The Influence of Service Quality, Product Quality and Word of Mouth on Nadheera Luxury Purchasing Decisions

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ARTICLE INFORMATION

ABSTRACT

This research aims to analyze the influence of service quality, product quality and word of mouth on purchasing decisions for Nadheera Luxury. The sampling technique used in this research is accidental sampling. The sample used in this research was 100 respondents. This research uses multiple linear regression analysis techniques with SPSS version 23 statistical tools. The results of this research show that service quality has a positive and significant effect on purchasing decisions, product quality has a positive and significant effect on purchasing decisions and word of mouth does not have a significant effect on purchasing decisions. . Viewed from the side, simultaneous testing, service quality, product quality and word of mouth simultaneously influence the decision to purchase Nadheera Luxury. The results of this research underline the importance of improving service and product quality for the Nadheera Luxury company in influencing consumer purchasing decisions. Even though word of mouth does not have a significant influence individually, it still has an important role in simultaneous influence. Thus, companies are expected to continue to improve the quality of services and products and consider effective promotional strategies to increase word of mouth.

Keywords: service quality, product quality, word of mouth, purchasing decisions.

INTRODUCTION

In the era of globalization and rapid development of information technology, competition in the business world is becoming increasingly tight and dynamic. Companies are required to continue to innovate and improve the quality of their services and products in order to maintain their existence and expand market share. One industry that currently has many competitors is the fashion industry (Sudirjo et al., 2023). The fashion industry not only presents challenges in terms of ever-changing trends and styles, but also in dealing with increasingly high consumer demands for product and service quality. The fashion industry, especially Muslim fashion, has experienced significant growth in recent years. The increasing number of consumers adopting a sharia-compliant lifestyle has driven an increase in demand for Muslim clothing that is fashionable but still meets religious norms. As a result, many new brands have emerged, offering various styles of hijab and Muslim clothing, ranging from simple to luxurious and exclusive. In this intense competition, Muslim fashion brands must be able to offer something more compared to their competitors. Service quality is one aspect that consumers really pay attention to before deciding to purchase a product.

According to Rozi & Khuzaini (2021), service quality is an activity from one party to another that does not exist and can lead to ownership of something. Service quality is the level to which the services provided by a company meet or exceed customer expectations. Service quality involves various aspects related to the interaction between service providers and customers, as well as how the service is delivered. Consumers tend to choose businesses that have high-quality service in situations like this. Mariansyah & Syarif (2020) stated that good service will satisfy customers, loyalty and dream of repurchasing, increasing income from product sales. Companies must meet customer needs by providing good service if they want to compete and survive. Therefore, customers will be satisfied and appreciated, which makes them happy and ready to become loyal customers.

Apart from service quality, product quality is also a factor that consumers can consider before they decide to buy a product. Product quality, according to Amilia (2017), is the product's ability to carry out its tasks. Product quality is the ability of a product to meet or exceed consumer expectations. Product quality includes various aspects that influence consumer perceptions of the product, including performance, features, reliability, durability, aesthetics, and conformity to certain standards or specifications. Muslim fashion consumers tend to choose products that are not only aesthetic but also high quality and comfortable to wear. According to Garvin (1987), product quality includes eight dimensions: performance, features, reliability, conformity, durability, service, aesthetics, and perceived quality. Brands that are able to offer high quality products in every dimension will find it easier to gain customer trust and loyalty.

Word of mouth (WOM) also plays an important role in the fashion industry. Word of mouth (WOM) is a form of informal communication in which consumers share their information and experiences about a product, service, or brand with others. WOM usually occurs naturally when someone feels satisfied or dissatisfied with a product or service and then shares their opinion with friends, family, or coworkers. In the digital era, WOM can spread quickly through social media platforms, blogs and online forums. According to Silverman (2001), WOM is a very powerful form of marketing because recommendations from friends, family, or people who are trusted have a big influence on purchasing decisions. Consumers tend to believe more in real experiences shared by other people than in advertisements or promotions from companies.

