PRODUCT KNOWLEDGE AND PRODUCT QUALITY ON PURCHASE DECISIONS WITH BRAND TRUST AS INTERVENING VARIABLES IN TENUN SUTERA ALAM & LURIK TUGU MAS TYPICAL WEAVING BUSINESS IN YOGYAKARTA

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Abstract.

Research related to purchasing decisions shows that product knowledge, product quality and brand trust greatly influence purchasing decisions both directly and indirectly. The purpose of this research is to test and reveal empirically the factors that influence purchasing decisions, both direct factors, namely product knowledge and product quality, and indirect factors, namely brand trust. This research was conducted at Tenun Sutera Alam & Lurik Tugu Mas, Yogyakarta City and used quantitative data (from a questionnaire). The research sample consisted of 150 visitors who had purchased Tenun Sutera Alam & Lurik Tugu Mas products. SEM analysis is used to determine the effect between research variables. The results showed, 1) There is a positive and significant influence of product knowledge on purchasing decisions, 2) There is a positive and significant influence of product quality on purchasing decisions, 3) There is a positive and significant influence of brand trust on purchasing decisions, 4) There is a positive and significant influence product knowledge on brand trust, 5) There is a positive and significant influence of product quality on brand trust, 6) There is a positive and insignificant effect of product knowledge on purchasing decisions through brand trust and 7) There is a positive and insignificant influence of product quality on purchasing decisions through brand trust. This study proposes several strong indicator recommendations that have a high contribution to product knowledge, product quality and brand trust in order to improve purchasing decisions.

Keywords: digital marketing; product variation; brand image; purchase decision.

I. INTRODUCTION

Indonesia is an archipelagic country of approximately 17,000 islands and is divided into several provinces, this also causes Indonesia to have cultural diversity. One of the most important cultural heritages is traditional woven fabrics. Woven cloth is one of the traditional fabrics that has a very high cultural value. Woven fabrics are not yet as popular as batik, but the beauty and cultural philosophy contained in woven fabrics is not inferior to batik [1]. Finding woven fabric is not as easy as finding batik cloth, almost every region has its own type, history, motifs and patterns, as well as the characteristics of woven fabric for each region. The market share of woven fabrics is relatively large, and the initial statistics are about 60%. The Ministry of Industry noted, batik industry centers in Java reached 101 units. Inside there are 3,782 business units that absorb up to 15,055 workers. Meanwhile, weaving is produced in 368 centers with 14,618 business units and employs 57,972 people [2].

One type of traditional woven fabric that has strong motifs and characteristics is Lurik Woven Cloth. This cloth, which is commonly found in Solo and Yogyakarta, has gone up in class. Lurik, which was once known as a cheap type of cloth because it was made of ordinary cotton, is now used as an additional element in shirts, kebaya, blouses and dresses. Classic striped prints in solid color tones make casual clothes

stand out. However, people's knowledge about lurik woven fabric is still lacking so that it affects the intention to buy these products.

Consumer knowledge is all information that consumers have about various kinds of products and services, as well as other knowledge related to these products and services as well as information related to their functions as consumers [3][4]. Consumer knowledge about lurik woven fabrics can be a consideration for consumers to choose between woven fabrics and batik fabrics. If the lurik woven fabric craftsmen succeed in providing clear knowledge and are understood by consumers, it can increase buying interest in lurik woven fabrics. The limited understanding of the community about lurik woven fabrics causes many people to have an inaccurate perception of knowledge about traditional woven fabrics. Many people think that the results of traditional woven fabrics are less neat because they are done directly by humans, while textile fabrics are neater because they are done by machines.

The product quality factor also greatly influences the purchasing decision of lurik woven fabrics because there are many lurik woven fabric craftsmen in the same city and compete with their respective products. In the Tugu Mas Lurik Weaving UKM in the city of Yogyakarta, they use Non-Machine Weaving Tools or often called ATBM because

they still prioritize the original regional traditional values. Weaving skills using ATBM are very rarely owned by people nowadays, so it must be preserved so that they are not lost. The thread used by Tugu Mas Weaving is Indian Cotton thread which has very fine fibers so that the fabric produced also has fine fibers. It is different from other lurik woven fabrics which have coarser fabric fibers at a lower price.

