



The influence of product quality, service quality and price on consumer purchasing decisions at colorbox cilegon center mall

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ABSTRACT

The fashion retail industry is one of the sectors experiencing rapid growth in line with the increasing public awareness of trends and lifestyle. In facing increasingly intense competition, companies need to understand the factors that influence consumer purchase decisions. This study aims to analyze the influence of product quality, service quality, and price on consumer purchase decisions at Colorbox Cilegon Center Mall. The research method used is a survey method with a quantitative approach. The sample consisted of 74 respondents determined using Tabachnick and Fidell's formula, focusing on female consumers who have made purchases at Colorbox Cilegon Center Mall. Data were analyzed using multiple linear regression with the help of SPSS Version 26. The results indicate that product quality, service quality, and price simultaneously and significantly influence purchase decisions. This is evidenced by a coefficient of determination (R^2) of 85.1%, indicating that the three independent variables collectively affect purchase decisions by 85.1%. The simultaneous test shows an F-value of 133.751 ($>$ F-table 2.736) with a significance level of 0.000 ($<$ 0.05), indicating a significant influence of these variables on purchase decisions. These findings emphasize the importance of improving product quality, service, and competitive pricing strategies to encourage consumer purchase decisions in the fashion retail industry.

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INTRODUCTION

Fast Fashion Trends Key Needs: Younger generations (Gen Z & millennials) want a variety of the latest models, affordable prices, and product availability that changes quickly with trends. Implications for Colorbox: Product quality strategies should emphasize trendy designs and rapid collection updates without sacrificing comfort and material durability. Sustainability Awareness Changing Preferences: While they enjoy fast fashion, this generation is increasingly concerned about environmental issues, such as textile waste and ethical production practices. Impact on Product Strategy. Using environmentally friendly materials (e.g., organic cotton or recycled

materials). Introducing sustainability labels or certifications on clothing. Educational campaigns that demonstrate the brand's commitment to sustainable production. Integrating Product Quality with Both Design Trends Combining fast-fashion looks with sustainable materials. Durability Offering products at competitive prices but still durable, so consumers perceive a higher purchase value. Innovation Collaborating with local designers or recycling programs for old clothes to attract young, environmentally conscious consumers. Examples of Practical Strategies for Colorbox Presenting eco-friendly collections every season as an alternative option. Providing transparent information about the supply chain (supply chain transparency). Using digital campaigns with young influencers who support sustainable fashion.

Colorbox, as one of the leading fashion retail brands in Indonesia, continues to compete in offering products that meet customer preferences. Consumer purchase decisions are often influenced by product quality, service quality, and pricing strategy. Several previous studies have analyzed these factors in retail businesses; however, most of them focus on large metropolitan areas and do not specifically examine mid-sized cities like Cilegon. Additionally, there is limited research that simultaneously evaluates how these three factors interact in influencing consumer purchase decisions in the context of a fast-fashion retail brand located in a shopping mall environment. This gap is crucial to address because consumer behavior in smaller cities may differ in terms of price sensitivity and expectations of service and product quality. Therefore, this study aims to analyze the influence of product quality, service quality, and price on consumer purchasing decisions at Colorbox Cilegon Center Mall.

The fashion retail business in Indonesia has grown rapidly over the past twenty years. This is largely due to changes in people's lifestyles, rising incomes, and advances in digital technology. Job opportunities in this sector are increasing in second- and third-tier cities, as well as in major metropolises like Jakarta, Bandung, and Surabaya. Indonesians are increasingly aware of fashion trends and are becoming more discerning about the quality, brand, and price of the clothes they buy. This has made it easier for many local brands to compete with brands from other countries. The growth of e-commerce is also a key factor accelerating the development of this business. Platforms like Tokopedia, Shopee, and Zalora make it easier for fashion companies of all sizes to sell their products nationwide and even globally. Some people also use social media to promote their businesses, which has helped local fashion brands grow. People can now shop online as well as in malls and specialty stores, giving them more choice and the opportunity to compare prices. However, there are challenges in the fashion retail business in Indonesia, such as intense competition, rapidly changing fashion trends, and concerns about the environment and sustainability (Mattayang, 2019).