Nadheera Luxury, as one of the leading hijab and Muslim clothing brands from Kudus, has succeeded in attracting the attention of consumers with its high quality products and satisfying service. Established in 2019, Nadheera Luxury offers various models of hijabs and robes designed in an exclusive and elegant style. The company prioritizes the use of high-quality materials to ensure product comfort and durability. Nadheera Luxury also actively follows developments in global Muslim fashion trends and continues to innovate in design and production techniques. Nadheera Luxury's success cannot be separated from effective marketing strategies, including the use of social media for promotions and WOM. Appearing at MUFFEST+ 2022 has increased the brand's exposure and expanded its market reach. Now, Nadheera Luxury has a distribution system that covers various cities in Indonesia, with its head office in Kudus, Central Java.

There are several research gaps in this research. Regarding the service quality variable, in the research of Faradila et al. (2022) shows that service quality has a positive and significant effect on purchasing decisions. However,Ramadani (2020) research shows that service quality does not have a significant effect on purchasing decisions. Regarding product quality, in research by Anam et al. (2021) shows that product quality has a positive and significant effect on purchasing decisions. However, in the research of Maulana et al. (2022) shows that product quality does not have a significant effect on purchasing decisions. Regarding word of mouth, in the research of Saputra et al. (2024) shows that word of mouth has a positive and significant effect on purchasing decisions. However, in the research of Ferdianto et al. (2024) shows that word of mouth has no effect on purchasing decisions.

In the context of intense competition in the Muslim fashion industry, researchers are interested in researching "**The Influence of Service Quality, Product Quality and Word of Mouth on Nadheera Luxury Purchasing Decisions**". This research aims to analyze the influence of service quality, product quality, and WOM on Nadheera Luxury consumer purchasing decisions. This research is expected to provide deeper insight into the factors that influence consumer purchasing decisions, as well as contribute to the development of more effective marketing strategies for Nadheera Luxury and other Muslim fashion companies.

LITERATURE REVIEW

Service Quality
Service quality is a measure of how well the services provided by a company or organization meet or exceed customer expectations (Cesariana et al., 2022). It covers all aspects of the interaction between a customer and a service provider, from initial communication to resolving issues after purchase. Service quality is not only seen from one point of view, but from various perspectives that reflect the customer's overall experience (Andriani & Nasution, 2023). According to Tjiptono & Chandra (2012) service quality indicators include:
1. Reliability
2. Responsiveness
3. Guarantee
4. Empathy
5. Physical evidence

In the research of Faradila et al. (2022) shows that service quality has a positive and significant effect on purchasing decisions. Likewise, research by Asti & Ayuningtyas (2020) shows that service quality has a significant influence on purchasing decisions. So, the hypothesis proposed is:
H1: Service quality has a positive and significant effect on purchasing decisions

Product Quality
Product quality is a measure of how well a product can meet or exceed consumer expectations and needs (Fasha, 2019). Product quality is determined by the condition of the product based on an assessment of the product's suitability to standards; The more it conforms to standards, the higher quality the product is considered to be. Good product quality not only satisfies consumers but also builds customer loyalty and a positive reputation for the company. Satisfied consumers tend to return to buy the same product. The better the quality of the product offered, the higher the consumer's purchasing decision for that product. Product quality is a key element in a company's long-term success, not only meeting consumer needs but also building the foundation for business growth and sustainability. According to Ariella (2018), product quality indicators are:
1. Durability
2. Reliability
3. Product suitability
4. Convenience

In the research of Anam et al. (2021) shows that product quality has a positive and significant effect on purchasing decisions. Likewise in the research of Astuti et al. (2021) shows that product quality has a positive and significant effect on purchasing decisions. So, the hypothesis proposed is:
H2: Product quality has a positive and significant effect on purchasing decisions

Word of Mouth
According to Kurniawan (2012:23), *Word of Mouth* (WOM) is an individual or group providing recommendations about products to other people with the aim of providing information. According to Hasan (2010:32), WOM is a phenomenon where people share their experiences, recommendations and opinions about a product, service, brand or experience with other people verbally. WOM involves consumers sharing information about products they have used or services they have experienced with other consumers. According to Babin (2014:133), there are several indicators to measure WOM, namely:
1. Willingness to talk positively about the quality of services and products to other people
2. Recommend products to other people
3. Encouragement of friends to buy the product

