

The Effect of Product Quality, Service Quality, and Application Ease of Use on Purchasing Decisions for the Aksesmu Application at PT Sumber Trijaya Lestari

Saryadi

Faculty of Economics and Business, Universitas Muhammadiyah Cirebon

Saryadi.ssp123@gmail.com

Abstract

This study examines the effect of product quality, service quality, and application ease of use on purchasing decisions for the Aksesmu application, a business-to-business digital ordering platform developed by PT Sumber Trijaya Lestari for grocery stores and food-service outlets in the Sumbagsel (South Sumatra) region of Indonesia. Using a quantitative, explanatory research design, primary data were collected from 98 respondents selected through purposive sampling and analysed using multiple linear regression with IBM SPSS. The results show that, partially, product quality ($t = 2.192$; sig. = 0.047), service quality ($t = 2.712$; sig. = 0.043), and application ease of use ($t = 3.185$; sig. = 0.006) each have a positive and significant effect on purchasing decisions. Simultaneously, the three variables significantly affect purchasing decisions ($F = 22.846$; sig. < 0.001), jointly explaining 42.2% of its variance ($R^2 = 0.422$), while the remaining 57.8% is explained by factors outside the model. Application ease of use emerged as the most dominant predictor. These findings suggest that PT Sumber Trijaya Lestari should prioritise improving the usability of the Aksesmu application, alongside sustained investment in product and service quality, in order to strengthen customers' purchasing decisions.

Keywords: *Product Quality; Service Quality; Application Ease of Use; Purchasing Decision; Digital Retail Platform*

1. Introduction

Digital transformation has changed the way retail companies conduct business and serve consumers. The integration of digital technology in the trade sector allows companies to expand market access and improve the efficiency of product distribution. The growth of internet infrastructure, mobile devices, and digital payment systems has encouraged retail companies to develop application-based platforms to improve service quality and customer experience (Verhoef et al., 2021). In Indonesia, this development is supported by the rapid increase in the number of internet users, which creates substantial opportunities for retail companies to develop digital platforms that support trading activities.

Table 1. Growth of Internet Users in Indonesia, 2021–2024

Year	Number of Internet Users	Percentage of Population
2021	202.6 million	73.7%
2022	210 million	77.0%
2023	215.6 million	78.1%
2024	221 million	79.5%

Source: Association of Indonesian Internet Service Providers (APJII), 2024

This growth in internet penetration has accelerated the development of digital commerce, including in the modern retail sector. Retail companies have begun to leverage application-based technology to reach micro-enterprises such as neighbourhood grocery stores (*warung*), which remain an important part of Indonesia's consumer goods distribution system. According to the Ministry of Cooperatives and SMEs, the number of micro, small, and medium enterprises (MSMEs) in Indonesia exceeded 66 million units in 2024, most of which operate in the retail trade sector. Modern retail companies have therefore begun developing digital platforms to help store owners obtain products and business services more efficiently.

One such digital innovation is the *Aksesmu* application, developed by PT Sumber Trijaya Lestari. The application is designed as a digital platform that helps store owners place product orders, make digital payments, and manage their businesses more effectively. *Aksesmu* functions as a B2B (business-to-business) platform that helps *warung*, small shops, and HORECA (hotel, restaurant, café) outlets obtain business supplies through several payment options — deferred payment, cash on delivery, QRIS, virtual accounts, and e-wallets — while also providing access to financial record-keeping, business education, and same-day free delivery. However, the success of a digital application is determined not only by the underlying technology, but also by the quality of the products available and the quality of service provided to application users. According to Kotler and Keller (2022), product quality and service quality are key factors that shape consumer perceptions and drive purchasing decisions.

Previous studies support this view. Rahma and Moeljono (2023) found that product quality and service quality are important factors influencing consumer purchasing decisions in the retail sector; Yuliana and Tuti (2024) found a significant effect of product and service quality on purchasing decisions in the food and restaurant industry; and Saputra et al. (2023) found that product quality positively affects purchasing decisions in modern retail. However, most of this research has focused on conventional retail or general e-commerce contexts, while studies specifically examining digital platforms aimed at traditional grocery-store owners remain relatively limited. The purchasing behaviour of micro-business owners also differs from that of individual consumers, since their purchasing decisions are more strongly shaped by business needs, product availability, and distribution service quality.