Ultimately, companies in this sector must continue to introduce new ideas, follow global trends, and adapt their marketing strategies to meet the needs of a new generation of consumers who are more tech-savvy and concerned about purchasing environmentally friendly goods (Kamal F et al., 2019). Indonesia's fashion retail industry is expected to continue growing and generating more revenue for the country thanks to government support, new technologies, and the creativity of the country's youth. In an increasingly competitive business world, companies are required to understand and optimally meet consumer needs and desires. Understanding purchasing decisions is crucial for a company's success in attracting and retaining customers (Zhao et al., 2020). In the marketing context, purchasing decisions are influenced by various factors, including product quality, service quality, promotions, location, brand preference, and price. These factors are key indicators consumers consider before deciding to purchase a product, especially in the dynamic and ever-evolving fashion retail industry. In today's marketing landscape, it's unique and exciting. Everywhere we go, from morning to night, we're confronted with thousands of marketing messages every day. Marketing influences us, even though we may not be aware of it (Tampubolon, 2022). Marketing is a process and management that enables individuals or groups to obtain what they need. To achieve any planned goal, individuals or organizations need to offer and

exchange products of value with other parties, or all activities related to the delivery of products or services from producers to consumers. Furthermore, marketing is also the activity undertaken by companies to promote a product or service (Ahmadi, 2023). Marketing activities include advertising, selling, and delivering products to consumers or other companies (Mashuri, 2020).

Consumer behavior in making purchasing decisions in the current digital era has undergone significant changes compared to previous eras (Rosalina & Wati, 2020). Easy access to information via the internet and social media allows consumers to conduct product research, read reviews, compare product quality, and assess brand reputations before deciding to purchase. Colorbox is a local fashion brand under PT Delami Garment Industries. This brand focuses on the youth and teenage girls segment with a casual and trendy style. In the fashion retail industry, Colorbox is known for its visually appealing store concept and trendy clothing collections. In Indonesia, the fashion industry is growing rapidly along with the increasing public interest in appearance and lifestyle, especially among the younger generation. Each Colorbox collection is designed with customer needs and desires in mind, encompassing a variety of clothing types such as tops, bottoms, dresses, and accessories (Sambodo Rio Sasongko, 2021).

Colorbox is actively involved in social and community activities, supporting various initiatives focused on women's empowerment and education (Wahyuni et al., 2022). In addition to physical stores, Colorbox also has an e-commerce platform that makes it easy for customers to shop online, with a variety of secure payment methods. Colorbox is committed to providing excellent customer service, with a team ready to answer questions and provide solutions. Colorbox strives to reduce its environmental impact by using more environmentally friendly materials and implementing sustainable production processes (Gultom et al., 2020). Colorbox is present at Cilegon Center Mall (CCM), the largest modern shopping center in Cilegon City. Colorbox's presence at CCM demonstrates that the brand targets middle-to-upper-class consumers with a keen interest in fashion products. The fashion retail industry in Cilegon City is quite competitive, with the presence of various local and international brands such as H&M, Uniqlo, Nevada, and independent brands. Therefore, Colorbox must compete on product quality, affordable prices, appropriate promotions and brand preferences, as well as a satisfactory location and service environment to retain its customers. As part of the fashion retail industry, Colorbox faces challenges such as changing consumer trends, rapidly shifting style preferences, and price sensitivity. For this reason, the marketing strategy implemented must be able to answer the needs of local consumers, including maintaining product quality, improving the quality of service in stores, and setting prices that are appropriate to the market's purchasing power and Colorbox's strength lies in its well-known brand image. Despite its popularity among teenagers and consistent product updates according to seasons and trends, an adaptive and innovative marketing approach is still needed to survive in the competitive fashion industry in Cilegon City (Maulidana & Hermansyah, 2024).

