

Model Construction Of The Influence Of Retail Quality On Purchase Intention Indomaret Consumers

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Abstract

Nowadays, the development of retail business in Bali shows a very positive trend, this is indicated by the increasing number of minimarkets from year to year. Intense competition in the retail business requires the domestic retail business to be managed professionally in order to be able to compete in serving consumers, therefore a precise strategy is needed to win the hearts of consumers by paying attention to service quality and product quality, so that consumers can be loyal to the retail business being carried out. Padonan Village, Badung Regency is one area that has quite tight competition in the retail sector such as minimarkets. This study aims to analyze the construction of the retail quality model on consumer buying intentions (study on Indomaret, Padonan Village). The number of samples used as many as 120 people using simple random sampling. Collecting data using a questionnaire. The data analysis technique used SEM-PLS. The results of the study show product quality has a positive and significant effect on consumer attitude, service quality has a positive and significant effect on consumer attitude, service quality has a positive and significant effect on purchase intention, consumer attitudes have a positive and significant effect on purchase intention, consumer attitudes can mediate the effect of product quality on purchase intention, consumer attitudes can mediate the effect of service quality on purchase intention.

Keywords: product quality, service quality, consumer attitude, intention.

I. INTRODUCTION

The development of market openness in globalization causes business competition in Indonesia to be growing rapidly with many entrepreneurs entering the business world, so companies are required to be able to win the competition through the application of appropriate marketing strategies. One of the businesses that is developing in Indonesia is the retail business. Savitri (2018: 5) explains that retail or retailer is a business activity that sells goods or services directly to end consumers for personal purposes and not for business use. The development of the retail business in Indonesia is due to the shift in people's shopping behavior from traditional markets to modern retail. Modern retail such as hypermarkets, minimarkets, supermarkets, department stores, factory outlets and others are able to provide comfort and convenience when shopping as well as speed of service that makes the retail

business in Indonesia growing. Minimarkets are retails that sell limited types and items of products, convenient shopping places and long opening hours. The development of minimarkets in Indonesia causes intense competition to increase sales turnover in each period (Devi, 2020).

Progress in the economic field has brought many rapid developments in the business sector. With the many developments in the business sector, many trading companies have sprung up which are engaged in retail trade in the form of shops, minimarkets, department stores (stores), supermarkets, and others. With so many shopping centers being established, the competition between shopping centers is getting higher and people will find it easier to choose a shopping center that suits their needs. In the face of increasingly fierce competition, companies need to understand

consumer behavior so that the company is able to compete with other companies. (Ain,2015)

The modern market in Indonesia has become a market that is in great demand by entrepreneurs, both domestic and foreign entrepreneurs, especially for minimarket retail. This resulted in the business being very rapidly advancing, supported by the influence on people's lifestyles that led to a modern lifestyle. Companies need to understand consumer behavior because all company activities are aimed at providing satisfaction to consumers and aiming to create and retain customers. This can be achieved by companies through efforts to produce and deliver goods and services that consumers want, where these activities depend on companies or traders with various attributes including price, product, service and location

and consumer behavior in shopping decisions (Bahar, 2021).

Nowadays, the development of retail business in Bali shows a very positive trend, this is indicated by the increasing number of minimarkets from year to year. Intense competition in the retail business requires the domestic retail business to be managed professionally in order to be able to compete in serving consumers, therefore a precise strategy is needed to win the hearts of consumers by paying attention to service quality and product quality, so that consumers can be loyal to the retail business being carried out. Padonan Village, Badung Regency is one area that has quite tight competition in the retail sector such as minimarkets. Some of the competitors for Indomaret minimarkets in Padonan Village are as shown in the table below.

