



## **THE INFLUENCE OF PRODUCT QUALITY AND SERVICE QUALITY ON CONSUMER PURCHASING DECISIONS ON RICE PRODUCTS AT KUD ARTHA MULIA JAYA PEJENG GIANYAR DISTRICT**

Ni Putu Putri Ayu Wijayanthi  
Institut Teknologi Bisnis Stikom Bali, Bali, Indonesia  
[putri\\_wijayathi@stikom-bali.ac.id](mailto:putri_wijayathi@stikom-bali.ac.id)

**Abstract:** Consumer behaviour has a close relationship with the level of sales by a company because purchasing decisions play an important role in the process. One of the cooperatives that are currently experiencing problems of purchasing decisions in Gianyar Regency is KUD Artha Mulia Jaya, Pejeng. The purpose of this study is in an effort to prove the effect of product quality and quality of service partially or simultaneously on consumer purchasing decisions on rice products at KUD Artha Mulia Jaya Pejeng Gianyar Regency. The population in this study is the entire consumer at KUD Artha Mulia Jaya Pejeng which can not be counted. the number of samples in this study was determined using Lemeshow's formula for an unknown population and obtained as many as 96 people. Data analysis techniques used in this study are multiple linear regression analysis, determination analysis, F test and t test. The results of data analysis prove that product quality and service quality simultaneously have a positive and significant effect on consumer purchasing decisions on rice products at KUD Artha Mulia Jaya. Product quality and service quality have a positive and significant effect partially on consumer purchasing decisions on rice products at KUD Artha Mulia Jaya Gianyar Regency.

**Keywords:** *Product Quality, Service Quality and Purchasing Decisions*

### **INTRODUCTION**

The success of a company is determined by many factors and one of the important factors is in understanding consumer behaviour. In terms of marketing, behaviour can be seen as the basis of marketing. Organisations that have a good understanding of customer wants and needs will be able to design appropriate marketing strategies to build trust and increase sales. Entrepreneurs must have a deep understanding of consumer behaviour in the markets they target, because the basic principle in business is to create products that are in line with customer needs and wants (Gohae, Dakhi, & Duha, 2021) .

Consumer behaviour is closely related to the level of sales by a company because purchasing decisions play an important role in the process. Purchasing decisions are a process that cannot be separated as part of consumer involvement with products. Consumer purchasing decisions for a product sold by a company are something that is expected to increase sales. Many factors can contribute to making someone buy a product.

However, every human being has their own thoughts before making a decision to buy a certain product. Consumers will have different considerations for different products. Studying how consumers make purchasing decisions is very important for companies to create product marketing strategies in facing market competition (Amrita & Narayana, 2023) .

Product excellence is a factor considered by the market when deciding to choose an item. Product excellence has a very significant value in consumer decision making on purchases. If the product has good quality, consumers will tend to make repeat purchases, but on the contrary, if the product does not meet consumer expectations, they will look for other products or alternatives (Hartati & Elizabeth, 2019) . Product quality is superior or not in a product both in terms of performance, durability, characteristics and other advantages that can be a consideration for consumers before buying the product. Product quality makes the feedback relationship between consumers and companies real (Meryawan, Prabandari Tri Putri, Kartika, & Istri Indah Lestari, 2022) . Research by (Lestari & Noersanti, 2020) states that products with good quality will provide an increase in consumer decisions to buy these products.

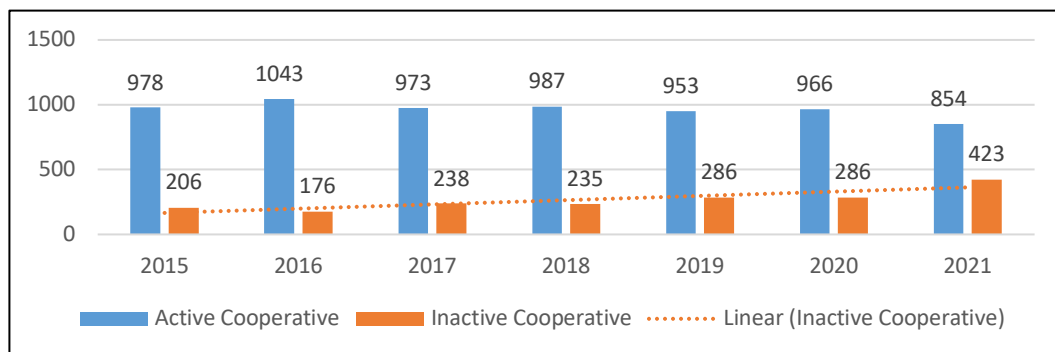
Service quality is also a factor that is thought to have a real role in optimising product sales. In order to attract market interest to purchase the products sold, companies must provide optimal service. Factors such as speed of delivery, friendliness towards consumers, and fast response are examples of good services that can be provided by companies (Putra, Wijayanto, & Sumarsono, 2022) . Companies must be able to optimise the services provided so that they are expected to satisfy and increase consumer purchasing decisions. The findings in previous studies by (Dewi & Sri, 2019) provide results that good service will increase consumer purchasing decisions.