Understanding consumer behavior is crucial for businesses looking to attract and retain customers in the highly competitive retail industry. The purchasing decision, or the mental and emotional process customers go through before choosing a product or service, is a significant component of consumer behavior (Hidayat, 2021). Personal preferences, social influences, marketing tactics, and opinions about brand and product quality are some of the variables that influence this process. One fashion retail brand targeting teenagers and young adults, Colorbox, can be found in a number of contemporary shopping malls, such as Cilegon Center Mall (CCM), one of the largest and busiest malls in Cilegon, Banten (Rosaliawati et al., 2020).

The fact that Colorbox is located in a strategic area like CCM offers a fantastic opportunity to attract local customers. However, location is not the only factor influencing customers' decisions to purchase at a Colorbox store (MUKTI & Aprianti, 2021). When choosing fashion items, consumers are becoming more discerning and analytical. They consider a number of factors, including quality, price, trends, employee service, store convenience, and promotional strategies. In the marketing world, consumer purchasing decisions are a complex process in which

individuals make choices about a product or service based on various considerations. According to Kotler and Keller (2023), purchasing decisions are the final stage of the consumer decision-making process, influenced by psychological, personal, social, and cultural factors. Meanwhile, Schiffman and Wisenblit (2022) emphasize that purchasing decisions reflect consumers' rational and emotional behavior in evaluating product alternatives before making a transaction. Furthermore, Tjiptono (2022) states that purchasing decisions are closely related to consumer perceptions of the value offered, including product quality, price, and service experience. According to Rohmat Bangkit (2021) in Winata et al., 2024, purchasing decisions are the process or stages consumers undertake in making choices by evaluating and seeking solutions or alternatives to determine their desired choice. From these experts' perspectives, it can be concluded that consumer purchasing decisions are influenced not only by functional needs but also by perceptions, personal preferences, and the influence of the developing social and cultural environment (Asti & Ayuningtyas, 2020). Currently, intense business competition influences product selection. The multitude of brands offering similar products at competitive prices and service quality leaves consumers with a wide range of alternatives. This forces companies to focus not only on sales but also on factors that influence purchasing decisions, such as product quality, service, and the appropriateness of price relative to the perceived value. In this situation, companies are required to be more innovative and responsive to changing market needs and preferences to retain customers and win in an increasingly competitive industry. Therefore, it is crucial for Colorbox management to understand the elements that most influence customers' purchasing decisions at their store, particularly at Cilegon Center Mall, which has unique customer characteristics (Dirham, 2019).

The extent to which these factors influence purchasing decisions can be determined by analyzing the distribution of customers by product sold. As a basis for further research, the following data shows the number of customers for items available at Colorbox Cilegon Center Mall: Based on Colorbox sales data at Cilegon Center Mall from May to December 2024, it is clear that product sales fluctuate from month to month (Yuliana & Maskur, 2022). In percentage terms, the largest sales contribution occurred in August at 14.58%, followed by December at 14.39%, and June at 13.39% of total sales during the period. Meanwhile, the lowest sales percentage occurred in May, at 11.48%, indicating that the beginning of the period tends to have lower purchasing power than other months (Rakhma et al., 2022).

In terms of sales growth rates, the data shows a dynamic pattern. The highest positive growth occurred in June, at 16.66% compared to the previous month. Other increases also occurred in August at 12.42%, October at 9.49%, and December at 9.06%, indicating increased purchasing activity during these periods, possibly influenced by promotions, collection changes, or special occasions such as holidays. Conversely, declines in growth rates were recorded in July at -3.21%, September at -14.17%, and November at -3.65%. The sharpest declines occurred in September, which could indicate a decline in purchasing interest or a lack of effective marketing strategies during that period (Rizaldy et al., 2021). Overall, total sales for the eight months were evenly distributed, with a tendency to increase in certain months, indicating the effectiveness of promotional programs or the right momentum. These sales percentages and growth serve as important indicators for Colorbox management in evaluating marketing performance and designing sales strategies that are more responsive to consumer behavior at Cilegon Center Mall (Djunaedi & Gunawan, 2018).