Table 1 Indomaret Competitor Minimarket in Padonan Village, Badung Regency

No	Mini Market Name	Address
1	Alfamart Padonan Dama	Raya Padonan
2	wiwik shop	Tegalsari
3	Tiara Gatsu	Western Gatsu

Source: Reseacher, 2021

Table 1 shows that there are so many minimarkets that are trying to exist in the Padonan area, and are competing to attract as many consumers as possible. Therefore, companies must be able to provide quality services and maximum product quality. (Laksmi, 2015).

alongwiththe growth of mini markets in the Padonan Indomaret area, in fact Indomaret Padonan has decreased sales levels, this is thought to have something to do with product quality, service quality, and consumer attitudes. The data on sales growth at the Indomaret Padonan mini market from the last three years, namely the period 2018 to 2020, are as follows.

Table 2 Indomaret Padonan Mini Market Sales Growth Period 2018 – 2020

Year	Target (Billion)	Realization (Billion)	Development (%)
2018	3.4	2.2	64.7
2019	3.4	1.8	52.9
2020	3.4	1.3	38.2

Source: Indomaret Padonan, 20201

Based on Table 2 it can be informed that the sales development experienced by the Indomaret Padonan Mini Market has decreased, from 2018 to 2020. The lowest growth occurred in 2020 at 38.2 percent.

The indication of a decrease in revenue realization is supported by the results of a preliminary study involving 10 consumers who came to Indomaret Padonan related to their intention to shop at Indomaret Padonan as follows:

Table 3 Respondents' Perception of Shopping Intention at Indomaret Padonan

Indicator	Answer (person)	
	Yes	Not
Willing to shop again	4	6
Recommend	3	7
Amount	7	12

Source: Data processed, 2021

Based on Table 3, it can be informed that the decrease in consumer buying intentions at Indomaret Padonan, it is known that from 10 people who were given a questionnaire, 6 people did not want to shop again, and as many as 7 people did not want to recommend shopping. This is because customers complain about the quality of service provided by minimarket employees who are less responsive, such as employees who are not friendly and very disappointing, so that this can reduce their intention to shop again.

Purchase intention is very often used as a means of analyzing consumer behavior. Before making a purchase, consumers generally will collect some information, both about products based on personal experience and from the surrounding environment (Ayu and Kerti, 2014). Ling et al. (2011) stated that purchase intention is a situation when the customer is willing and intends to engage in a transaction. Lin and Lu (2010) concluded that purchase intention includes the possibility that consumers are willing to consider purchasing a product, represent a person's desire to buy in the future, and express a consumer's decision to repurchase a company's product.

Variables that affect purchase intention, one of which is service quality, service quality is a model that describes the condition of customers in forming expectations for services from past experiences, word of mouth promotions, and advertising by comparing the services they expect with what they receive/ feel (Kotler, 2018:153). There are five dimensions of service quality (servqual), namely; (1) physical evidence (tangibles), (2) reliability (reliability), (3) responsiveness, (4) assurance, (5) support (emphaty).

Previous empirical studies on the effect of product quality, attitude and service quality towards purchase intentions are still limited and some of them show non-uniform results or experience research gaps with concepts or theories. Research related to product quality on purchase intention was previously conducted

by Ismayanti (2017), Aryadhe (2016), Palma (2016), Satria (2017), Savitri (2018), Wongotwarin et al (2021), Qomariah (2020), Kitburin, et al (2019), Blair et al (2018) mention that product quality is a predictor variable that has a positive effect on purchase intentions, this indicates that product quality can increase consumers' purchase intentions. However, different results are shown by Palma (2016) which states that product quality has no effect on purchase intention. This means that the quality of the product does not have any impact on the purchase intention.

Previous research related to the influence of attitude on purchase intention, namely Wijayaningtas (2017), Adinata (2018), Ain (2015) Saraswaty (2015), Laksmi (2015), Geuens et al(2021), Abner (2019), Khalid et al (2021), Ferraz et al (2017) found that attitude has a positive effect on purchase intention. However, different research results shown by Mulachela (2017) indicate that attitudes have no effect on purchase intentions.