Cooperatives in Indonesia are one type of business entity that has an important role in contributing to increasing GDP (Gross Domestic Product). Cooperatives as one of the people's economy-based businesses are able to support economic growth in the surrounding area. Various types of cooperatives that are present in the community are able to present various types of products and services that are close to the community so that their existence needs to be developed in the future. Predictions state that cooperatives and MSMEs will continue to play a dominant and strategic role in national employment policy for workers affected by covid-19 in the new normal era of 2022 and the future (Indra, 2021) .

The development of the number of active cooperatives currently needs attention from various parties, both from the government, society and academia. The challenges of the times make cooperatives face various problems and cause cooperatives to not be able to operate actively. This happened in one of the provinces in Indonesia, namely Bali. Based on data

from the Central Bureau of Statistics in Indonesia, it was noted that there has been a decrease in the number of active cooperatives in Bali since 2017. In 2017, BPS recorded the number of active cooperatives in Bali as many as 4,477 units. However, in 2021 where the number of active cooperatives was recorded at 4,193 units (Badan Pusat Statistik, 2022) .

One of the regencies in Bali that has experienced a decline in the number of active cooperatives is Gianyar Regency. Related to the development of the number of cooperatives in Gianyar regency is currently facing an uncertain situation in the business world. The development of the number of cooperatives in Gianyar regency is currently in an uncertain situation. Based on data from the Department of Cooperatives and SMEs of Bali province where the number of cooperatives in Gianyar regency since 2016 continues to experience a decline in the number of active cooperatives. This is shown in the data the development of the number of active and inactive cooperatives is presented in the following figure:



**Figure 1.1**  
**Graph of the Development of the Number of Cooperatives in Gianyar Regency**

Source: Bali Province Office of Cooperatives and MSMEs, 2022

The development of the number of active cooperatives in Gianyar Regency has continued to decline since 2017. The highest number of active cooperatives in Gianyar Regency was in 2016, which amounted to 1,043 units. The least number of active cooperatives was in 2021, which reached 854 units, a decrease of 112 units when compared to the previous year. However, the opposite was found in the number of inactive cooperatives. The increase in the number of inactive cooperatives has continued to increase since 2017. The lowest number of inactive cooperatives was recorded in 2016, which was 176 units. The highest number of inactive cooperatives in Bali Province was recorded in 2021, reaching 423 units, in which the increase in inactive cooperatives reached 132 units when compared to the previous year. The phenomenon that occurs regarding the increasing number of inactive cooperatives, gives an indication to the

management to evaluate the performance of the cooperative for future sustainability.

KUD is one of the pillars of the economy that has a significant role in efforts to build the national economy. However, not a few cooperatives survive, even thrive. One of the cooperatives that is currently developing in Gianyar Regency is KUD Artha Mulia Jaya, Pejeng. This cooperative is located in Pejeng Village, Tampaksiring District, Gianyar Regency. The surrounding community entrusts all financial matters and needs to this cooperative, such as (credit, waserda and RMU). One of the main activities of this Cooperative is selling various basic needs for the people of Pejeng Village Gianyar and surrounding areas, one of which is selling rice which is a basic need of the community. In providing services for the needs of the community, this cooperative is always in the spotlight by the surrounding community regarding the quality of products sold and the quality of services provided. So it is very important for the cooperative to always evaluate the marketing performance that has been applied for the development of this cooperative in the future.