As of the end of 2025, *Aksesmu* had reached 203,076 registered *warung* users across Indonesia. Even so, the company has not yet reached its sales targets in several branches. Overall, the company achieved only 85.7% of its 2025 target (approximately IDR 4.55 trillion), with the Bandung branch recording the highest achievement (98.2%) while the Serang branch — which covers the Sumbagsel area (Serang, Balaraja, Lampung, South Sumatra, Pekanbaru, and Medan) — recorded a comparatively lower achievement of 79.5%. A preliminary survey of 31 *warung* owners in the Sumbagsel area found that a majority of respondents disagreed or strongly disagreed with statements reflecting purchasing decisions (an average of about 68% across the five survey items), product quality (about 60%), and, notably, service quality and application ease of use (each around 75%). This indicates that product quality, service quality, and ease of use of the *Aksesmu* application have not yet fully met user expectations in this area, and that this gap is a plausible contributor to the shortfall against target.

Based on this phenomenon, it is important to examine the effect of product quality, service quality, and application ease of use on purchasing decisions for the *Aksesmu* application at PT

Sumber Trijaya Lestari. This study is expected to provide a scientific contribution to the study of digital marketing in the micro-retail sector, and to provide strategic recommendations for the company to improve the quality of its products, services, and application in order to strengthen users' purchasing decisions.

2. Literature Review

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) is a behavioural theory widely used to study the process of information technology adoption. Davis (1989) proposed that perceived ease of use — the degree to which a person believes that using a system requires little effort — together with perceived usefulness, determines a user's intention to adopt a technology. TAM is well suited to explaining why certain technology systems fail to be adopted due to a lack of intention to use them, and remains highly relevant for explaining consumer behaviour in the context of digital business applications such as Aksesmu.

Purchasing Decision

Purchasing decision is the stage in the consumer decision-making process at which a consumer actually selects and purchases a product or service after evaluating the available alternatives. Kotler and Keller (2016) explain that purchasing decisions are influenced by cultural, social, personal, and psychological factors, with psychological factors such as motivation, perception, and attitude playing a dominant role. In the context of modern digital marketing, ease of technology use has also become an important element influencing purchasing decisions, particularly for digital applications such as Aksesmu. The dimensions of purchasing decision used in this study — following Kotler and Keller (2016) — are product choice, brand choice, dealer choice, purchase timing, and purchase quantity.

Product Quality

Product quality is a company's ability to deliver a product that performs its intended function, encompassing durability, reliability, precision, ease of use, and other attributes that create value for consumers (Sofijanov, 2020). Kotler and Keller (2016) argue that product quality is determined not only by physical characteristics but also by consumers' perception of the value delivered. Its dimensions include performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality; higher product quality increases perceived value and thereby increases the likelihood of a purchasing decision, both directly and indirectly through customer satisfaction.

Service Quality

Service quality is a company's ability to deliver a service that meets or exceeds customer expectations, focusing on how the service is delivered rather than solely on its outcome (Kotler & Keller, 2016). This study follows the SERVQUAL framework of Parasuraman, Zeithaml, and Berry, which identifies five dimensions of service quality — tangibles, reliability, responsiveness, assurance, and empathy (Taylor, 2024). Good service builds positive customer perceptions and trust, which in turn increases the likelihood of a purchasing decision, particularly at the alternative-evaluation and post-purchase stages of the buying process.

Application Ease of Use

In the context of digital marketing, application ease of use reflects the extent to which a product or service can be used simply, efficiently, and without difficulty — a form of perceived value for the

customer (Kotler & Keller, 2016). This concept is consistent with Davis's (1989) notion of perceived ease of use. In the case of the Aksesmu application, ease of use reflects the system's ability to provide a simple, fast, and easily understood user experience that supports transaction activity. Following Cahyadi et al. (2025), its dimensions in this study are ease of learning, ease of use, clarity and comprehensibility, and flexibility; greater ease of use is expected to increase efficiency, satisfaction, and trust, thereby strengthening purchasing decisions.