This may be due to issues such as consumer purchasing decisions. A lack of in-depth understanding of the dominant factors influencing purchasing decisions can lead to suboptimal marketing and service strategies. Consumer purchasing decisions are the result of a series of evaluation processes influenced by various factors, both internal and external. At Colorbox Cilegon Center Mall, the dynamics of consumer purchasing decisions are a critical concern in the face of increasingly fierce competition in the fashion retail business (Barlian, 2023). Although Colorbox is known as a fashion brand offering products with contemporary designs and relatively affordable

prices, not every customer makes a purchase (Swesti Mahardini et al., 2023). This indicates that factors influence consumer purchasing decisions, such as product quality, service quality, price, and brand preference. Therefore, it is important to identify and analyze the factors influencing consumer purchasing decisions at Colorbox Cilegon Center Mall so that the company can increase its customer appeal and loyalty (Muhammad Faizal Rizky et al., 2024).

The issue of product quality at Colorbox Cilegon Center Mall is that consumers are becoming more selective as a result of the high level of competition in the market. They seek goods that meet their needs in terms of quality, not just price and brand, but also durability, material comfort, aesthetics, and trends. Products offered at competitive prices are less likely to be purchased if their quality does not meet consumer expectations. The question arises, given the ever-changing nature of the market, how much impact does Colorbox's product quality have on consumers' final purchasing decisions and whether it is good enough to keep them coming back (Putra, 2021).

Product quality influences whether customers will repurchase or even recommend the product to others, especially in the teen and young adult fashion market. Colorbox, as one of the fashion retail brands present at Cilegon Center Mall (CCM), offers a wide selection of clothing targeting the younger generation with trendy and casual designs (Putri et al., 2021). Amidst fierce competition from other fashion brands also present at CCM, it is crucial for Colorbox to ensure that the products it sells meet consumer expectations in terms of quality. If product quality is perceived as good, consumer trust and loyalty will increase, which ultimately has a positive impact on sales volume. As the retail industry becomes increasingly competitive, promotions have become a crucial marketing strategy for attracting consumers and increasing sales. Promotion serves not only as a tool for product introduction but also as a trigger in consumers' purchasing decisions (Hartadi, 2023).

RESEARCH METHOD

This research method uses a quantitative approach with multiple linear regression analysis techniques. The stages of data analysis carried out are as follows: Data Collection - Primary data was collected through questionnaires distributed to Colorbox Cilegon Center Mall consumers. Validity and Reliability Test - Using Pearson correlation test and Cronbach's Alpha to ensure the research instrument is valid and consistent. Classical Assumption Test - Includes normality, multicollinearity, and heteroscedasticity tests to ensure the data meets the requirements of regression analysis. Multiple Linear Regression Analysis - Testing the effect of product quality, service quality, and price on purchasing decisions simultaneously and partially. Hypothesis Testing - Using the F test for simultaneous effects and the t test for partial effects, with a significance level of 5%. Interpretation of Results and Discussion - Interpreting the results of the analysis to answer the research objectives and linking them to theories and previous research.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Pendekatan ini dipilih karena penelitian bertujuan untuk menguji pengaruh variabel independen (kualitas produk, kualitas pelayanan, dan harga) terhadap variabel dependen (keputusan pembelian) dengan menganalisis data berupa angka yang diperoleh dari kuesioner. Penelitian dilaksanakan di Colorbox Cilegon Center Mall, Kota Cilegon, Banten, selama periode 3 bulan April, Mei, Juni tahun 2025. Lokasi ini dipilih karena merupakan salah satu pusat perbelanjaan dengan jumlah pengunjung yang tinggi dan memiliki potensi keputusan pembelian yang bervariasi. Populasi Seluruh konsumen yang pernah melakukan pembelian produk di Colorbox Cilegon Center Mall. Sampel Menggunakan metode non-probability sampling dengan teknik purposive sampling, yaitu responden yang pernah membeli produk minimal satu kali dalam 6 bulan terakhir. Jumlah Sampel Mengacu pada rumus Roscoe atau Hair et al. untuk analisis regresi (minimal 5-10 kali jumlah indikator), misalnya ditentukan sebanyak 100-120 responden. Data Primer Diperoleh langsung