One of the main products sold at KUD Artha Mulia Jaya is rice. In the development of the rice sales business, the cooperative obtains a supply of unhusked rice from a number of farmers in Pejeng Village, Gianyar, to be milled and produce rice for sale. Based on an interview with the cooperative manager, the amount of unhulled rice received each year is around 16,000 kg and around 60% will become rice. The process of milling the grain into rice is done in several stages. The initial stage is the process of drying the grain obtained from the community so as to reduce the moisture content of the grain itself. After that, the grain will undergo a hulling process using a hulling machine or what is known as a Heller, which produces hulled rice and husks. The cracked rice will then be put into a shucking machine or polisher twice to get smoother or white-coloured results. Consumers who are the target market for the sale of rice sold by KUD Artha Mulia Jaya are the people of Pejeng Village, Gianyar. Because it gets the supply of grain directly from the farmers as producers, the price of rice sold is cheaper than the price of rice in the market. Based on the results of preliminary observations at KUD Artha Mulia Jaya, problems were found related to rice sales which experienced a decline in 2020 and 2021. The following presents data on rice sales at KUD Artha Mulia Jaya in table 1:

**Table 1**  
**Data on the Development of Total Rice Sales at KUD Artha Mulia Jaya in 2019-2021**

Year	Price per Kg (Rp.)	Rice Sales (Kg)	Target (Kg)	Percentage of Achievement (%)
2019	9.500	8.988	9.600	93,63
2020	9.500	8.806	9.600	91,73

2021	9.500	7.868	9.600	81,96
------	-------	-------	-------	-------

Source: KUD Artha Mulia Jaya, (2022)

Table 1 presents data on rice sales at KUD Artha Mulia Jaya from 2019 to 2021, which appears to have decreased. Based on interviews with the cooperative manager, the sales target set for rice sales is 9,600 kg each year. In 2019 the amount of rice sales reached 8,988 kg with a target achievement of 93.63%. Furthermore, in 2020 there was a slight decrease, which only reached 8,606 kg with an achievement of 91.73% of the set target. A considerable decline occurred in 2021 where sales only reached 7,868 kg with a target achievement of 81.96% of the set target. However, based on the data in table 1.1, it can be seen that during the 2019-2021 period it has not reached the set target. Tjiptono (2014) states that declining sales volumes indicate low consumer purchasing decisions. In an effort to increase sales, it is necessary to increase purchasing decisions (Ismiatun, Budiatmo, & Prihatini, 2022). The decline in sales and the non-achievement of sales targets is thought to be caused by the decline in rice purchasing decisions at KUD Artha Mulia Jaya.

The decline in sales is thought to be caused by the quality of the rice. The things that consumers consider in purchasing rice are rice texture, rice taste, rice aroma, rice colour, and rice packaging/brand (Hasan, Rosida, & Nurliani, 2022). These include the quality of the rice product, which is closely related to the quality of the grain obtained. Grain suppliers come from local farmers who sell their grain to the cooperative to be milled and resold by the cooperative to consumers. Some factors to consider in the rice milling process are the quality of the grain, viz: variety, moisture content, empty grain content and green and calcareous grains (Lestari & Kurniawan, 2021). According to (Tjiptono, 2016) product quality is indicated through performance, reliability, conformity to specifications, durability, aesthetics and perceived quality. Based on interviews with employees of KUD Artha Mulia Jaya stated that before the rice is milled, checking the moisture content of the grain is done only manually without using special tools. Based on observations, it was found that there are limited employees in the process of milling grain into rice, making it less than optimal in controlling the quality of rice products produced. Based on interviews with several consumers who came stated that the quality of rice produced at KUD Artha Mulia Jaya rice colour is less clean and pale rice colour which indicates in terms of aesthetics is not good. Furthermore, consumers stated that the rice purchased in this cooperative produces rice that is not fluffy, indicating that the quality of the product in terms of reliability is not optimal.

Service quality is an important element that influences consumer decisions in buying a product. Although the quality of the product itself has a significant role, if the quality of the service provided is not comparable, then the value of the product will be neglected (Abadi & Herwin, 2019).



The services provided by KUD Artha Mulia Jaya to consumers also still require further evaluation from the cooperative management to be able to apply good service quality standards for consumers. According to Tjiptono & Chandra (2016) reveals that there are five indicators of service quality, namely tangible, empathy, responsiveness, reliability and certainty. Based on the results of interviews with several buyers, it is stated that employees who serve are less friendly and the lack of service from employees makes consumers less comfortable in purchasing products which shows that in terms of employee empathy there are indications that it is not good. Furthermore, some consumers stated that employees chat more often with their colleagues, making the service longer than it should be and consumers stated that they felt ignored. In addition, based on interviews with several consumers, it is stated that employees are less responsive to consumers who come, which indicates that employees are not responsive in serving consumers. Therefore, further research is needed regarding service quality to find problems that occur at KUD Artha Mulia Jaya.