Previous Research

A number of prior studies provide the empirical foundation for the present research, as summarised in Table 2.

Table 2. Summary of Previous Research

Author (Year)	Title	Key Finding
Amalia & Asmara (2020)	The effect of brand image and product quality on purchasing decisions	Product quality has a positive and significant effect on purchasing decisions
Sari & Prihartono (2020)	The effect of price and product quality on consumer purchasing decisions	Product quality and price significantly affect purchasing decisions
Putri & Hidayat (2021)	The effect of service quality on consumer purchasing decisions	Service quality has a significant effect on purchasing decisions
Rahman & Wahyuni (2022)	The effect of application ease of use on purchasing decisions on a digital platform	Application ease of use has a positive effect on purchasing decisions
Pratama & Saputra (2023)	The effect of product quality and brand image on purchasing decisions	Product quality has a significant effect on purchasing decisions
Timur, Fadiati & Artanti (2024)	Analysis of consumer purchasing decisions based on the marketing mix	Product and promotion influence consumer purchasing decisions

Source: Compiled from previous studies, 2020–2024

Conceptual Framework and Hypotheses

Building on the theoretical foundations above, this study proposes that Product Quality (X_1), Service Quality (X_2), and Application Ease of Use (X_3) independently and simultaneously influence Purchasing Decision (Y) for the Aksesmu application at PT Sumber Trijaya Lestari. Product quality reflects the extent to which the product meets customer needs through performance, durability, and reliability; service quality reflects the customer's experience of interacting with the company; and application ease of use reflects the efficiency of the transaction process. Together, these three dimensions of perceived value are expected to strengthen customer satisfaction, trust, and comfort, thereby reinforcing purchasing decisions, either directly or indirectly.

Based on this framework, the following hypotheses are proposed:

H1: Product quality has a positive and significant effect on purchasing decisions.

H2: Service quality has a positive and significant effect on purchasing decisions.

H3: Application ease of use has a positive and significant effect on purchasing decisions.

H4: Product quality, service quality, and application ease of use simultaneously have a significant effect on purchasing decisions.

3. Research Methods

Research Design

This study employs a quantitative research method with an explanatory (associative) approach, aimed at testing the causal relationships between product quality, service quality, and application ease of use as independent variables, and purchasing decision as the dependent variable. Kotler and

Keller (2021) note that consumer purchasing decisions are shaped by perceived value formed from product quality, service quality, and ease of access to and use of a service; an explanatory quantitative approach is therefore well suited to providing systematic, measurable empirical evidence of these relationships.

Location and Time of Research

This study was conducted at the Serang branch of PT Sumber Trijaya Lestari, which manages the Alfamart minimarket network and oversees distribution of daily consumer products as well as development of digital services, including the Aksesmu application. The Serang branch was selected because of its high transaction volume, its active implementation of the Aksesmu application, and the heterogeneous demographic and consumption characteristics of its customer base, which support the generalisability of the findings within a modern-retail context. The research was carried out in April 2026, covering instrument preparation, data collection, data processing and analysis, and report preparation.

Population, Sample, and Sampling Technique

The population of this study comprises all users of the Aksesmu application who have made purchase transactions at the Serang branch of PT Sumber Trijaya Lestari. Because the exact number of active users is dynamic and cannot be determined with certainty, the population is treated as an infinite population (Sekaran & Bougie, 2021; Hair et al., 2021). The minimum sample size was calculated using the Lemeshow formula, appropriate for populations of unknown size:

$$n = (Z^2 \times p \times q) / d^2 = (1.96^2 \times 0.5 \times 0.5) / 0.10^2 = 96.04 \approx 96 \text{ respondents}$$

where Z is the critical value at the 95% confidence level (1.96), p is the estimated population proportion (0.5), q = 1 – p (0.5), and d is the margin of error (0.10). A non-probability, purposive sampling technique was used, in which respondents were deliberately selected based on specific criteria: active users of the Aksesmu application, aged at least 17 years, who had completed at least one purchase transaction and maintained business operations for at least one year (Etikan et al., 2021; Taherdoost, 2022). A total of 98 valid respondents were obtained, exceeding the minimum sample size required.