In the research of Saputra et al. (2024) shows that word of mouth has a positive and significant effect on purchasing decisions. In the research of Fatimah (2023) shows that word of mouth has a positive and significant effect on purchasing decisions. So, the hypothesis proposed is:
H3: WOM has a positive and significant effect on purchasing decisions

Buying decision
According to Natalia & Mulyana (2014:120), purchasing decisions can be influenced by various factors, including individual needs, budget, previous experience, recommendations from other people, and promotions from manufacturers or sellers. According to Adinugraha et al. (2017:183), purchasing decisions are the final point of the marketing process where consumers convert needs or desires into real action by purchasing products that they consider to be appropriate for their needs. Purchasing decision indicators according to Kotler & Armstrong (2012:36), including:
1. Purpose of buying a product
2. Information processing to arrive at brand selection
3. Stability of a product
4. Provide recommendations to other people
5. Repurchase

RESEARCH METHOD

This research is included in the field research type, namely research carried out systematically with the main source to answer the problem formulation in the field. The approach in this research uses quantitative research, which is research that uses data collection tools to produce numerical data. The data used in this research are primary data and secondary data. Primary data was taken through questionnaires related to several variables relevant to research, namely service quality, product quality and WOM on purchasing decisions. Meanwhile, secondary data was obtained from literature studies on research topics, scientific articles and books (Sugiyono, 2018:43).

Population is a shared area consisting of certain characteristics and objects or objects determined by researchers to be studied and then conclusions drawn (Sugiyono, 2017:80). The population of this research is Nadheera Luxury Kudus consumers whose number is unknown. The research sample is a representation of the size and characteristics of a larger population. Determining the sample in this study used the accidental sampling method, namely returning respondents by chance, namely anyone who happened to meet the researcher, who matched the research criteria.

Because the population size is unknown, the Lameshow formula calculation is also used to determine the sample size.

$$n = \frac{Z^2 \, P(1-P)}{d^2}$$

Information:
n = samples total
z = 95% confidence = 1.96
p = estimate = 0,5
d = error 10%
so:

$$n = \frac{Z^2 \, P(1-P)}{d^2}$$
$$n = \frac{1.96^2 \, 0.5(1-0.5)}{0.1^2}$$
$$n = 96,04 = 100 \text{ respondents}$$

RESULTS

Validity and Reliability Test
The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is declared valid if the questionnaire can measure what it wants to measure (Sugiyono, 2017:66). In this study, the number of respondents was 100 respondents with a significance level of 5%, so that an rtable value of 1,966 was obtained.

Table 1. Validity Test Results

Service Quality (X_1)			
Item Statement	**R count**	**R table**	**Description**
X1.1	0.283		
X1.2	0.758		
X1.3	0.779	0.1966	Valid
X1.4	0.826		
X1.5	0.685		
Product Quality (X_2)			
Item Statement	**R count**	**R table**	**Description**

Item Statement	R count	R table	Description
X2.1	0.749		
X2.2	0.697	0.1966	Valid
X2.3	0.773		
X2.4	0.753		

Word of Mouth (X_3)

Item Statement	R count	R table	Description
X3.1	0.906		
X3.2	0.882	0.1966	Valid
X3.3	0.904		

Purchase Decision (Y)

Item Statement	R count	R table	Description
Y1	0.690		
Y2	0.627		
Y3	0.724	0.1966	Valid
Y4	0.701		
Y5	0.627		

Source: Processed Primary Data, 2024

Table 1 reveals that all items in the service quality, product quality and WOM variables have a calculated r-value > r table which is 0.1966 for df = 100-2. A conclusion was drawn that the questionnaire indicators or statements were considered valid as measuring tools in research.

Reliability testing is a test in statistics which aims to determine the stability or consistency of a research data instrument for the same respondent and aimed at different periods. A variable is considered reliable if it has a Cronbanch's Alpha value > 0.60.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Critical Value	Description
Service Quality (X_1)	0.615		
Product Quality (X_2)	0.727	0.60	Reliabel
WOM (X_3)	0.877		
Purchase Decision (Y)	0.698		

Source: Processed Primary Data, 2024

Table 2 above states that service quality, product quality, WOM and purchasing decisions have Cronbach alpha values of 0.615, 0.727, 0.877 and 0.698. The Cronbach alpha value is > 0.60, so the instrument is categorized as reliable.