Research on the effect of product quality and service quality on consumer purchasing decisions, there are differences in results between previous studies. Studies conducted by (Dewi & Sri, 2019) and (Lestari & Noersanti, 2020) show that good product quality can significantly optimise purchasing decisions. However, different findings were found in a study conducted previously by (Pristiawan, Mariah, & Bahasoan, 2022) which found that product quality has a negative and insignificant effect on consumer purchasing decisions. Previous research conducted by (Putra et al., 2022) provides findings that service quality has a real contribution that can optimise purchasing decisions if service is also good. However, previous studies by (Cynthia, Hermawan, & Izzuddin, 2022) and (Lianardi & Chandra, 2019) provide findings that service quality has a partially negative and insignificant effect on purchasing decisions. This shows that although good service quality can improve purchasing decisions, the impact is not significant overall. These findings reveal differences between theory and previous research, thus requiring further research to gain a deeper understanding. This follow-up research is expected to respond to the differences found and identify the factors that influence the gap. In addition, a deeper understanding from this follow-up research will make an important contribution to developing and refining existing theories and providing more accurate guidance for future research and practice

## METHODS

This study uses a quantitative approach that is research that describes the influence of independent variables in their contribution to increase or decrease the dependent variable by using hypothesis testing using statistical data and accompanied by an explanation of each variable.

The study was conducted at KUD Artha Mulia Jaya, Pejeng which is located at Jl. Raya Tampaksiring, Pejeng, Tampaksiring, Gianyar Regency, Bali.

Sugiyono (2017) provides a statement that population is a basic scope of research that is divided into objects and subjects that have specific characteristics that will be studied and used to reach relevant conclusions. The population in this study are all consumers at KUD Artha Mulia Jaya Pejeng whose numbers are not known with certainty. The number of samples used in this research is determined by Lemeshow formula obtained as many as 96 people, with the determination of the sample using *purposive sampling* technique with the criteria. The criteria are as follows:

- a. Consumers who have visited and bought rice products sold by KUD Artha Mulia Jaya Pejeng at least 2 times
- b. Consumers are at least 17 years old.

To obtain data, this research uses a way of collecting data by using methods such as observation, interviews, questionnaires along with documentation studies. The score of each alternative answer by the respondent consists of five answers which are measured using a Likert scale. Furthermore, the data was tabulated and analysed using validity test and reliability test as a technique to test the validity and reliability of the research questionnaire. As a condition of regression analysis, classical assumption tests were carried out, namely normality, heteroscedasticity and multicollinearity tests. The next data analysis uses multiple linear regression analysis, determination analysis, t test and F test.

## RESULTS AND DISCUSSION

### Results

#### *Test Validity and Test Reliability*

Validity test is needed in an effort to test each statement item so that the validity of a questionnaire is known. The validity test can be attempted by highlighting the correlation value of the score of each indicator with the overall value. The minimum requirement that must be met for the instrument to be valid is the validity value  $\geq 0.3$  (Sugiyono, 2017). The validity test was carried out using a computer program where it was found that all variable statement items had a number of correlation coefficient values higher than the value of 0.30 so the conclusion was that all indicators of each variable were valid.

Next is the reliability test of the research instrument, which is to determine the reliability of a questionnaire. "The instrument is said to be reliable if it contains a Cronbach Alpha value  $> 0.70$  (Ghozali, 2013). The results of the Instrument Reliability Test based on SPSS output where it was found that all variables had a Cronbach's Alpha value above 0.70 so that it was concluded that the data in this research was decided to be reliable.

### *Classical Assumption Test*

Classical assumption test is a requirement that must be passed before conducting data analysis with multiple linear regression analysis so that the research model used can be ensured to be in line with the models and concepts used in this research. The following are parts of the assumption test described below:

#### Test Normality

The test is based on the significance value in the Kolmogorov Smirnov normality method. This test is used to ensure that the data used in this research is normally distributed or not.

**Table 2.**  
**Kolmogorov Smirnov normality test**  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardised Residual
N		96
Normal Parameters <sup>a,b</sup>	xMean	0.0000000
	xStd. Deviation	1.74390810
Most Extreme Differences	xAbsolute	0.057
	xPositive	0.052
	xNegative	-0.057
Test Statistic		0.057
<b>Asymp. Sig. (2-tailed )</b>		<b>.200<sup>c,d</sup></b>

Source: xData processed, 2023

Referring to the output data of the data processing application, SPSS, where the number 0.200 is displayed, which indicates that the data in this research is well distributed and normality can be fulfilled.

