

The Effect of Herbal Product Quality on Consumer Purchase Decisions: A Case Study of Natural Nusantara Stockist in Ciamis

R. Hozin Abdul Fatah^{1*}, Ahmad Hidayat Nurul Akbar², Lati Sari Dewi³, Siti Amirah Makarim⁴, Wadini⁵, Ahmad Royan Taufik⁶

Latifah Mubarokiyah College of Economics

Corresponding Author: R. Hozin Abdul Fatah fatah.hozin@gmail.com

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ABSTRACT

The rapid development of the herbal product industry has intensified competition among companies offering similar goods. In this context, product quality plays a crucial role in shaping consumer purchasing behavior. This study investigates the influence of product quality on purchasing decisions at a Natural Nusantara stockist in Ciamis, Indonesia. Using a quantitative descriptive design, data were collected from 96 respondents through incidental sampling and analyzed using simple linear regression with SPSS version 20. The results show that consumers perceive the quality of herbal products positively ($M = 4.409$), and their purchasing decisions also reflect favorable responses ($M = 3.387$). Product quality has a significant and positive effect on purchasing decisions, explaining 56.7% of the variance, while 43.3% is influenced by other factors. These findings underscore the importance of maintaining and improving product quality to drive consumer decision-making in the increasingly competitive herbal product market

INTRODUCTION

Along with ongoing economic development, the industrial sector continues to experience significant growth, particularly among companies offering similar or competing products. This competitive climate demands that businesses remain agile and responsive to constant changes across social, economic, and cultural domains. Companies that fail to adapt risk falling behind in an increasingly saturated market. In order to thrive, businesses must go beyond traditional strategies and focus on sustainable practices, consumer-oriented innovation, and most importantly, high product quality. The primary objective of any company is to maximize profits, as profitability ensures operational continuity, growth, and investment in future development. However, generating profit in a competitive environment requires delivering value that meets or exceeds consumer expectations. One of the most critical components of delivering this value is ensuring superior product quality. As noted by Kotler and Armstrong (2016), product quality refers to "the characteristics of a product or service that bear on its ability to satisfy stated or implied customer needs." This definition highlights the importance of aligning product attributes with consumer demands. High-quality products not only attract new customers but also build long-term trust and loyalty, helping companies achieve sustainable competitive advantage in increasingly global and informed markets.

PT. Natural Nusantara is a leading Indonesian company operating in the agro-complex sector, with a strong commitment to the concept of "Back to Nature." This philosophy underscores the company's dedication to producing environmentally friendly products that are safe, natural, and beneficial to consumers. The name 'Natural' symbolizes the company's focus on herbal-based technologies and organic ingredients, while 'Nusantara' pays homage to Indonesia's cultural identity and indigenous wisdom. PT. Natural Nusantara integrates traditional practices with modern production techniques to create a unique product line that aligns with today's health and environmental awareness. All products are formulated using natural herbal ingredients, ensuring safety and minimal environmental impact. To guarantee quality and consumer safety, every product from Natural Nusantara is certified by BPOM (Indonesia's National Agency of Drug and Food Control) and holds halal certification, catering to the needs of the Muslim-majority population in Indonesia. These certifications not only affirm product credibility but also enhance consumer trust in the brand. Through its herbal-based approach, the company has successfully positioned itself as a responsible and sustainable business that contributes to the well-being of both individuals and the environment, while also promoting the richness of Indonesian biodiversity and local innovation.

Table 1. Product Categories of Natural Nusantara

Product Category	Number of Products
Agricultural Products	27 products
Biological Control Products	16 products
Health Products	53 products
Household Products	20 products
Cosmetic Products	97 products

Source: Natural Nusantara Stockist, 2024

Among these, cosmetic products dominate and are the most sought-after by consumers, making them a flagship product of PT. Natural Nusantara. One of its main competitors is PT. Duta Elok Persada (Nuamoore), which uses imported ingredients such as hailmoor clay, a black mud from Australian mountains. Meanwhile, PT. Natural Nusantara uses natural local ingredients such as Collaskin derived from Indonesia.