Research conducted by Bahar (2017), Aryadhe (2017), Nathadewi (2019), Bariroh (2015), Purbasari (2018), Khatonet al(2020), Xu et al (2017), Qayyum (2019) mention that service quality has a positive effect on purchase intention. However, there is a difference in the research conducted by Maharsi et al (2021) which states that service quality has no effect on intention, which means that service quality does not have any impact on purchase intention.

The inconsistency of research results or discrepancies between results and concepts regarding the effect of product quality, service quality on purchase intentions is thought to need to know the mediating role of consumer attitudes. Product quality and service quality cannot simply influence purchase intentions, but must be based on the attitude of consumers who accept a product or service.

Based on the phenomena that occur in the field and several gaps in the results of previous studies, the researchers want to further examine the construction of the retail quality

model on consumer buying intentions (study on Indomaret, Padonan Village)

2. LITERATURE REVIEW

The decrease in consumer buying intentions at Indomaret Padonan, it is known that from 10 people who were given a questionnaire, it turned out that 6 people did not want to shop again, and as many as 7 people did not want to recommend shopping. This is because customers complain about the quality of service provided by minimarket employees who are less responsive, such as employees who are unfriendly and very disappointing, so that this can reduce their intention to shop again.

Purchase intention is very often used as a means of analyzing consumer behavior. Before making a purchase, consumers generally will collect some information, both about products based on personal experience and from the surrounding environment (Ayu and Kerti, 2014). Ling et al. (2011) stated that purchase intention is a situation when the customer is willing and intends to engage in a transaction. Lin and Lu (2010) concluded that purchase intention includes the possibility that consumers are willing to consider purchasing a product, represent a person's desire to buy in the future, and express a consumer's decision to repurchase a company's product.

Variables that affect purchase intention, product quality, service quality and consumer attitudes. The empirical studies in this study are guided by previous studies conducted by Ain (2015), Amjad (2019), Ayadhe (2016), Bahar (2021), Bariroh (2015), Ferraz (2017), Geuens (2021), Ismayanti (2017), Laksmi (2015), Maharsi (2021), Nathadewi (2019), Palma (2016), Purbasari (2018), Saraswati (2015), Savitri (2018), Wonggotwaring et al (2017). In theory it refers to Jonida (2018) and Ismail (2016).

According to Lili (2018) and Rizwan (2014), Kevin (2016) namely Graha (2016), Huang (2009), Yan et al (2011). The theoretical studies and empirical studies are used to formulate hypotheses to solve the problems that have been formulated in this research. Then, the hypothesis that has been built and analyzed by statistical methods aims to obtain the desired research results. After the research results from statistical analysis are obtained, the researcher can draw conclusions and suggestions to be taken into consideration by further researchers

in developing the same type of research in the future.

Research Hypothesis

A hypothesis is a temporary answer to a research problem or question, the truth of which must be tested empirically (Sugiyono, 2018). The research hypotheses were prepared after an assessment of the theory related to the research variables was carried out. In accordance with the literature and empirical studies, a hypothesis can be developed in this study with the following explanation:

The Effect of Product Quality on Consumer Attitude

Product quality has a very close relationship with consumer attitudes, where product quality provides an impetus to consumers to establish strong ties with the company. In the long term, this kind of bond allows the company to understand carefully the customer's expectations and their needs. The superior quality produced by the company and the large market share it has, the profitability is guaranteed. So, quality and profitability are closely related. Companies that offer superior quality goods or services can certainly beat their competitors who produce inferior quality. Research conducted by Aryadhe (2016), Bahar (2021), Bariroh (2015) states that product quality has a positive effect on consumer attitudes.