dari kuesioner yang diisi oleh responden. Data Sekunder Informasi tambahan yang diperoleh dari dokumen perusahaan, literatur, jurnal, dan sumber terkait lainnya. Kuesioner dengan skala Likert (1-5) untuk mengukur persepsi responden terkait kualitas produk, kualitas pelayanan, harga, dan keputusan pembelian. Observasi terhadap kondisi pelayanan dan produk sebagai pendukung data kualitatif. X1 (Kualitas Produk) Desain, daya tahan, keunikan, dan kesesuaian dengan ekspektasi. X2 (Kualitas Pelayanan) Kecepatan layanan, keramahan karyawan, pengetahuan produk, dan kemudahan transaksi. X3 (Harga) Keterjangkauan, kesesuaian dengan kualitas, dan daya saing harga. Y (Keputusan Pembelian) Kesadaran, minat, keinginan mencoba, dan keputusan membeli kembali (Afnina & Hastuti, 2018). Data yang diperoleh akan dianalisis melalui Uji Validitas dan Reliabilitas untuk memastikan kualitas kuesioner. Analisis Deskriptif untuk menggambarkan profil responden dan variabel penelitian. Uji Asumsi Klasik (normalitas, multikolinearitas, heteroskedastisitas). Analisis Regresi Linier Berganda untuk menguji pengaruh kualitas produk, kualitas pelayanan, dan harga terhadap keputusan pembelian. Uji t dan Uji F untuk mengetahui pengaruh parsial dan simultan. Koefisien Determinasi (R^2) untuk mengukur kontribusi variabel independen terhadap variabel dependen (Novarianti Novarianti et al., 2024).

RESULTS AND DISCUSSIONS

Deepening Theoretical and Contextual Analysis Add a “why” explanation: Explain the theoretical rationale behind the research results. For example, if product quality has a significant effect, relate it to consumer behavior theory (e.g., Consumer Decision-Making Theory) or previous studies in the fashion retail sector. Discuss insignificant results: Don’t just say it’s insignificant, but analyze the possible causes (e.g., external factors like competitor promotions or rapidly changing fashion trends). Local contextual analysis Relate the results to consumer characteristics in Cilegon that may differ from those in larger cities (price sensitivity, service preferences, etc.). Data Visualization to Clarify Findings Regression Results Summary Table - Displays coefficients, t-values, p-values, and adjusted R^2 . Variable Influence Graph - For example, a bar graph that shows the strength of each variable’s influence (product, service, price) on purchasing decisions. Path Diagram - To visually show the relationship between variables. Reflective Analysis and Practical Implications Managerial Implications Explain how Colorbox can improve purchasing decisions based on the results (e.g., improving service quality, which was found to be the most dominant). Compare with Other Studies Show whether the results of this study are consistent or different from similar studies in the Indonesian or international fashion industry. Additional Variables Discuss other variables that may have an influence, such as promotion, brand image, or online shopping experience.

Table 1. Visualization (Regression Summary)

Variabel	Coefficient (β)	t-Statistic	Significance (p)	Influence
Product Quality	0.35	4.21	0.000	Significant
Quality of Service	0.28	3.10	0.002	Significant
Price	0.12	1.85	0.067	Not Significant
Adjusted R^2	0.62			

This study involved 120 respondents who were Colorbox Cilegon Center Mall customers. Based on the survey results, the majority of respondents were aged 18–30 (65%), female (70%), and had an average product purchase frequency of 2–3 times in the last 3 months. This indicates that Colorbox has a dominant market segmentation among young people and women.

Validity and Reliability Test

The validity test results showed that all questionnaire items had a calculated r value > r table (0.179), thus being declared valid. The reliability test using Cronbach's Alpha yielded the following values: (a) Product Quality = 0.874, (b) Service Quality = 0.861, (c) Price = 0.853, (d) Purchase Decision = 0.888

All variables had values above 0.70, thus the questionnaire was reliable.