#### Multicollinearity Test

A good regression model and in accordance with the conceptual of this research is that there is no correlation between independent variables. The Tolerance value must be above 0.10 and VIF is below 10 so that it can be said that the model is free from multicollinearity.

**Table 3.**  
**Multicollinearity Test**  
**Coefficients<sup>a</sup>**

		Collinearity Statistics	
1	(Constant)		
	Quality of Products	.867	1.154
	Quality of Service	.867	1.154

Source : Data processed, 2023



Referring to the output results of SPSS results, it appears that there is no multicollinearity between the independent variables in this research.

#### Heteroscedasticity Test

This test is to see the significance of the regression model in other observations. The regression model is expected to be in the right relationship that is fixed in one observer without being significant from another observer.

**Table 4.**  
**Test Heteroscedasticity**

		Coefficients <sup>a</sup>		t	Sig.
		Unstandardised Coefficients	Standardised Coefficients		
Model		B	Std. Error	Beta	
1	(Constant)	1.174	0.765		1.535 0.128
	QualitydProducts	0.040	0.031	0.140	1.272 <b>0.206</b>
	Service Quality	-0.033	0.042	-0.087	-0.793 <b>0.430</b>

a. Dependent Variable: ABS\_RES

Source : Data processed, 2023

The significance value of the Product Quality variable (X1) is 0.206, the significance value of the Service Quality variable (X2) is 0.430. This finding provides information that the *absolute residual* value (Abs\_RES) is higher than 0.05. This finding provides information that there is no heteroscedasticity in the regression model.

#### Data Analysis

##### Multiple Linear Regression Analysis

The presence or absence of an influential relationship between the independent variables and the dependent variable and to determine the direction of the relationship, multiple linear regression analysis was used. The results of this analysis with the help of SPSS are described below:

**Table 5.**  
**Regression Analysis Multiple Linear**

		Coefficients <sup>(a)</sup>		t	Sig.
		Unstandardised Coefficients	Standardised Coefficients		
Model		B	Std. Error	Beta	
1	(Constant)	<b>0.372</b>	1.349		0.276 0.783
	Product Quality	<b>0.285</b>	0.055	0.396	5.146 0.000
	Service Quality	<b>0.460</b>	0.074	0.477	6.194 0.000

Source : Data processed, 2023

Referring to the output of the results of the data processing application, namely SPSS, the regression equation formula is compiled, namely:

$$Y = 0.372 + 0.285X_1 + 0.460X_2$$

Interpretation of the regression coefficient:

$a = 0.372$  is called a constant, which means that if the of product quality ( $X_1$ ) and quality ( $X_2$ ) are zero, then the purchase is an average of 0.372.

$b_1 = 0.285$  is called the coefficient of the quality variable, which means that if the quality of ( $X_2$ ) is considered , then an increase in the product quality ( $X_1$ ) by one unit will be followed by an increase in purchase (Y) by an of 0.285.

$b_2 = 0.460$  is called the coefficient of the quality variable, which means that if the quality ( $X_1$ ) is considered , then an increase in the quality ( $X_2$ ) of one unit will be followed by an increase in the of the purchase (Y) by an of 0.460.

#### Analysis Determination

Determination is one part of regression analysis in an effort to determine the contribution of a variable in providing an increase or decrease in the value of other variables in this case the contribution / contribution between product quality and service quality to the decision to purchase rice at KUD Artha Mulia Jaya Pejeng Gianyar Regency expressed in percentage.

**Table 6.**  
**Analysis Determination**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.723 <sup>a</sup>	.522	.512	1.763

Source : Data processed, 2023

The amount of *Adjusted R Square* is 0.512. This means that the contribution / contribution of the quality variable ( $X_1$ ) and service quality ( $X_2$ ) to the purchase is 51.2%. While the remaining 48.8% is influenced by other variables such as brand image, company image, price, sales promotion and other factors that are not discussed in this study.

#### F-test

The f-test is used to obtain information about the level of significance of the effect of product quality and service quality simultaneously on consumer purchasing decisions on rice products at KUD Artha Mulia Jaya Gianyar Regency. The following are the results of the F test using the SPSS programme:

**Table 7.**  
**ResultxF calculated (ANOVA)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig .
1	Regression	315.741	2	157.870	<b>50.817</b>	.000 <sup>b</sup>
	Residual	288.915	93	3.107		
	Total	604.656	95			

Source : Data processed, 2023

The calculated F value is  $50.817 >$  from the F table value of 3.09, then of and quality service simultaneously influences positive and significant on consumer purchasing decisions on rice products at KUD Artha Mulia Jaya Gianyar Regency.