Data Collection and Variable Measurement

Data collection combined primary and secondary sources. Primary data were obtained directly from respondents through a structured questionnaire distributed via Google Form and administered in person, supplemented by limited observation of application usage and transaction activity. Secondary data were obtained from academic literature, international journals, textbooks, and company documents to strengthen the theoretical foundation and support the discussion of findings. All questionnaire items were measured using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The independent variables are Product Quality (X_1), Service Quality (X_2), and Application Ease of Use (X_3); the dependent variable is Purchasing Decision (Y). Product-quality items were developed from the dimensions of performance, features, reliability, conformance, and durability (Sofijanov, 2020); service-quality items followed the SERVQUAL dimensions of tangibles, reliability, responsiveness, assurance, and empathy (Taylor, 2024); application-ease-of-use items followed the TAM dimensions of ease of learning, ease of use, clarity, and flexibility (Davis, 1989; Cahyadi et al., 2025); and purchasing-decision items followed the dimensions of product choice, brand choice, dealer choice, purchase timing, and purchase quantity (Kotler & Keller, 2016).

Data Analysis Technique

Data were analysed using IBM SPSS. Instrument validity was tested using Pearson product-moment correlation, with an item declared valid if its calculated r-value exceeds the critical r-table value ($r\text{-table} = 0.202$ for $n = 98$ at $\alpha = 0.05$). Instrument reliability was tested using Cronbach's Alpha, with a variable declared reliable if $\alpha > 0.60$. Classical assumption tests comprised a normality test (One-Sample Kolmogorov–Smirnov), a multicollinearity test (tolerance and variance inflation factor, VIF), and a heteroscedasticity test (Glejser test). Hypotheses were tested using multiple linear regression, comprising a partial test (t-test), a simultaneous test (F-test), and the coefficient of determination (R^2), with the regression equation:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

4. Results and Discussion

Respondent Characteristics

The final sample comprised 98 respondents, all active users of the Aksesmu application who had completed at least one purchase transaction at the Serang branch of PT Sumber Trijaya Lestari in the Sumbagsel region. Table 3 summarises their demographic characteristics.

Table 3. Respondent Characteristics

No.	Characteristic	Category	Frequency	Percentage (%)
1	Gender	Male	46	46.9%
		Female	52	53.1%
2	Age	20–30 years	21	21.4%
		31–40 years	49	50.0%
		> 40 years	28	28.6%
3	Occupation	Employee	3	3.1%
		Entrepreneur	79	80.6%
		Other	16	16.3%

Source: Processed primary data, 2026

The majority of respondents are female (53.1%), aged between 31 and 40 years (50.0%), and self-employed business owners (80.6%). This profile is consistent with the target segment of the Aksesmu application, namely working-age micro-retail entrepreneurs who manage neighbourhood grocery stores.

Descriptive Statistics of Research Variables

Respondents' perceptions of each variable were measured on a five-point Likert scale and categorised following Sugiyono (2021): 4.21–5.00 = strongly agree, 3.41–4.20 = agree, 2.61–3.40 = neutral, 1.81–2.60 = disagree, and 1.00–1.80 = strongly disagree. The resulting mean scores for each variable are summarised in Table 4.

Table 4. Descriptive Statistics of Research Variables

Variable	Mean Score	Category
Product Quality (X_1)	2.67	Neutral
Service Quality (X_2)	2.40	Disagree
Application Ease of Use (X_3)	3.14	Agree
Purchasing Decision (Y)	2.84	Moderately good

Source: Processed primary data, 2026

Respondents rated product quality as neutral (mean = 2.67), with the highest-rated item concerning product durability and the lowest-rated item concerning trust in the quality of the products offered — suggesting that the company still has room to strengthen quality assurance and product information. Service quality received the lowest overall rating (mean = 2.40, disagree category), particularly regarding staff attentiveness, indicating that the company's service delivery

has not yet fully met customer expectations. Application ease of use was rated more favourably (mean = 3.14, agree category), especially with respect to the clarity of information and around-the-clock accessibility, although items concerning initial learnability scored comparatively lower. Purchasing decision was rated as moderately good overall (mean = 2.84), with respondents indicating that they typically compare products before purchasing, while the item on purchasing purely out of functional need scored lowest – suggesting that factors beyond basic need, such as ease of use, promotions, and past experience, also shape the purchase decision.