Classic Assumption Test
Before carrying out further research, researchers must test the data using the following tests:
1. Normality Test
   The normality test is carried out to determine whether in the regression model, the dependent variable and the independent variable both have a normal distribution or not. This test was carried out using the Kolmogorov-Smirnov method. It is categorized as having a normal distribution if the value is sign. > 0.05. Below are the test results:

Tabel 1. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Predicted Value
N		100
Normal Parameters[a,b]	Mean	21.4200000
	Std. Deviation	1.74253584
Most Extreme Differences	Absolute	.072
	Positive	.053
	Negative	-.072
Test Statistic		.072
Asymp. Sig. (2-tailed)		.200[c,d]

Source: Data Processing 2024

From the test results, it shows that the sign value is 0.200 > 0.05, so the model is declared to be normally distributed.

2. Multicollinearity Test
The multicollinearity test aims to test whether the variables in the regression model are found to have a correlation between the independent variables. The regression model is categorized as fit if it does not have a significant correlation between the independent variables. If the tolerance value is > 0.10 and VIF < 10, then multicollinearity does not occur. Below are the results of the multicollinearity test:

Table 2 Multicollinearity Test

Variable	*Tolerance*	VIF	Description
Service Quality (X1)	0.979	1.021	
Product Quality (X2)	0.982	1.019	There is no multicollinearity
WOM (X3)	0.985	1.015	

Source: Data Processing 2024

From the test results, it shows that the tolerance value for all variables is > 0.10 and VIF < 10, so the data is declared to have no multicollinearity problems.

3. Heteroscedasticity Test
The heteroscedasticity test is intended to determine whether in a regression model there is inequality in the variance of the residuals between one observation and another.

Table 3 Heteroscedasticity Test Results

Models	Sig.	Description
Service Quality (X1)	0.711	
Product Quality (X2)	0.361	There is no heteroscedasticity
WOM (X3)	0.539	

Source: Processed SPSS output, 2024

The research results show that in this research there was no heteroscedasticity problem. This is because the sign value of the service quality, product quality and WOM variables is > 0.05.

Multiple Linear Regression Analysis
The following are the results of this research regression equation:
Purchase Decision (Y) = a + B1X1 + B2X2+ B3X3 + ε
Y = 2.414 + 0.495X_1 + 0.536X_2 + 0.031X_3 + ε

Based on the regression equation, the following is a detailed explanation:
1. A constant value of 2.414 means that the value of the purchasing decision variable (dependent variable) will be 2.414 if all independent variables are not influenced by other variables or have a value of 0.
2. The service quality regression coefficient is 0.495. This means that the service quality variable (X1) has a positive impact on the purchasing decision variable. If service quality (X1) is increased by 100%, purchasing decisions will increase by 49.5%.
3. The product quality regression coefficient is 0.536. This means that the product quality variable (X2) has a positive impact on the purchasing decision variable. If product quality (X2) is increased by 100%, purchasing decisions will increase by 53.6%.
4. The WOM regression coefficient is 0.031. This means that the WOM variable (X3) has a positive impact on the purchasing decision variable. If WOM (X3) is increased by 100%, purchasing decisions will increase by 3.1%.
5. The e coefficient or error level reveals the influence of additional factors on purchasing decisions that are not discussed in this study.

T Test
The T-test is a test to determine the partial influence of the independent variable on the dependent variable. Based on the research results, the following are the results of the t test (partial):

Table 4 T Statistical Test Results

Variable	Result			Description
	T Table	T Count	Sig	
X1 → Y	1.985	7.865	0.000	H1 accepted
X2 → Y	1.985	7.666	0.000	H2 accepted
X3 → Y	1.985	0.428	0.0669	H3 rejected

Source: Processed Primary Data, 2024

From the results of hypothesis testing that have been realized, it can be described as follows:
1. **The influence of service quality on purchasing decisions**
   It can be seen that the t-calculated value of the service quality variable (X1) is 7.865 > t table 1.985 and the significance value is 0.000 < 0.05. Thus, **H1 is accepted** where service quality has a positive and significant effect on purchasing decisions.
2. **The influence of product quality on purchasing decisions**
   It can be seen that the t-calculated value of the product quality variable (X2) is 7.666 > t table 1.985, and the significance value is 0.000 < 0.05. So, **H2 is accepted** which means product quality has a positive and significant effect on purchasing decisions.
3. **The influence of Word of Mouth on purchasing decisions**
   It can be seen that the t-calculated value of the WOM variable (X3) is 0.428 < t table 1.985, and the significance value is 0.669 > 0.05. So, it can be stated that if **H3 is rejected** it means that word of mouth does not have a significant effect on purchasing decisions.