#### **T-test (t-test)**

The t-test is used in an effort to find information on the significance of the effect of product quality and service quality partially on consumer purchasing decisions on rice products at KUD Artha Mulia Jaya Gianyar Regency. The following are the results of the t test using the IBM SPSS 25.0 for windows computer programme presented below:

**Table 8.**  
**AnalysisxTest**

Coefficients <sup>(a)</sup> (						
Model		Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error			
1	(Constantd)	0.372	1.349		0.276	0.783
	QualitydProducts	0.285	0.055	0.396	<b>5.146</b>	0.000
	Quality of Service	0.460	0.074	0.477	<b>6.194</b>	0.000

Source : Data processed, 2023

The calculated  $t_1$  value is  $5.146 >$  from the t table value of 1.66140, it can be concluded that product quality has a positive and significant effect partially on consumer purchasing decisions on rice products at KUD Artha Mulia Jaya Gianyar Regency. The calculated  $t_2$  value is  $6.194 >$  from the t table value of 1.66140, it can be concluded that the quality of service has a positive and significant effect partially on buyer and consumer decisions on rice products at KUD Artha Mulia Jaya Gianyar Regency.

#### **Interpretation of Research Result**

*The Effect of Product Quality and Service Quality Simultaneously on Consumer Purchasing Decisions .*

The results of testing hypothesis 1, show that product quality and service quality simultaneously have a positive and significant effect on consumer purchasing decisions on rice products at KUD Artha Mulia Jaya Gianyar Regency as evidenced by the calculated F value is  $50.817 >$  from the F table value of 3.09. This means that the better the quality of rice products sold and the better the quality of service provided by officers, the consumer purchasing decisions on rice products at KUD Artha Mulia Jaya Gianyar Regency.

Someone who will purchase a product will certainly consider various factors before making a decision to buy a product. The quality of a product will be part of a product that is expected to be able to fulfil consumer wants and needs properly. In addition, the services provided also have an important role in providing comfort according to customer expectations which leads to customer consideration for making purchases. By offering good quality rice products that are marked by rice that produces delicious, fluffy rice, rice free of dice, and natural white colour which is then sold with good service quality, namely friendliness of officers, fast response and reliability of officers will certainly increase consumer decisions to buy rice products at KUD Artha Mulia Jaya Gianyar Regency. This finding has the same results as research done by (Abadi & Herwin, 2019) and (Dewi & Sri, 2019) .

### *The Effect of Product Quality on Consumer Purchase Decisions*

The results of testing hypothesis 2, shows that product quality has a positive and significant effect on consumer purchasing on rice products at KUD Artha Mulia Jaya Gianyar Regency as evidenced by the value of t1 count is  $5.146 >$  from the t table value of 1.66140. This means that the better the quality rice products offered, the more it will increase consumer purchasing on rice products at KUD Artha Mulia Jaya Gianyar Regency.

Products offered to customers have good quality, are able to meet the needs and desires of consumers and are not just consumed but have more value in the eyes of customers, of course, will cause consumer purchasing decisions for these products to increase. Good quality rice products are characterised by rice that is free from dandruff, durable, has a natural white colour, produces delicious and fluffy rice. This will certainly be a consideration for consumers before buying rice, because with rice that has the advantage of better quality, it will be able to increase the decision to purchase rice. This finding has the same results as research conducted by (Abadi & Herwin, 2019) and (Lestari & Noersanti, 2020) .

### *The Effect of Service Quality on Consumer Purchase Decisions*

The results of testing hypothesis 3, shows that the quality of service has a positive and significant effect partially on the decision of buyers and

consumers on rice products in KUD Artha Mulia Jaya Gianyar Regency as evidenced by the value of  $t_2$  count is 6.194 > from the value of  $t$  table is 1.66140. This means that the better the quality of service provided by cooperative officers will further improve consumer purchasing decisions on rice products at KUD Artha Mulia Jaya Gianyar Regency.

The services provided must be able to meet or exceed what consumers expect. When the service provided by the company is below consumer expectations, it will certainly cause consumers to feel dissatisfied and may cause consumers not to make purchases again at the company. Vice versa, if the company is able to provide quality service, it will be a consideration for consumers to make purchases at the company again. Service quality has a role in terms of what is actually received by customers (technical quality), as well as the way the service is communicated (functional quality). Cooperatives need to pay attention to the quality of service provided to consumers which can be done through several aspects, namely: the appearance of officers, the concern of officers for consumers who come, the speed of handling complaints, the ability to explain products, and being able to provide good products and services. This will certainly create a good impression in the minds of consumers so as to encourage consumers' desire to make purchases. This finding has the same results as research conducted by (Putra et al., 2022) and (Dewi & Sri, 2019).