Based on the description above, the research hypothesis can be formulated as follows:

H1 : Product quality has a positive effect on consumer attitudes

The Influence of Service Quality on Consumer Attitude

Service quality is how far the difference between reality and customer expectations for the service they receive or get. Customer expectations are basically the same as what kind of service should be provided to customers. These customer expectations are based on word of mouth information, personal needs, past experiences, and external communications. Attitude is an expression of feelings towards an object, where the object is usually a brand, service, retailer, certain behavior. The process of forming attitudes can be stored in memory. Existing attitudes can be activated from memory and used as the basis

for translating new information. The activated attitude can be integrated with other knowledge in decision making. Because the activated attitude can influence consumer decisions. Research by Palma (2016), Qomariah (2020) and Bariroh (2015) states that service quality has a positive effect on consumer attitudes. Based on the description above, the research hypothesis can be formulated as follows:

H2 : Service Quality Positively Affects Consumer Attitude

Effect of Product Quality on Purchase Intention

Product quality has a very close relationship with consumer attitudes, where product quality provides an impetus to consumers to establish strong ties with the company. In the long term, this kind of bond allows the company to understand carefully the customer's expectations and their needs.

The relationship of product quality applied by the company is closely related to consumer purchasing decisions. The quality of the product provided by the company must be in accordance with the type of product and the condition of the company, because mistakes in carrying out the marketing system given to consumers can reduce the level of consumer purchasing decisions, it can even have an impact on image that are not good for the company and provide opportunities for competitors to enter and open up the possibility that consumers will switch to competing companies.

Although the products produced by the company are in accordance with consumer expectations, without being supported by good and correct product quality, it will result in failure to fulfill consumer purchasing decisions. Companies must pay attention to product problems as well as possible, because good and correct product quality can maintain good relationships between companies and consumers. Research conducted by Ismayanti (2017), Palma (2016), Aryadhe (2016) states that product quality has a positive effect on purchase intention. Based on the description above, the research hypothesis can be formulated as follows:

H3 : Product Quality Has a Positive Effect on Purchase Intention

The Influence of Service Quality on Purchase Intention

Sarwo (2013) revealed that service quality with dimensions of tangibility, responsiveness, and empathy plays an important role in predicting consumers to make repeat buyers. Asakdiyah (2005) in his research revealed that service quality has a positive and significant effect on repurchase intentions.

Previous research by Aryadhe (2016), Bahar (2021), Bariroh (2015) stated that service quality has a positive effect on purchase intention. Based on the description above, the research hypothesis can be formulated as follows:

H4 : Service Quality Positively Affects Purchase Intention

The Influence of Consumer Attitudes on Purchase Intentions

Study previously done by Laksmi (2015), Ain (2015), Adinata (2018) mentioned that consumer attitudes have a positive effect on purchase intention. Based on the description above, the research hypothesis can be formulated as follows:

H5 : Consumer Attitudes Have a Positive Effect on Purchase Intention

The Effect of Product Quality on Purchase Intentions Through Consumer Attitudes

Product quality has a very close relationship with consumer attitudes, where product quality provides an impetus to consumers to establish strong ties with the company. In the long term, this kind of bond allows the company to understand carefully the customer's expectations and their needs.

The superior quality produced by the company and the large market share it has, the profitability is guaranteed. So, quality and profitability are closely related. Companies that offer superior quality goods or services can certainly beat their competitors who produce inferior quality.

The relationship of product quality applied by the company is closely related to consumer purchasing decisions. The quality of the product provided by the company must be in accordance with the type of product and the

condition of the company, because mistakes in carrying out the marketing system given to consumers can reduce the level of consumer purchasing decisions, it can even have an impact on image that are not good for the company and provide opportunities for competitors to enter and open up the possibility that consumers will switch to competing companies.

Although the products produced by the company are in accordance with consumer expectations, without being supported by good and correct product quality, it will result in failure to fulfill consumer purchasing decisions. Companies must pay attention to product problems as well as possible, because good and correct product quality can maintain good relationships between companies and consumers.

Existing attitudes can be activated from memory and used as the basis for translating new information. This activated attitude can be integrated with other knowledge in decision making. Because the activated attitude can affect consumer intentions.