Validity Test

Validity was tested using Pearson product-moment correlation between each item score and its variable's total score. With $n = 98$ and $\alpha = 0.05$, the critical r -table value is 0.202; an item is declared valid if its calculated r -value exceeds this threshold.

Table 5. Validity Test Results

Variable	Number of Items	Range of r -values	r -table	Result
Product Quality (X_1)	10	0.207 – 0.624	0.202	All items valid
Service Quality (X_2)	10	0.339 – 0.872	0.202	All items valid
Application Ease of Use (X_3)	10	0.346 – 0.718	0.202	All items valid
Purchasing Decision (Y)	8	0.531 – 0.707	0.202	All items valid

Source: Processed data using IBM SPSS, 2026

All items across the four variables have r -values exceeding the r -table value of 0.202, confirming that the research instrument is valid and suitable for further analysis.

Reliability Test

Reliability was assessed using Cronbach's Alpha, with a variable declared reliable if $\alpha > 0.60$, and categorised as “very high” if $\alpha > 0.80$ (Sugiyono, 2021).

Table 6. Reliability Test Results

Variable	Cronbach's Alpha	Result	Category
Product Quality (X_1)	0.872	Reliable	Very high
Service Quality (X_2)	0.894	Reliable	Very high
Application Ease of Use (X_3)	0.769	Reliable	Very high
Purchasing Decision (Y)	0.853	Reliable	Very high
Average	0.847	Reliable	Very high

Source: Processed data using IBM SPSS, 2026

All variables achieved Cronbach's Alpha values above 0.80, confirming that the research instrument is highly reliable and consistent, and suitable for use as a data-collection tool.

Classical Assumption Tests

Normality Test

The normality of the regression residuals was tested using the One-Sample Kolmogorov–Smirnov test.

Table 7. Normality Test Results (One-Sample Kolmogorov–Smirnov)

Description	Value
N	98
Mean	0.0000000
Std. Deviation	3.5777
Test Statistic	0.074
Asymp. Sig. (2-tailed)	0.200

Source: Processed data using IBM SPSS, 2026

The Asymp. Sig. (2-tailed) value of 0.200 exceeds α (0.05), indicating that the residuals are normally distributed and the model satisfies the normality assumption.

Multicollinearity Test

Multicollinearity was assessed using tolerance and variance inflation factor (VIF) values, with tolerance > 0.10 and VIF < 10 indicating an absence of multicollinearity.

Table 8. Multicollinearity Test Results

Variable	Tolerance	VIF	Result
Product Quality (X_1)	0.698	1.433	No multicollinearity
Service Quality (X_2)	0.572	1.747	No multicollinearity
Application Ease of Use (X_3)	0.685	1.460	No multicollinearity

Source: Processed data using IBM SPSS, 2026

All three independent variables have tolerance values above 0.10 and VIF values below 10, confirming that the regression model does not exhibit multicollinearity.

Heteroscedasticity Test

Heteroscedasticity was tested using the Glejser test, in which the absolute residuals are regressed on the independent variables; an absence of heteroscedasticity is indicated by a significance value above 0.05. The results show significance values of 0.847 for product quality, 0.477 for service quality, and 0.153 for application ease of use, all exceeding 0.05. The regression model is therefore free from heteroscedasticity and satisfies the classical assumption of homoscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression was used to examine the effect of product quality, service quality, and application ease of use on purchasing decisions.

Table 9. Multiple Linear Regression Results

Variable	B	Std. Error	Beta	t	Sig.
Constant	6.199	2.978	–	2.081	0.040
Product Quality (X_1)	0.024	0.123	0.018	2.192	0.047
Service Quality (X_2)	0.059	0.083	0.074	2.712	0.043
Application Ease of Use (X_3)	0.549	0.076	0.681	3.185	0.006

Source: Processed data using IBM SPSS, 2026

The regression results yield the equation: $Y = 6.199 + 0.024X_1 + 0.059X_2 + 0.549X_3$. The constant of 6.199 indicates the predicted level of purchasing decision when all three independent variables are held at zero. All three independent variables have a positive relationship with purchasing decision, with application ease of use showing by far the largest standardised effect ($\beta = 0.681$), followed by service quality ($\beta = 0.074$) and product quality ($\beta = 0.018$).