F Test
The F statistical test looks at the influence of the independent variable and the dependent variable simultaneously. The sign value <0.05 (a (α) = 5%) indicates that the independent variable and dependent variable have a simultaneous effect.

Tabel 5 F Test Results

Model	F-count	Sig.
Reggresion	45.427	0.000

Source: Processed Primary Data, 2024

In the results of table 7 above, it is known that the significance value of the model is 0.000 < 0.05, so that service quality, product quality and WOM have a simultaneous influence on purchasing decisions.

Coefficient of Determination
The coefficient of determination is used to measure the extent to which the model can explain changes in the dependent variable.
Tabel 6 Determination Coefficient Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.766[a]	.587	.574	1.485

a. Predictors: (Constant), X3, X2, X1

Source: Processed Primary Data, 2024

Based on the data above, it can be seen that the Adjusted R Square value is 0.574, meaning that 57.4% of the independent variables, or service quality (X1), product quality (X2), and WOM (X3) can help explain purchasing decisions (Y).

DISCUSSION

The Influence of Service Quality on Nadheera Luxury Purchasing Decisions
From the results of the hypothesis test above, it states that service quality has a significant positive effect on purchasing decisions for Nadheera Luxury. This is proven by the variable's sig value of 0.000 < 0.05. This shows that the better Nadheera Luxury's service, the greater the consumer purchasing decisions for Nahdeera Luxury products. This is because the service provided by Nadheera Luxury is very responsive and friendly. Customers who feel high responsiveness and friendliness of service will feel more appreciated and cared for, so this will increase purchasing decisions for Nadheera Luxury products. Nadheera Luxury staff always provide the best service to their customers by providing clear and accurate product information and being friendly in serving their sellers. Employees or staff are able to provide detailed and easy to understand explanations about the features, benefits and use of the product, customers feel more confident and motivated to buy Nadheera Luxury products.

The results of this research are supported by the research results of Faradila et al. (2022) revealed that service quality has a positive and significant effect on purchasing decisions. The results of this research are strengthened by the results of a study from Andriani & Nasution (2023) which revealed that service quality influences fashion purchasing decisions at the Tik Tok Shop. Research by Aryandi & Onsardi (2020) also shows that service quality has a positive and significant effect on purchasing decisions. This is also supported by the results of a study by Halim et al. (2024) which states that purchasing decisions are influenced by Tokopedia's service quality.

The Influence of Product Quality on Nadheera Luxury Purchasing Decisions
From the results of the hypothesis test above, it states that product quality has a positive and significant effect on purchasing decisions for Nadheera Luxury. This is proven by the significance value of this variable of 0.000 < 0.05. This indicates that the better the quality of Nadheera Luxury products, the greater the consumer purchasing decisions for Nahdeera Luxury products. This is because Nahdeera Luxury has offered products that are durable or not easily damaged, so that these products can be used in the long term. Apart from that, Nadheera Luxury also always prioritizes the aesthetics of its products. Muslim gamis, hijab, skirt and clothing products have elegant, attractive and exclusive designs, so this creates consumer interest in buying products from Nadheera Luxury.

The results of this research are in accordance with the research results of Nadiya & Wahyuningsih (2020) which revealed that product quality has a positive and significant effect on consumer purchasing decisions. The results of this research are in line with research by Anggraini et al. (2020) which states that product quality has a positive and significant effect on purchasing decisions. This high product quality will increase consumer purchasing decisions for Nadheera Luxury products. This study is also in accordance with research by Anggraeni & Soliha (2020) which revealed that product quality has a positive and significant effect on consumer purchasing decisions for Kopi Lain Hati Lamper. The results of this research are also strengthened by the results of research by Anam et al. (2021) which shows that product quality has a positive and significant effect on purchasing decisions for Citra brand hand and body lotion products.

