the dependent variable. As a comparison to see the significant influence, a significance level of 5% (0.05) was used and the T-test was compared with T-table. As for mark T-table $dk = 140 - 2$ is 1.977. With the following criteria:

1. $t_{hitung} > t_{tabel}$ or mark $Sig < 0.05$ then H_0 is rejected and H_a is accepted, meaning there is influence Which positive and significant quality product to decision purchase.
2. $t_{hitung} < t_{tabel}$ or mark $Sig > 0.05$ then H_0 is accepted and H_a is rejected, meaning No there is positive and significant influence quality product to decision purchase

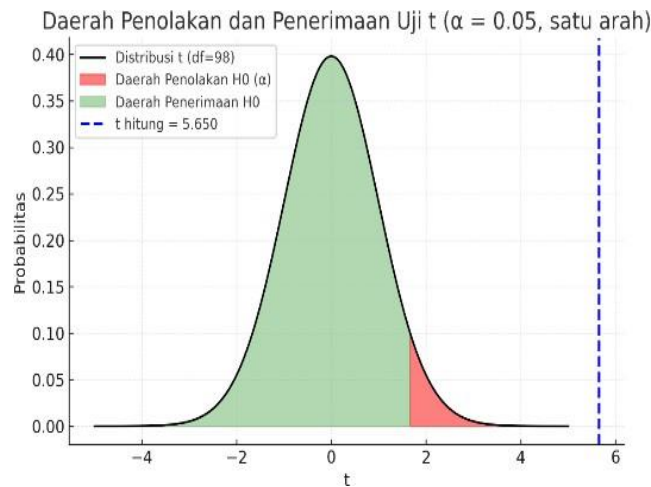
Table 8 Table Results T -test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	29.225	2,948		9.910	.000
QualityProduk	.582	.103	.632	5.650	.000

Source: Data processed by SPSS version 30

In accordance with the decision-making criteria in hypothesis testing, namely if T-count value bigger From the T-table, the Null Hypothesis (H_0) is rejected and the Alternative Hypothesis (H_a) is accepted. visual, results test hypothesis This can be depicted on the t-distribution curve. The H_0 rejection area will be at both ends (tails) of the curve, while the H_0 acceptance area will be in the middle of the curve. Because the calculated T-value (5.650) is far outside the T-table value limit (± 1.977), this indicates that the value is at in area rejection H_0 , in terms of strong support existence significant

influence.



Source: Data processed by Researchers, June 2025

Fig 2. Rejection and Acceptance of H0

5. Conclusion And Suggestion

5.1 Conclusion

Based on the formulation of the problem, hypothesis, research results and discussion, it can be concluded that there is a positive and significant influence on the research entitled "The Influence of Bag Product Quality on Young Consumer Purchasing Decisions at PT. Naiaga Karya Kreatif (Visval) Bandung City". Therefore, the following conclusions can be drawn:

1. Product bag Which produced by PT. Niaga Karya Kreatif (Visval) Bandung City has own good quality . This is can seen from results of 16 statements questionnaire based on on 8 indicator quality researched products in study this, namely performance, features, reliability, suitability with specifications, power hold. ease improvement, aesthetics, and perceived quality. The total score obtained by all statement items variables quality product is 7893 and is in a good rating interval.
2. Decision level purchase consumer young in PT. Commerce Creative Works (Visval) of Bandung City is sufficient high . This is can seen from results of 12 statements questionnaire based on 6 indicators quality researched products in study this, namely choice products, choices brand, choice distributor, time purchase, quantity purchase , and method payment . Score total Which obtained by all statement items variables decision purchase is 6103 And is at at good assessment intervals.
3. Quality Product influential positive and significant on Purchasing Decisions consumer young people at PT. Niaga Karya Kreatif (Visval) Bandung City. This can seen from results test t Which has done that is known that T- value calculated $5.650 > T\text{-table } 1.977$ because it is in research This H0 is rejected and Ha accepted. Results from coefficient determination that has been done obtained mark R square as big as 0.368 which means variables quality rpdouk give influence by 36.8% to variables decision purchase. While the remaining 63.2% is influenced by other

factors that are not researched.

5.2 Suggestions

Based on results research that shows that quality product has a significant influence on purchasing decisions, then PT Niaga Work Creative (Visval) It is recommended that companies continuously maintain and improve their product quality standards. Companies can periodically evaluate all aspects of quality, from raw materials and the production process to final control before the product is marketed.

One of the indicators with the lowest value in the product quality variable is the aesthetic aspect, especially in design. bag Visval Which Not yet fully considered interesting by part consumers. Therefore, companies should be more adaptive to the development of fashion trends for young people and strengthen division design so that can present more innovative product variations And relevant with appetite market.

Considering that the ease of repair indicator is one of the highest values, Visval can make matter This is a competitive advantage by developing after-sales services more actively, such as providing official service centers, product warranties, or services. consultation maintenance product.

From the purchasing decision side, companies are advised to strengthen distribution and marketing channels through trusted official channels. Matter This supported by the finding that the “supplier choice” indicator has score tall, Which show preference consumer to Purchase from a clear source and guaranteed authenticity.

Company Also can consider more personalized and targeted promotional strategies for young consumers, given the unique characteristics of this segment in their purchasing decisions. Using social media, collaborating with local influencers, and interactive digital campaigns can be effective approaches.

Finally, for future research, it is recommended that researchers add other variables that could potentially influence purchasing decisions, such as brand image, price perception, or customer satisfaction. This could enrich the analysis and provide a more comprehensive picture of the factors shaping young consumers' behavior toward local products like Visval.

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