The results of research by Laksmi (2015), Khatoon (2020), Ain (2015) state that consumer attitudes can mediate the effect of product quality on purchase intentions.

Based on the description above, the research hypothesis can be formulated as follows:

H6: Consumer Attitudes Can Mediate Influence Product Quality Against Purchase Intention

The Effect of Service Quality on Purchase Intentions Through Consumer Attitudes

Product quality has a very close relationship with consumer attitudes, where product quality provides an impetus to consumers to establish strong ties with the company. In the long term, this kind of bond allows the company to understand carefully the customer's expectations and their needs.

The relationship of product quality applied by the company is closely related to consumer purchasing decisions. The quality of the product provided by the company must be in accordance with the type of product and the condition of the company, because errors in carrying out the marketing system provided to consumers can reduce the level of consumer purchasing decisions, it can even have an

impact on an unfavorable image for the company and provide opportunities for competitors to enter and open the door. the possibility that consumers will switch to competing companies.

Existing attitudes can be activated from memory and used as the basis for translating new information. This activated attitude can be integrated with other knowledge in decision making. Because the activated attitude can affect consumer intentions.

Previous research was carried out by Laksmi (2015), Khatoon (2020), Palma (2016) stated that consumer attitudes can mediate the effect of service quality on consumers' purchase intentions.

Based on the description above, the research hypothesis can be formulated as follows:

H7: Consumer Attitudes Can Mediate Influence Quality of Service on Purchase Intention

3. RESEARCH METHODS

This research is a type of causal research because this study aims to determine the causal relationship between the variables of product quality, service quality, consumer attitudes and purchase intentions. Research place is a place or area where the research will be carried out. This research was conducted at Indomaret, Padonan Village, Kerobokan, Badung Regency.

The population in this study is Indomaret consumers. Sampling was carried out based on the Hair rule (2016), namely the number of indicators multiplied by a constant 5 to 10. In this study, the number of indicators was 34. Using constant 5 with consideration of the short research time and efficiency, the number of samples became $5 \times 34 = 120$ people.

The variables in this study can be identified into 3 variables, namely: variable Exogenous, and Endogenous Variables, Exogenous variables (exogenous variables) are causal variables that are not explained in the model (Sugiyono, 2018). The Exogen variables in this study are product quality (X1) and service quality (X2). Endogenous Variable (Endogenous Variable) is the effect variable that is explained or predicted in the model. (Sugiyono, 2018). Endogenous variables are treated as dependent variables. In this study, the endogenous variable as the dependent variable

is purchase intention (Y2). Endogenous Variables that are treated as Intervening Variables. In this study, the endogenous variables as intervening variables are consumer attitudes (Y1).

Data collection techniques in the form of interviews, documentation and distribution of questionnaires followed by validity and reliability tests. The data analysis method used is SEM (Structural Equation Modeling) analysis based on component or variance, namely PLS (Partial Least Square). The results of the analysis will then be interpreted and discussed so that conclusions can be drawn from the results of the research.

4. RESEARCH RESULTS AND DISCUSSION

Hypothesis test

Hypothesis testing is done by t-statistics by sorting for direct effect testing. In the following section, the results of direct influence testing are described successively.

Direct Effect Test

The significance of the estimated parameters provides very useful information about the relationship between the research variables. The basis used in testing the hypothesis is the value contained in the output result for inner weight. Table 5 provides the estimated output for testing the structural model.