The Influence of Word of Mouth on Nadheera Luxury Purchasing Decisions
From the results of the hypothesis test above, it states that WOM does not have a significant effect on purchasing decisions for Nadheera Luxury. This is proven by the significance value of this variable of 0.669 <0.05. WOM is not the main consideration for consumers when purchasing Nadheera Luxury products. There are other factors that influence Nadheera Luxury consumers' purchasing decisions, such as brand image, brand trust, and others. Even though many people recommend Nadheera Luxury, it will not necessarily make individuals shop at Nahdeera Luxury, there are other things to think about before making a decision to buy Nahdeera Luxury.

One of the main reasons why word of mouth does not have a significant effect is because Nadheera Luxury consumers may prioritize the strong and exclusive brand image offered by the company. In the luxury market segment, consumers often seek products that are not only of high quality, but also reflect their social status and lifestyle. The brand image built by Nadheera Luxury gives consumers trust and confidence that they are making the right choice, so they rely more on brand perception than recommendations from other people.

The results of this study are in line with Larasati & Chasanah (2022) study which shows that WOM has no significant effect on consumer purchasing decisions. The results of this study are also supported by the study of Cahyani et al. (2022) which revealed that WOM has no influence on consumer purchasing decisions. The results of this study are also strengthened by the findings of Ena et al. (2020) which revealed that WOM does not have a significant effect on purchasing decisions.

The Influence of Service Quality, Product Quality and Word of Mouth on Purchasing Decisions
From the results of the simultaneous test above, this shows that service quality, product quality, and WOM have a simultaneous influence on the decision to purchase Nadheera Luxury. This is because the significance value of these three variables is 0.000 < 0.05.

This means that service quality, product quality and WOM together influence Nadheera Luxury purchasing decisions.

The results of this research are in line with the study of Putri et al. (2016) who revealed that service quality, product quality and WOM together influence purchasing decisions. The results of this research are supported by the research results of Puspaningrum & Nurtantiono (2022) which reveal that simultaneously service quality, product quality and WOM influence purchasing decisions. Likewise, research by Hidayah & Suryawardana (2018) revealed that service quality, product quality and WOM have a simultaneous influence on consumer purchasing decisions.

CONCLUSION

From the results of the research and discussion above, conclusions can be drawn, namely: (1) service quality has a positive and significant influence on purchasing decisions for Nadheera Luxury Kudus. The better the quality of service, the greater the decision to purchase Nadheera Luxury; (2) product quality has a positive and significant effect on purchasing decisions for Nadheera Luxury Kudus. So, the better the product quality, the greater the decision to purchase Nadheera Luxury; (3) WOM does not have a significant effect on purchasing decisions for Nadheera Luxury Kudus. This indicates that WOM is not the main consideration for consumers buying Nadheera Luxury products. Based on the results of the research and discussion above, there are various suggestions from researchers for Nadheera Luxury and the next research agenda, including for Nahdeera Luxury, it is hoped that it can continue to maintain high standards in service by training staff to be more responsive, friendly and knowledgeable. It is also hoped that future researchers will be able to explore additional variables that might influence purchasing decisions, such as brand image, price, brand trust and so on which could be the focus of further research. Future researchers are expected to be able to use different data processing tools, such as using AMOS software, Smart-PLS or other statistical software.

LIMITATION

There are several limitations in this research, including the number of respondents for this research is very limited, namely only 100 respondents. This study used a sample of 100 people, so the sample taken does not explain most of the study population. Researchers only use a very limited number of variables, namely service quality, product quality and word of mouth to measure purchasing decisions.

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DECLARATION OF CONFLICTING INTERESTS

I declare that there are no conflicting interests in this research. All data used in this research, both primary data and secondary data, have been collected and analyzed objectively and independently, without any influence or pressure from any party. This research was conducted solely for scientific purposes and to answer the problem formulation that has been set, with the aim of increasing understanding of the influence

of service quality, product quality and word of mouth on purchasing decisions at Nadheera Luxury Kudus.

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