Modern consumers are increasingly selective, influenced by various sources of information before making purchasing decisions. According to Kotler and Keller (2015), the decision-making process consists of five stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

To reach consumers more effectively, PT. Natural Nusantara has established multiple stockists across various regions, including the Panumbangan District, which hosts nine active stockists. Below is the 2019 sales data for each stockist in the region:

Table 2. Sales Data of Stockists in Panumbangan District

No	Stockist	Units Sold (pcs)
1	Stockist A	2,642
2	Stockist B	2,527
3	Stockist C	2,418
4	Stockist D	2,231
5	Stockist E	2,090
6	Stockist F	1,953
7	Stockist G	1,864
8	Stockist H	1,511
9	Stockist I	1,496

Source: Internal Stockist Data, Panumbangan District, 2024

LITERATURE REVIEW

Product Quality

Kotler and Armstrong (2016) define product quality as “the ability of a product to perform its functions; it includes the product’s overall durability, reliability, and other valued attributes.” This definition emphasizes that product quality is not only a technical measurement but also a subjective assessment from the consumer's perspective. In other words, consumers evaluate quality based on how well the product meets their expectations and needs.

Furthermore, product quality can influence consumers' perception of value and their decision to purchase or repurchase a product. A high-quality product typically delivers performance that aligns with consumer expectations in terms of functionality, ease of use, reliability, and durability.

Several recent studies have confirmed that product quality significantly affects consumer satisfaction and purchasing decisions (Alfansi & Sargeant, 2020; Nugraha et al., 2021). In competitive markets, improving product quality is a strategic approach to building customer loyalty and increasing market share (Setiawan & Widiyanto, 2022).

Purchase Decision

Purchase decision is one of the most critical aspects in consumer behavior studies. According to Kotler and Keller (2015), a purchase decision is the process by which consumers choose from available alternatives and decide whether to buy, what to buy, when, where, and how to buy.

This decision is influenced by several internal and external factors, including product quality, brand image, price, consumer experience, and social influence (Wijaya et al., 2020). In particular, the final decision reflects the evaluation stage where consumers compare alternatives and select the one that best matches their needs.

Research in recent years also shows that consumer purchase decisions are increasingly driven by perceived product value and credibility (Rahmawati et al., 2022; Maulana & Rahayu, 2019). When consumers perceive a product to be of high quality, they are more likely to make a favorable purchasing decision.

METHODOLOGY

This study employs a descriptive method with a quantitative approach. This approach is chosen not only to describe the phenomena under investigation but also to conduct measurements in order to draw valid conclusions based on the data obtained.

According to Moh. Nazir (2014), the descriptive method is "a method used to examine the status of a group of people, an object, a set of conditions, a system of thought, or a class of events in the present time." In other words, this method focuses on the factual and systematic presentation of current phenomena without manipulating variables.

Furthermore, Sugiyono (2018) states that the quantitative method is "a research method based on positivist philosophy, used to examine specific populations or samples, data collection using research instruments, data analysis is quantitative/statistical in nature, with the aim of testing predetermined

hypotheses." This approach emphasizes objective and systematic measurements using valid and reliable instruments.

Thus, the use of a descriptive quantitative method in this study aims to identify and explain the influence of product quality on purchasing decisions based on numerical data collected from the selected sample.

RESULTS AND DISCUSSION

Validity Test

According to Sugiyono (2016), "A validity test is used to examine whether a question (in a questionnaire) is appropriate to be used as a research instrument." In this study, the variables examined are Product Quality (X) as the independent variable and Purchase Decision (Y) as the dependent variable.

Table 3. Validity Test Results for Variables X (Product Quality) and Y (Purchase Decision)

Variable	Correlation between	Correlation coefficient	Nilai r_{tabel} (n=96 a=5%)	Conclusion
Product Quality (X)	Item No 1	0,682	0,202	Valid
	Item No 2	0,560		Valid
	Item No 3	0,639		Valid
	Item No 4	0,470		Valid
	Item No 5	0,449		Valid
	Item No 6	0,726		Valid
	Item No 7	0,742		Valid
	Item No 8	0,681		Valid
	Item No 9	0,715		Valid
	Item No10	0,733		Valid
	Item No11	0,783		Valid
	Item No12	0,758		Valid
Purchase Decision (Y)	Item No 1	0,636	0,202	Valid
	Item No 2	0,709		Valid
	Item No 3	0,712		Valid
	Item No 4	0,670		Valid
	Item No 5	0,575		Valid
	Item No 6	0,640		Valid
	Item No 7	0,684		Valid
	Item No 8	0,715		Valid
	Item No 9	0,717		Valid
	Item No10	0,783		Valid

Based on the table above, it is known that all 22 statement items for the variables of product quality and purchase decision at Stockist Z.1337 used in this study are valid, as indicated by each item having a positive Pearson's product-moment correlation coefficient that exceeds the r-table value.