## CONCLUSION

Based on the test results, Quality products and quality service have a positive and significant effect simultaneously on consumer purchasing decisions on rice products at KUD Artha Mulia Jaya Pejeng Gianyar Regency. This means that the better the quality of rice products that are traded and the quality of service provided is getting better, the decision of consumer purchases on rice products at KUD Artha Mulia Jaya Pejeng Gianyar Regency is also increasing. Product quality has a positive and significant effect partially on consumer purchasing decisions on rice products at KUD Artha Mulia Jaya Pejeng Gianyar Regency. This means that if the better the quality of rice products that are traded, the consumer purchasing decisions will also increase. Quality of service has a positive and partially significant effect on consumer purchasing decisions on rice products at KUD Artha Mulia Jaya Pejeng Gianyar Regency. This means that if the higher the quality of service provided by officers, consumer purchasing decisions will also increase.

## SUGGESTIONS

To the Co-operative, regarding the quality of rice products, it is suggested that the cooperative further improve the quality of rice products



by sorting and selecting grain according to the type of rice so that it is known which grain is able to produce fluffy rice and can be distinguished by type for sale. In addition, it is also recommended to maintain and maintain the grain milling machine and recheck the rice produced so that clean and free rice is obtained. Regarding service quality, it is advisable for the cooperative to pay attention to officers and provide training on good service to consumers so that in the future officers can be more friendly and faster in handling consumer complaints. It is also recommended to increase the number of cooperative officers so that service is faster and better in the future.

Regarding purchasing decisions, it is advisable for the cooperative to foster consumer desires to recommend the purchase of rice by ensuring that the products sold are of good quality, providing good service, diversifying products, namely presenting variations of rice such as organic rice, fluffy rice, aroma rice, or typical types of local rice and providing attractive offers that can be in the form of gifts, discounts and other attractive promos. To Future Researchers, from the results of the determination analysis, it appears that the contribution of consumer behaviour factors to purchasing decisions requires further research by researchers to consider other variables not included in this study. The existence of various factors such as product, price, promotion, and distribution apparently play an important role in shaping consumer purchasing decision behaviour. Therefore, more in-depth studies will help in understanding more comprehensive dynamics in consumer purchase decision making. Further research is needed to complete the understanding of this matter. So further research is needed with other variables to obtain results that are more relevant and useful for related parties.

## ACKNOWLEDGMENTS

The author would like to thank Mrs Desak Nyoman Kerti as the manager of KUD Artha Mulia Jaya and the staff who facilitated this research from the beginning until this research could be completed properly and on time. The author also expresses his gratitude to all parties who have helped materially as well as support and technical direction to complete this research.

## REFERENCES

- Abadi, F., & Herwin, H. (2019). Pengaruh Harga, Kualitas Produk Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Beras Organik Di Jakarta. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 4(1), 1-8. <https://doi.org/10.36226/jrmb.v4i1.235>

Amrita, N. D. A., & Narayana, I. K. Y. (2023). Determinasi Keputusan Pembelian: Analisis Inovasi dan Desain Produk. *WACANA EKONOMI (Jurnal Ekonomi, Bisnis Dan Akuntansi)*, 22(1), 91-101. <https://doi.org/10.22225/we.22.1.2023.91-101>

Badan Pusat Statistik. (2022). Jumlah Koperasi Aktif Menurut Provinsi (Unit), 2019-2021. Retrieved February 12, 2023, from <https://www.bps.go.id/indicator/13/760/1/jumlah-koperasi-aktif-menurut-provinsi.html>

Cynthia, D., Hermawan, H., & Izzuddin, A. (2022). Pengaruh Lokasi Dan Kualitas Pelayanan Terhadap Keputusan Pembelian. *Publik: Jurnal Manajemen Sumber Daya Manusia, Administrasi Dan Pelayanan Publik*, 9(1), 104-112. <https://doi.org/10.37606/publik.v9i1.256>

Dewi, T. A. R., & Sri, C. M. (2019). Pengaruh Kualitas Produk, Harga dan Pelayanan Terhadap Keputusan Pembelian Ulang Beras Garuda Sakti di Koperasi Primkopal Lanudal Juanda Sidoarjo. *Publikasi Ilmiah Manajemen*, 1(1), 1-13.