Table 4 Hypothesis Testing Results

Variable	Original Sample (O)	T Statistics (O/STDEV)	P Values
Service quality -> Purchase intention	0.432	3,841	0.000
Service quality -> Consumer attitude	0.199	2.082	0.038
Product quality -> Purchase intention	0.934	3,336	0.001
Product quality -> Consumer attitude	0.633	7,826	0.000
Consumer attitude -> Purchase intention	0.302	2,330	0.021

Source: Data processed, 2021

The results of testing the research hypothesis based on Table 4 are as follows:

- 1) Hypothesis Testing 1: Product quality has a positive effect on consumer attitudes. These results can be seen in coefficient value of 0.633 with t-statistics value of 7.826. The t-statistics value is above the value of 1.96 and the value of sig <0.05. Based on this, hypothesis 1 is declared accepted.
- 2) Hypothesis Testing 2: The Influence of Service Quality on Consumer Attitude. These results can be seen in coefficient value of 0.199 with t-statistics value of 2.082. The value of t-statistics is above the value of 1.96 and the value of sig <0.05. Based on this, hypothesis 2 is declared accepted.
- 3) Hypothesis Testing 3: The Effect of Product Quality on Purchase Intention. These results can be seen in coefficient value of 0.934 with t-statistics value of 3,336. The t-statistics value is below the critical value of 1.96 and the value of sig <0.05. Based on this, hypothesis 3 is declared accepted.
- 4) Hypothesis Testing 4: Service Quality Has a Positive Effect on Purchase Intention. These results can be seen in the coefficient value is 0.432 with a t-statistics value of 3.841. The value of t-statistics is below the critical value of 1.96 and the value of sig <0.05. Based on this, hypothesis 4 is declared accepted.
- 5) Hypothesis Testing 5: Consumer Attitudes Have a Positive Effect on Purchase Intention. These results can be

seen in coefficient value is 0.302 with t-statistics value is 2.330. The value of t-statistics is below the value of 1.96 and the value of sig <0.05. Based on this, hypothesis 5 is declared accepted.

Testing Indirect Effects Through Mediation Variables

In testing the following hypothesis, the mediating role of the consumer attitude variable (Y1) between product quality (X1) and purchase intention (Y2) and the mediating role of the consumer attitude variable (Y1) between service quality (X2) and purchase intention (Y2) will be examined. As for the indirect effect hypothesis testing in this study, the results of the analysis can be presented in Table 5 as follows:

Table 5 Recapitulation of Testing Results of Consumer Attitude Mediation Variables

No	Attitude Variable Mediation (Y1)	Effect				Note:
		(A)	(B)	(C)	(D)	
1	Service quality -> Consumer attitude -> Purchase intention	0.122 (sig)	0.649 (sig)	0.736 (sig)	0.695 (sig)	Partial Mediation
2	Product quality -> Consumer attitude -> Purchase intention	0.603 (sig)	0.826 (sig)	0.805 (sig)	0.273 (sig)	Partial Mediation

Source: Data processed, 2021

The information obtained from Table 5 above is the result of testing the mediating variables that can be conveyed as follows: consumer attitudes (Y1) are able to mediate positively and significantly on the indirect effect of product quality (X1) and service quality (X2) on purchase intentions (Y2). This result is shown from the mediation test carried out, it appears that the effects of A, C and D have significant values.

Other information that can be conveyed is that the mediating effect of the consumer

attitude variable (Y1) on the indirect effect of product quality (X1) and service quality (X2) on purchase intention (Y2) is partial mediation. This finding provides an indication that the mediating variable of consumer attitudes (Y1) is not a key determinant of the effect on product quality (X1) and service quality (X2) on purchase intention (Y2).

In order to determine the overall effect for each relationship between the variables studied, a recapitulation of the direct effect, indirect effect and total effect can be presented in Table 3 below:

Table 6 Calculation of Direct, Indirect and Total Effects

No	Variable Relationship	Live Effect	Indirect Effect	Total Effect
1	Service quality -> Purchase intention	0.432	-	-
2	Service quality -> Consumer attitude	0.199	-	-
3	Product quality -> Purchase intention	0.934	-	-
4	Product quality -> Consumer attitude	0.633	-	-
5	Consumer attitude -> Purchase intention	0.302	-	-
6	Service quality -> Consumer attitude -> Purchase intention	0.432	0.06	0.441
7	Product quality -> Consumer attitude -> Purchase intention	0.934	0.191	1,225

Source: Data processed, 2021

Information obtained from Table 6 above, the mediating effect of the consumer attitude variable (Y1) on the indirect effect of product quality (X1) on purchase intention (Y2) is greater, with a total path coefficient of 1.225 compared to the mediating effect of the consumer attitude variable (Y1) on the indirect effect of service (X2) on purchase intention (Y2) with the resulting total path coefficient of 0.441.