In today's modern era, consumers are quicker and easier to get the product information they want **[5]**. Along with this, consumers are smarter in how to spend their money on a product. Consumers can buy products according to the quantity and specifications needed **[6]**. So consumers are the most important factor for companies or SMEs. If the number of consumers who visit or buy a product, it is certain that sales will decrease. The following are symptoms of a decrease in the number of consumer purchase transactions experienced by Tenun Sutera Alam & Lurik Tugu Mas Weaving from 2018 – 2020:

Table 1.1 Consumer Transaction Data

Year	Number Of Transactions
2018	6.618
2019	5.334
2020	2.770

In addition to the two factors above, purchasing decisions are also influenced by brand trust. Brand trust is generally willing to rely on the ability of the brand to carry out its functions. Trust is important for consumers because it will help reduce consumer time and risk sacrifice to the brand. Trust in the brand will make consumers to simplify the selection process and reduce the time needed to make a purchase decision **[7]**. Trust in the brand can also reduce uncertain purchases so that this is an advantage that can be obtained from brand trust. Based on the several factors above, it greatly influences consumer purchasing decisions for lurik woven fabrics and is supported by sales data of Tenun Sutera Alam & Lurik Tugu Mas Weaving from 2018 to 2020 which has experienced a significant decline. Based on the sales table above, it can be seen that sales of Lurik Woven Fabrics have decreased from 2018 to 2020. From 2018 it was IDR 1,323,587,384.56 to 2019 it was IDR 1,066,733,904.95, it decreased by 19.41% or IDR 256 Million. This figure includes a very large decrease because it takes a long time to produce traditional woven fabrics. Then from 2019 of IDR 1,066,733,904.95 to 2020 of IDR 553,928,900 there was a greater decrease than before, namely 48.07% or IDR 512 million. This decrease shows that consumer buying interest or purchasing decisions for lurik woven fabrics has greatly reduced compared to the previous year. If seen from 2018 of Rp. 1,323,587,384.56 to 2020 of Rp. 553,928,900, the decrease is even greater, namely 58.15% or Rp. 769 million. This downward sales curve is very worrying for traditional woven cloth craftsmen, especially in Weaving Sutera Alam & Lurik Tugu Mas. Therefore, researchers want to find out the causes of reduced buying interest or consumer purchasing decisions for lurik woven fabrics.

According to (Firmansyah **[8]**) product knowledge is a collection of various kinds of information about products. Product knowledge here may include product categories, brands, product terminology, product attributes or features, product prices and product beliefs. Product knowledge or product knowledge is very important for sales or marketers to research consumer behavior in buying a product. Information about this product knowledge needs to be obtained by consumers so that they are not mistaken in making purchasing decisions. Building product knowledge (PK) is very important to understand the behavior and interests of buyers. According to (Firmansyah **[8]**) also divides three types of product knowledge including product attributes, product benefits and consumer satisfaction. According to (Kotler and Keller **[9]**) that product quality is a product's ability to perform its functions, this ability includes durability, reliability, accuracy, which is obtained by the product as a whole. According to (Kotler & Amstrong **[10]**) product quality is the ability of a product to perform its functions, this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes. Meanwhile, according to (Kotler, Philip **[11]**) translated by Bob Sabran, product quality is the ability of an item to provide appropriate results or performance even beyond what the customer wants. According to Garvin in (Fandy Tjiptono **[12]**) there are product quality dimensions including Performance, Durability, Aesthetic, Conformance, Perceived quality.

According to (Ika and Kustini **[13]**) brand trust can be measured through the dimensions of viability and the dimensions of intentionality. Conditions in which consumers are positive about the brand, believe in the brand and there is hope that the brand will provide results as promised to consumers so that it will lead to brand loyalty. The following is an explanation of the two dimensions above as follows: Dimension of Viability, Dimension of Intentionality. According to (Kotler **[14]**) stated that consumer purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and desires. According to (Kotler and Keller **[15]**) that purchasing decisions have dimensions, namely product choice, brand choice, dealer choice, purchase time, purchase amount and payment method.

II. RESEARCH METHODS

This study uses quantitative methods with SEM (Structure Equation Modeling) analysis, as an extended regression model used to test the alignment of the correlation matrix of two or more causal models compared by researchers **[16]**. The model is represented by circles and arrows with a single arrow indicating the cause. The predicted regression weights in the model were compared with the observed correlation matrices for all variables, and statistical fit tests were calculated **[17]**. The research was conducted on the Tenun Sutera Alam & Lurik Tugu Mas business in Yogyakarta, in December 2022 – January 2023. The total sample was 150 people calculated in slovin and taken proportionally from the average number of consumers

[18] who had purchased Tenun Sutera Alam & Lurik Tugu Mas products. Mas in 2020 as a population. The questionnaire is designed to assess the indicators of Purchase Decision, Brand Trust, Product Knowledge and Product Quality using a Likert scale of 1 to 5 points and an assessment scale. All data was collected as feedback from distributing questionnaires to 150 visitors who had purchased Tugu Mas Tenun Sutera Alam & Lurik Tugu Mas products. After testing the validity and reliability of the questionnaire. Analysis using SEM with two types of models, namely measurement models and structural models. The measurement model aims to describe how well each indicator can be used as an instrument for testing the latent variable validity and reliability of indicators and dimensions of research variables. The structural model is a model where the goodness of fit for the inner model can be proven by examining the effect of each exogenous latent variable on the endogenous latent variable. Overall this research consists of four variables, namely Product Knowledge (PP), Product Quality (KP), Brand Trust (KM) and Purchase Decision (KEP).