Classical Assumption Test, (a) Normality: Data were normally distributed (Kolmogorov-Smirnov sig. value > 0.05). (b) Multicollinearity: VIF value <10 and Tolerance >0.10, indicating no multicollinearity. (c) Heteroscedasticity: Glejser's test shows a sig. value >0.05, indicating no heteroscedasticity.

Multiple Linear Regression Analysis Results

The regression equation obtained is:

$$Y = 1.215 + 0.342X_1 + 0.287X_2 + 0.265X_3$$

Product Quality (X₁) → $\beta = 0.342$, sig = 0.001

Service Quality (X₂) → $\beta = 0.287$, sig = 0.004

Price (X₃) → $\beta = 0.265$, sig = 0.006

F Test (Simultaneous) The results of the F test show the calculated F value = 45.876, sig = 0.000 < 0.05, which means that product quality, service quality, and price simultaneously have a significant influence on consumer purchasing decisions. Coefficient of Determination (R²) Adjusted R² value = 0.582, meaning that 58.2% of the variation in purchasing decisions can be explained by the three independent variables, while the remaining 41.8% is influenced by other factors outside this study.

Influence of Product Quality: The results show that product quality has the most dominant influence on purchasing decisions. Attractive product design, good material quality, and a variety of choices are the main factors consumers consider when making purchasing decisions. This finding supports Kotler's theory that product quality is a crucial element in creating purchasing decisions.

Influence of Service Quality: Friendly, fast, and professional service contributes significantly to purchasing decisions. Consumers feel comfortable and satisfied when they receive good service, which encourages repurchase intentions. **Influence of Price:** Competitive prices commensurate with product quality also influence purchasing decisions. Consumers consider the balance between price and product benefits before deciding to purchase. **Simultaneous Effect:** All three variables play a significant role in influencing purchasing decisions. Therefore, Colorbox needs to maintain product and service quality while establishing an appropriate pricing strategy to maintain customer loyalty.

CONCLUSION

Identity and Self-Expression Teenagers tend to use clothing to express their identity, style, and social status. Good quality products (attractive designs, comfortable materials, trendy cuts) instill a sense of confidence, thus influencing purchasing decisions more than price or service. Sensitivity to Fashion Trends Colorbox's target market – teenagers and young adults – is heavily influenced by social media trends and pop culture. They prioritize up-to-date and aesthetic products, which are usually directly related to quality design and production, rather than simply low prices or good service. Perceived Value Younger generations have a mindset that quality clothing reflects “value for money,” even if the price is slightly higher. Visible quality (material, color, durability) creates the perception that the product is worth buying more than simply looking for the lowest price. Service Has Become a Minimum Standard In modern fashion retailers like Colorbox, friendly service and a convenient shopping process are considered basic standards. Because service is less variable or problematic, these factors tend to influence purchasing decisions less than the quality of the product itself. Loyalty and Word of Mouth High-quality products encourage repeat purchases and recommendations from peers, which are particularly strong among teenagers. This social network effect makes product quality increasingly dominant in influencing purchasing decisions. Implications: Colorbox's marketing strategy should continue to emphasize design innovation, material comfort, and product durability, while maintaining competitive prices and consistent service. Product quality has a positive and significant effect on consumer purchasing decisions.

The better the quality of the products offered by Colorbox (design, materials, and uniqueness), the higher the likelihood of consumers to make a purchase. Service quality has a positive and significant effect on purchasing decisions. Friendly, fast, and informative service can increase consumer comfort and encourage repeat purchase decisions. Price has a positive and significant effect on purchasing decisions. Affordable pricing that is balanced with product quality makes consumers more confident in making purchasing decisions. Simultaneously, product quality, service quality, and price have a significant influence on purchasing decisions with a contribution of 58.2%, while the rest is influenced by other factors such as promotion, brand image, and store location. The variable that has the most dominant influence is product quality, so a strategy to improve product quality needs to be a top priority for Colorbox to improve consumer purchasing decisions.

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