5. DISCUSSION

Based on the results of the PLS analysis, this section will discuss the results of the calculations that have been carried out. This study aims to determine the effect of product quality, service quality on purchase intentions through consumer attitudes. Testing is shown through the existing hypothesis so that it can find out how the influence of each variable on the other variables.

Effect of product quality on consumer attitudes

The results of statistical data analysis show that product quality has a positive and significant effect on consumer attitude, so the analysis of this research model shows that the higher the quality of the product will lead to high consumer attitude.

Product quality has a very close relationship with consumer attitudes, where product quality provides an impetus to consumers to establish strong ties with the company. In the long term, this kind of bond allows the company to understand carefully the customer's expectations and their needs. The superior quality produced by the company and the large market share it has, the profitability is guaranteed. So, quality and profitability are closely related. Companies that offer superior quality goods or services can certainly beat their competitors who produce inferior quality. The results of this study are consistent with those of Aryadhe (2016), Bahar (2021), Bariroh (2015) which state that product quality has a positive effect on consumer attitudes.

The influence of service quality on consumer attitudes

The results of statistical data analysis show that service quality has a positive and

significant effect on consumer attitude, so the analysis of this research model shows that the higher the service quality will lead to high consumer attitude.

Service quality is how far the difference between reality and customer expectations for the service they receive or get. Customer expectations are basically the same as what kind of service should be provided to customers. These customer expectations are based on word of mouth information, personal needs, past experiences, and external communications. Attitude is an expression of feelings towards an object, where the object is usually a brand, service, retailer, certain behavior. The process of forming attitudes can be stored in memory. Existing attitudes can be activated from memory and used as the basis for translating new information. The activated attitude can be integrated with other knowledge in decision making. The results of this study are consistent with Palma (2016), Qomariah (2020) and Bariroh (2015) which state that service quality has a positive effect on consumer attitudes.

Effect of product quality on purchase intention

The results of statistical data analysis show that service quality has a positive and significant effect on consumer attitude, so the analysis of this research model shows that the higher the service quality will lead to high consumer attitude.

Product quality has a very close relationship with consumer attitudes, where product quality provides an impetus to consumers to establish strong ties with the company. In the long term, this kind of bond allows the company to understand carefully the customer's expectations and their needs.

The relationship of product quality applied by the company is closely related to consumer purchasing decisions. The quality of the product provided by the company must be in accordance with the type of product and the condition of the company, because mistakes in carrying out the marketing system given to consumers can reduce the level of consumer purchasing decisions, it can even have an impact on image that are not good for the company and provide opportunities for

competitors to enter and open up the possibility that consumers will switch to competing companies.

Although the products produced by the company are in accordance with consumer expectations, without being supported by good and correct product quality, it will result in failure to fulfill consumer purchasing decisions. Companies must pay attention to product problems as well as possible, because good and correct product quality can maintain good relationships between companies and consumers. The results of this study are in accordance with those conducted by Ismayanti (2017), Palma (2016), Aryadhe (2016) which states that product quality has a positive effect on purchase intention.

The effect of service quality on purchase intention

The results of statistical data analysis show that service quality has a positive and significant effect on purchase intention, so the analysis of this research model shows that the higher the quality of service will lead to high purchase intention.

Sarwo (2013) revealed that service quality with dimensions of tangibility, responsiveness, and empathy plays an important role in predicting consumers to make repeat buyers. Asakdiyah (2005) in his research revealed that service quality has a positive and significant effect on repurchase intentions.