Reliability

In this study, the reliability test was conducted using the Cronbach's Alpha coefficient method by comparing whether the value is greater or less than 0.60.

Table 4. Results of Reliability Testing of Variables X and Y

Variable	Cronbach Alpha	Nilai kritis	Keterangan
Product Quality (X)	0,877	0,60	<i>Reliabel</i>
Purchase Decision (Y)	0,871	0,60	<i>Reliabel</i>

Source: Primary Data Processed Using SPSS V.20, 2020

Based on the results of the reliability test on the questionnaire for the variables of product quality and purchase decision, the results are considered reliable, as the coefficients are greater than 0.60.

Table 5. Respondents' Perceptions of Product Quality

No	Statement	Maximum Score	Score Achieved	Criteria
1	I feel satisfied with NASA products	480	400	Very Good
2	I feel that NASA products suit me well	480	406	Very Good
3	I feel comfortable using NASA products	480	381	Good
4	I feel NASA products are long-lasting	480	341	Fair
5	I feel NASA products are not easily damaged	480	324	Fair
6	I feel NASA product packaging is durable	480	372	Good
7	I feel NASA products have a unique appearance	480	359	Good
8	I feel NASA products are easy to use	480	371	Good
9	I feel NASA products have an appealing aroma	480	363	Good

10	I feel the composition of NASA products is of high quality	480	373	Good
11	I feel NASA products are made from natural herbal ingredients	480	361	Good
12	I feel the benefits of NASA products meet my needs	480	385	Good
	Total	5760	4436	

Rating Classification for the Overall Product Quality Indicator:

- 1,152 – 2,073 : Very Poor
- 2,074 – 2,995 : Poor
- 2,996 – 3,917 : Fair
- 3,918 – 4,839 : Good
- 4,840 – 5,762 : Very Good

Based on the product quality recap table, a score of 4,409 was obtained, which falls within the range of 3,918 – 4,839, classified as Good. Therefore, it can be concluded that consumer responses regarding the product quality at Stokis Z.1337 Natural Nusantara Sindang Herang are good.

Furthermore, it can be concluded that the overall product quality at Stokis Z.1337 Natural Nusantara Sindang Herang is considered good. This is reflected in the highest-rated questionnaire item: "I feel that Nasa's products suit me well," with a score of 406. Meanwhile, the lowest score was found in the statement: "I feel that Nasa's products are long-lasting," with a score of 314.

Thus, it can be concluded that the products at Stokis Z.1337 Natural Nusantara Sindang Herang provide good benefits to consumers; however, there is a noted shortcoming in terms of the product's durability.

Table 6. Respondents' Perceptions of Purchase Decisions

No	Statement	Highest Score	Achieved Score	Criteria
1	I feel a strong need for Nasa products	$5 \times 96 = 480$	351	Good
2	I am interested in Nasa products	$5 \times 96 = 480$	343	Good
3	I find information about Nasa products easy to access	$5 \times 96 = 480$	350	Good
4	I always observe Nasa products based on their variants	$5 \times 96 = 480$	341	Good
5	I always evaluate products other than Nasa	$5 \times 96 = 480$	326	Fair
6	I feel that Nasa products are of high quality	$5 \times 96 = 480$	330	Good
7	I always prioritize Nasa products	$5 \times 96 = 480$	334	Good
8	I feel confident when purchasing Nasa products	$5 \times 96 = 480$	338	Good

9	I feel satisfied after purchasing Nasa products	$5 \times 96 = 480$	327	Good
10	I am willing to recommend Nasa products to others	$5 \times 96 = 480$	347	Good
Total Score		4800	3387	

Based on the purchase decision recap table, a score of 3,387 was obtained, which falls within the range of 3,264 - 4,031, classified as Good. Therefore, it can be concluded that consumer responses regarding purchase decisions are good.

Furthermore, it can be concluded that the overall purchase decisions are classified as good. This is evident from the highest-rated questionnaire item: "I feel a strong need for Nasa products", with a score of 351. The lowest score was found in the item: "I always evaluate products other than Nasa", with a score of 326.