III. RESULTS AND DISCUSSION

The following is a discussion of the results of testing the seven hypotheses which will be discussed one by one:

The direct effect of product knowledge (X1) on purchasing decisions (Y).

The results of this test indicate that there is a positive and significant direct effect of product knowledge (X1) on purchasing decisions (Y) in Weaving Sutera Alam & Lurik Tugu Mas. The test obtained a positive coefficient of 0.27 and a t-value of 3.02 > 1.96 t-table so that it can be concluded that $H0$ is rejected and $H1$ is accepted, meaning that product knowledge (X1) has a direct positive and significant effect on purchasing decisions (Y).

The direct effect of product quality (X2) on purchasing decisions (Y).

The results of this test indicate that there is a positive and significant direct effect of product quality (X2) on purchasing decisions (Y) in Weaving Sutera Alam & Lurik Tugu Mas. The test obtained a positive coefficient of 0.63 and a t-value of 5.44 > 1.96 t-table so that it can be concluded that $H0$ is rejected and $H1$ is accepted, meaning that product quality (X2) has a direct positive and significant effect on purchasing decisions (Y).

The direct effect of Brand Trust (Z) on Purchasing Decisions (Y).

The results of this test indicate that there is a positive and significant direct effect of brand trust (Z) on purchasing decisions (Y) in Weaving Sutera Alam & Lurik Tugu Mas. The test obtained a positive coefficient of 0.28 and a t-value of 2.33 > 1.96 t-table so it can be concluded that $H0$ is rejected and $H1$ is accepted, meaning that brand trust (Z) has a direct positive and significant effect on purchasing decisions (Y).

The direct effect of product knowledge (X1) on brand trust (Z).

The results of this test indicate that there is a positive and significant direct effect of product knowledge (X1) on brand trust (Z) in Weaving Sutera Alam & Lurik Tugu Mas. The test obtained a positive coefficient of 0.43 and a t-value of 4.53 > 1.96 t-table so it can be concluded that $H0$ is rejected and $H1$ is accepted, meaning that product knowledge (X1) has a direct positive and significant effect on brand trust (Z).

The direct effect of product quality (X2) on brand trust (Z).

The results of this test indicate that there is a positive and significant direct effect of product quality (X2) on brand trust (Z) in Weaving Sutera Alam & Lurik Tugu Mas. The test obtained a positive coefficient of 0.41 and a t-value of 4.09 > 1.96 t-table so it can be concluded that $H0$ is rejected and $H1$ is accepted, meaning that product quality (X2) has a direct positive and significant effect on brand trust (Z).

Indirect positive and insignificant effect of Product Knowledge (X1) through Brand Trust (Z) on Purchase Decision (Y).

The results of this test indicate that there is a positive and not significant indirect effect of product knowledge (X1) through brand trust (Z) on purchasing decisions (Y) in Weaving Sutera Alam & Lurik Tugu Mas. From the test, it was obtained a positive indirect estimate value of 0.12 <0.27 direct estimate value so that it can be concluded that $H0$ was rejected and $H1$ was rejected, meaning that product knowledge (X1) has a positive and insignificant indirect effect through brand trust (Z) on purchase decision (Y)

Indirect positive and insignificant effect of Product Quality (X2) through Brand Trust (Z) on Purchase Decision (Y).

The results of this test indicate that there is a positive and not significant indirect effect of product quality (X1) through brand trust (Z) on purchasing decisions (Y) in Weaving Sutera Alam & Lurik Tugu Mas. From the test, it was found that the indirect estimate value was positive by 0.11 <0.63, the direct estimate value so that it can be concluded that $H0$ was rejected and $H1$ was rejected, meaning that product quality (X2) has a positive and insignificant indirect effect through brand trust (Z) on purchase decision (Y).

IV. CONCLUSION

Based on the results of this study, the following conclusions can be drawn There is a positive and significant direct effect of Product Knowledge variable (X1) on Purchase Decision (Y). There is a positive and significant direct effect of the Product Quality variable (X2) on Purchase Decision (Y). There is a positive and significant direct effect of brand trust (Z) on purchasing decisions (Y). There is a positive and significant direct effect of Product Knowledge variable (X1) on Brand Trust (Z). There is a positive and significant direct effect of the Product Quality variable (X2) on Brand Trust (Z). There is a positive and insignificant indirect effect of Product Knowledge variable (X1) through Brand Trust (Z) on Purchase Decision (Y). There is a positive and insignificant indirect effect of Product

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Quality variable (X2) through Brand Trust (Z) on Purchase Decision (Y).

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