The results of this study are consistent with Aryadhe (2016), Bahar (2021), Bariroh (2015) which state that service quality has a positive effect on purchase intention.

The influence of consumer attitudes on purchase intentions

The results of statistical data analysis show that consumer attitudes have a positive and significant effect on purchase intention, so the analysis of this research model shows that the higher the attitude of consumer acceptance will lead to high purchase intention.

The results of this study are consistent with Laksmi (2015), Ain (2015), Adinata (2018) which states that consumer attitudes have a positive effect on purchase intentions.

The effect of product quality on purchase intention through consumer attitudes

The results of statistical data analysis show that consumer attitudes can mediate the effect of product quality on purchase intention, so the analysis of this research model shows that the high quality of the product is accompanied by the attitude of consumers who accept the products provided by Indomaret in Padonan, the higher the intention

Product quality has a very close relationship with consumer attitudes, where product quality provides an impetus to consumers to establish strong ties with the company. In the long term, this kind of bond allows the company to understand carefully the customer's expectations and their needs.

The superior quality produced by the company and the large market share it has, the profitability is guaranteed. So, quality and profitability are closely related. Companies that offer superior quality goods or services can certainly beat their competitors who produce inferior quality.

The relationship of product quality applied by the company is closely related to consumer purchasing decisions. The quality of the product provided by the company must be in accordance with the type of product and the condition of the company, because mistakes in carrying out the marketing system given to consumers can reduce the level of consumer purchasing decisions, it can even have an impact on image that are not good for the company and provide opportunities for competitors to enter and open up the possibility that consumers will switch to competing companies.

Although the products produced by the company are in accordance with consumer expectations, without being supported by good and correct product quality, it will result in failure to fulfill consumer purchasing decisions. Companies must pay attention to product problems as well as possible, because good and correct product quality can maintain good relationships between companies and consumers.

Existing attitudes can be activated from memory and used as the basis for translating new information. This activated attitude can be integrated with other knowledge in decision making. Because the activated attitude can affect consumer intentions.

The results of this study are consistent with Laksmi (2015), Khatoon (2020), Ain (2015) which state that consumer attitudes can

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The effect of service quality on purchase intention through consumer attitudes

The results of statistical data analysis indicate that consumer attitudes can mediate the effect of service quality on purchase intention, so the analysis of this research model shows that high product quality is accompanied by the attitude of consumers who receive quality services by Indomaret in Padonan, the higher the intention

Product quality has a very close relationship with consumer attitudes, where product quality provides an impetus to consumers to establish strong ties with the company. In the long term, this kind of bond allows the company to understand carefully the customer's expectations and their needs.

The relationship of product quality applied by the company is closely related to consumer purchasing decisions. The quality of the product provided by the company must be in accordance with the type of product and the condition of the company, because errors in carrying out the marketing system provided to consumers can reduce the level of consumer purchasing decisions, it can even have an impact on an unfavorable image for the company and provide opportunities for competitors to enter and open the door. the possibility that consumers will switch to competing companies.

Existing attitudes can be activated from memory and used as the basis for translating new information. This activated attitude can be integrated with other knowledge in decision making. Because the activated attitude can affect consumer intentions.

The results of the study are in line with Laksmi (2015), Khatoon (2020), Palma (2016) which states that consumer attitudes can mediate the effect of service quality on consumers' purchase intentions.

6. CONCLUSIONS AND RECOMMENDATIONS

Consumer attitudes by using three indicators, namely after consumers evaluate, consumers feel the company provides a good product.

Consumers are happy with the products provided by the company. and consumers feel that the product provided by the company is a product that is worthy of purchase can be a mediating variable of product quality and service quality on purchase intention.

The results of this study can contribute to science, especially for further researchers, that consumer attitudes can be a connecting variable of product quality and service quality variables to purchase intentions. The policy implications that can be related to the findings produced in this study are thus providing a practical contribution for Indomaret managers to increase consumers' purchase intentions through high product quality and service quality.

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