Hence, based on all the questionnaire statements under the purchase decision indicator, the research results can be considered good. As a result, the company should focus on increasing customer satisfaction with Nasa products by developing a wider variety of products tailored to consumer needs.

Simple Linear Regression Analysis

Table 7. Simple Linear Regression Output Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.949	2.102		3.781	.000
	X	.613	.055	.753	11.103	.000

a. Dependent Variable: Y

Source: SPSS V.20 Data Processing Results (2020)

$$Y = a+bX$$

$$Y = 7,949 + 0,613X$$

Product quality has a significant influence on the purchase decision variable. This can be observed from the following simple linear regression equation: the constant value (a) = 7.949 indicates that even without the product quality variable, the purchase decision value would be 7.949. Based on the regression equation, the product quality variable has a positive effect. Thus, for every one-unit increase in product quality, the purchase decision increases by 0.613. The significance value for the product quality variable is 0.000, which is less than 0.05. This indicates that the simple linear regression model can be reliably used to predict the purchase decision variable.

Correlation Coefficient and Coefficient of Determination Test

Table 8. Output Results of the Correlation and Determination Coefficients

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.753 ^a	.567	.563	3.849

a. Predictors: (Constant), X

b. Dependent Variable: Y

Source: Data Processed Using SPSS V.20 (2020)

Based on the table above, the correlation value between the product quality variable (X) and the purchase decision variable (Y) is 0.753. Referring to the interpretation of the correlation coefficient in Table 4.9, this value falls within the coefficient interval of 0.60 - 0.799, which indicates a strong relationship. Therefore, it can be concluded that there is a strong correlation between product quality and purchase decisions.

Coefficient of Determination

The coefficient of determination is used to determine the extent to which variable X (Product Quality) contributes to the increase or decrease of variable Y (Purchase Decision). The following formula is used:

$$KD = r^2 \times 100\%$$

$$KD = 0.567 \times 100\%$$

$$KD = 56,7\%$$

Based on the results of data processing using SPSS Version 20, the coefficient of determination was found to be 0.567. This means that 56.7% of the purchase decision is influenced by product quality, while the remaining 43.3% is affected by other factors.

Hypothesis Testing

Table 9. Hypothesis Testing Output Results

Source: Processed Data Using SPSS V.20 (2020)

Based on the data from the coefficients table, the value for the product quality variable is 7.949, with a significance value of 0.000, which is less than 0.05. The t-table value for 96 respondents is 1.660, and since the calculated t-value (tcount) is 11.103, which is greater than ttable ($11.103 > 1.661$), the alternative hypothesis (H_a) is accepted. This indicates that the product quality variable has a significant influence on the purchase decision at Natural Nusantara in Ciamis.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

1. Based on the respondents' feedback graph regarding product quality, a score of 4,409 was obtained, which falls under the "Good" classification. This indicates that consumer perceptions of product quality at Natural Nusantara Ciamis are good.
2. From the respondents' feedback graph regarding purchase decisions, a score of 3,387 was obtained, also falling under the "Good" classification. Thus, it can be concluded that consumer responses toward purchase decisions at Natural Nusantara Ciamis are good.
3. The influence of product quality on purchase decisions at Natural Nusantara Ciamis is statistically significant. This is proven by the hypothesis testing result, where the calculated t-value (11.103) is greater than the critical t-value (1.660), meaning H_0 is rejected and H_a is accepted. The correlation coefficient (R) obtained is 0.753, which indicates a strong relationship between product quality and purchase decisions. The coefficient of determination is 0.567, meaning that 56.7% of the purchase decision is influenced by product quality, while the remaining 43.3% is affected by other factors.

Recommendation

1. In the product quality indicator, the lowest score was 314, related to the statement that Nasa products are long-lasting. This indicates that the company should further improve the durability aspect of Nasa products to ensure that consumers are not disappointed.
2. In the purchase decision indicator, the lowest score was 326, concerning the statement about always evaluating products other than Nasa. This suggests that the company should enhance product quality, product safety, and diversify the range of products offered to be more competitive compared to other brands.
3. Based on the research findings, the coefficient of determination was 56.7%. This aspect should be given priority and close attention by Natural Nusantara Ciamis, without neglecting other contributing factors such as promotion, pricing, and location.

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