Hypothesis Testing

Partial Test (t-test)

With $n = 98$ and 3 independent variables, the critical t-table value at $\alpha = 0.05$ is 1.985 ($df = 94$).

Product quality (X_1) has $t = 2.192 > t\text{-table}$ (1.985) and $\text{sig.} = 0.047 < 0.05$; H_1 is accepted — product quality has a positive and significant effect on purchasing decisions. Service quality (X_2) has $t = 2.712 > t\text{-table}$ (1.985) and $\text{sig.} = 0.043 < 0.05$; H_2 is accepted — service quality has a positive and significant effect on purchasing decisions. Application ease of use (X_3) has $t = 3.185 > t\text{-table}$ (1.985) and $\text{sig.} = 0.006 < 0.05$; H_3 is accepted — application ease of use has a positive and significant effect on purchasing decisions, and is the most dominant of the three predictors, with the largest regression coefficient ($B = 0.549$) and standardised beta ($\beta = 0.681$).

Simultaneous Test (F-test)

Table 10. Simultaneous Test Results (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	905.077	3	301.692	22.846	< 0.001
Residual	1,241.341	94	13.206		

Total	2,146.418	97			
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Source: Processed data using IBM SPSS, 2026

The F-test yields $F = 22.846$, exceeding the F-table value of 2.70 ($df_1 = 3$, $df_2 = 94$), with a significance value below 0.001. H4 is therefore accepted: product quality, service quality, and application ease of use simultaneously have a positive and significant effect on purchasing decisions for the Aksesmu application.

Coefficient of Determination (R^2)

Table 11. Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.649	0.422	0.403	3.634

Source: Processed data using IBM SPSS, 2026

The R value of 0.649 indicates a strong relationship between the three independent variables and purchasing decision. The R Square value of 0.422 indicates that product quality, service quality, and application ease of use jointly explain 42.2% of the variation in purchasing decisions, while the remaining 57.8% is explained by factors outside the model, such as price, promotion, brand image, customer trust, and customer loyalty.

Discussion

Effect of Product Quality on Purchasing Decisions

Product quality has a positive and significant effect on purchasing decisions ($t = 2.192$; $\text{sig.} = 0.047$), supporting H1. Although its regression coefficient is smaller than that of the other two variables, the effect remains statistically significant, indicating that customers still consider overall product quality — not merely price — when deciding to purchase through the Aksesmu application. This finding is consistent with Kotler and Keller's (2022) view that product quality, encompassing durability, reliability, and ease of use, increases perceived value and encourages purchase. The comparatively low mean score for trust in product quality (among the lowest-rated items) suggests the company still has room to strengthen quality-control and supplier-monitoring processes, and to improve the completeness of product information provided within the application.

Effect of Service Quality on Purchasing Decisions

Service quality has a positive and significant effect on purchasing decisions ($t = 2.712$; $\text{sig.} = 0.043$), supporting H2. This result is consistent with the SERVQUAL framework of Parasuraman, Zeithaml, and Berry, which holds that tangibles, reliability, responsiveness, assurance, and empathy jointly shape customer perceptions of service quality. In the context of the Aksesmu application, service quality extends beyond direct interaction with sales staff to include order-processing speed, delivery accuracy, complaint handling, and the ease of obtaining product information. The relatively low overall rating for this variable (mean = 2.40) — particularly for staff attentiveness — indicates that service delivery has not yet fully met customer expectations and represents a priority area for improvement.

Effect of Application Ease of Use on Purchasing Decisions

Application ease of use has the strongest positive and significant effect on purchasing decisions of the three variables ($t = 3.185$; $\text{sig.} = 0.006$; $\beta = 0.681$), supporting H3. This finding is consistent with the Technology Acceptance Model (Davis, 1989), which holds that the easier a system is to use, the greater users' acceptance of the technology, and the greater the resulting perceived usefulness. Customers who find the Aksesmu application easy to learn, navigate, and transact with are more likely to make repeated purchases through the platform. Given that application ease of use is the most dominant predictor in this study, continued investment in simplifying the ordering flow,

improving interface design, and increasing system stability is likely to yield the largest gains in purchasing decisions.