Ghozali, I. (2013). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi*. Semarang: Badan Penerbit Universitas Diponegoro.

Gohae, G., Dakhi, P., & Duha, T. (2021). Pengaruh Perilaku Konsumen Terhadap Keputusan Pembelian Pada Ud. Anisa Kecamatan Teluk dalam Kabupaten Nias Selatan. *Jurnal Ilmiah Mahasiswa Nias Selatan*, 4(2), 297-308. Retrieved from <https://jurnal.uniraya.ac.id/index.php/jim/article/view/245>

Hartati, W., & Elizabeth. (2019). *Keputusan Pembelian Mie Keriting Sari Enak Pada*.

Hasan, I., Rosida, I., & Nurliani, N. (2022). Preferensi Konsumen Terhadap Keputusan Pembelian Beras Berdasarkan Kualitas Beras Medium Dan Premium Pada Pasar Tradisional Di Kota Makassar. *Jurnal Ilmiah Ecosystem*, 22(2), 231-236. <https://doi.org/10.35965/eco.v22i2.1519>

Indra, N. (2021). Peranan Koperasi dan UMKM Dalam Ketenagakerjaan Nasional Di Era New Normal 2022. *Prosiding Seminar Nasional*, 95-108.

Ismiatun, D., Budiatmo, A., & Prihatini, A. E. (2022). Pengaruh Harga, Promosi, dan Kualitas Produk terhadap Keputusan Pembelian (Studi pada Konsumen Hangiri Banyumanik Semarang). *Jurnal Ilmu Administrasi Bisnis*, 11(4), 764-773. <https://doi.org/10.14710/jiab.2022.36112>

Lestari, S., & Kurniawan, F. (2021). Pemutuan Fisik Gabah dan Beras Menurut Standar Nasional Indonesia (SNI). *Agriprima: Journal of*

*Applied Agricultural Sciences*, 5(2), 159–168.  
<https://doi.org/10.25047/agriprima.v5i2.438>

Lestari, S., & Noersanti, L. (2020). Pengaruh Kualitas Produk, Promosi Dan Citra Merek Terhadap Keputusan Pembelian Beras Merek Kingkong (Studi PT. Lumbung Bumi Perkasa). *Jurnal Manajemen*, 1–20.

Lianardi, W., & Chandra, S. (2019). Analysis Of Service Quality, Product Completeness, And Price On Purchasing Decisions At Juni Minimarket Pekanbaru. *Kewirausahaan Dan Bisnis*, 45(1), 45–58. Retrieved from <http://www.ejournal.pelitaindonesia.ac.id/ojs32/index.php/KURS/index>

Meryawan, I. W., Prabandari Tri Putri, I. G. A., Kartika, I. M., & Istri Indah Lestari, A. A. (2022). Faktor Penentu Keputusan Pembelian Tas Anyaman Rotan pada Outlet Pasar Seni Sukawati Gianyar. *Jurnal Manajemen Dan Bisnis Equilibrium*, 8(1), 90–101.  
[https://doi.org/10.47329/jurnal\\_mbe.v8i1.843](https://doi.org/10.47329/jurnal_mbe.v8i1.843)

Pristiawan, H. E., Mariah, M., & Bahasoan, S. (2022). Pengaruh Kualitas Produk, Harga, Dan Lokasi Terhadap Keputusan Pembelian Pada Bakso Granat Malang Indah. *Nobel Management Review*, 3(1), 52–63.  
<https://doi.org/10.37476/nmar.v3i1.2865>

Putra, R. A. B., Wijayanto, H., & Sumarsono, H. (2022). Pengaruh Word of Mouth (WOM), Pelayanan dan Kepercayaan Pelanggan Terhadap Keputusan Pembelian (Studi Kasus pada Konsumen UD. Sri Mulyo Agung). *ISOQUANT : Jurnal Ekonomi, Manajemen Dan Akuntansi*, 6(1), 115–127. <https://doi.org/10.24269/iso.v6i1.1135>

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: CV. Alfabeta.

Tjiptono, F. (2014). *Pemasaran Jasa*. Yogyakarta: Andi.

Tjiptono, F. (2016). *Service, Quality dan Satisfaction*. Yogyakarta: Andi Offset.

Tjiptono, F., & Chandra, G. (2016). *Service, Quality & Satisfaction*. Yogyakarta: Andi.