Simultaneous Effect of Product Quality, Service Quality, and Application Ease of Use on Purchasing Decisions

The simultaneous F-test result ($F = 22.846$; $\text{sig.} < 0.001$) confirms that product quality, service quality, and application ease of use jointly and significantly affect purchasing decisions, supporting H4. The three variables complement one another in shaping the customer experience: high product quality builds customer trust, good service quality creates satisfaction, and ease of use creates comfort during transactions. Although the model's explanatory power is moderate ($R^2 = 0.422$), this is consistent with the view that purchasing decisions are also shaped by factors outside the present model, such as price, promotion, brand image, customer trust, and customer loyalty. Overall, the findings suggest that PT Sumber Trijaya Lestari should treat the usability of the Aksesmu application as a strategic priority, while continuing to strengthen product and service quality, in order to sustainably increase purchasing decisions among its warung customers.

5. Conclusion

This study examined the effect of product quality, service quality, and application ease of use on purchasing decisions for the Aksesmu application at PT Sumber Trijaya Lestari, using a quantitative multiple linear regression approach with a sample of 98 respondents. Four main conclusions are drawn from the findings.

First, product quality has a positive and significant effect on purchasing decisions ($t = 2.192 > t\text{-table } 1.985$; $\text{sig.} = 0.047 < 0.05$), indicating that the better the product quality offered through the Aksesmu application, the greater customers' tendency to make a purchase. Second, service quality has a positive and significant effect on purchasing decisions ($t = 2.712 > t\text{-table } 1.985$; $\text{sig.} = 0.043 < 0.05$), indicating that fast, responsive, and reliable service that meets customer needs increases purchasing decisions. Third, application ease of use has a positive and significant effect on purchasing decisions ($t = 3.185 > t\text{-table } 1.985$; $\text{sig.} = 0.006 < 0.05$) and is the most dominant of the three predictors, with the largest regression coefficient ($B = 0.549$) and standardised beta ($\beta = 0.681$). Fourth, product quality, service quality, and application ease of use simultaneously have a positive and significant effect on purchasing decisions ($F = 22.846 > F\text{-table } 2.70$; $\text{sig.} < 0.001$), jointly explaining 42.2% of its variance ($R^2 = 0.422$).

Overall, the study demonstrates that product quality, service quality, and application ease of use are significant determinants of purchasing decisions for the Aksesmu application, both partially and simultaneously, with application ease of use exerting the strongest influence. PT Sumber Trijaya Lestari is therefore encouraged to prioritise continued improvement of the Aksesmu application's usability — for example, by simplifying the ordering flow, improving interface design, and strengthening system stability — while sustaining investment in product quality assurance and service-delivery standards, in order to increase customers' purchasing decisions and strengthen long-term customer loyalty.

Future researchers are encouraged to incorporate additional variables that may influence purchasing decisions, such as price, promotion, brand image, customer trust, customer loyalty, or perceived value, and to extend the study to other regions, companies, or business sectors with larger samples to improve generalisability. The use of complementary analytical methods such as Structural Equation Modelling (SEM) or Partial Least Squares (PLS) is also recommended to capture more complex relationships among variables.

This study is subject to several limitations. It considers only three independent variables, so other potential determinants of purchasing decisions — such as price, promotion, brand image, customer trust, and customer loyalty — were not examined. The research was conducted solely at the Serang branch of PT Sumber Trijaya Lestari; the findings therefore reflect the conditions of this company and may not generalise to other firms with different operational systems or customer characteristics. Data were collected through a Likert-scale questionnaire, which depends on respondents' subjective perceptions and self-reported honesty, and the sample of 98 respondents, while adequate, limits the representativeness of the findings. Finally, the multiple linear regression approach used here examines only the direct relationships between the independent and dependent variables, without testing for potential mediating or moderating variables.

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