



The Influence of Product Quality, Attitude, and Price Perception on Souvenir T-Shirt Purchase Behavior in Yogyakarta

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ABSTRACT

Yogyakarta is one of the provinces in Indonesia most visited by tourists. Apart from traveling, visitors also buy lots of souvenirs. One of the souvenirs that many tourists buy is souvenir t-shirts. In Yogyakarta, there are many souvenir t-shirt manufacturers. Therefore, this study aims to examine the influence of product quality, attitude, and price perception on souvenir t-shirt purchase behavior in Yogyakarta. The data for this research were collected by distributing questionnaires to 159 consumers who have purchased souvenir t-shirts in Yogyakarta. The collected data were processed using the SPSS 25 analysis tool with multiple linear regression analyses. The results of this study indicate that product quality and price perception positively affect purchase behavior, whereas attitude does not influence purchase behavior. In the context of this study, consumer attitudes toward liking good product designs and colors do not affect consumer purchasing behavior for souvenir T-shirt products. According to the author, the designs and color choices offered by Gareng T-shirts may need to align with the intended design concept, leading to conflicting color and design combinations that discourage consumers from purchasing. This research contributes to the literature development on consumer behavior by testing the influence of variables such as product quality, attitude, and price perception on purchase behavior in the context of souvenir t-shirts in Yogyakarta.

Keywords: product quality, attitude, purchase behavior, souvenir t-shirt.

1. INTRODUCTION

Yogyakarta is Indonesia's second most visited province after Bali [1]. This is due to Yogyakarta offering a variety of tourist attractions. Some of the famous tourist spots include Malioboro, Alun-alun (town square), Keraton (the royal palace of Yogyakarta), Taman Sari Water Castle, Gembira Loka Zoo, Monumen Jogja Kembali (Monument to the Recapture of Yogyakarta), Tugu Jogja (historical landmark), Kaliurang, various temples, beaches, rafting, and stalactite-stalagmite caves.

Moreover, Yogyakarta is also home to a wide range of specialty souvenir shopping centers, offering everything from food and clothing to trinkets. One common type of souvenir often purchased by visitors is the T-shirt. Several distinctive Yogyakarta T-shirt brands, such as Dagadu, Dadung, Capung, In T-shirt, Jogja United, Walang, and Gareng, have gained widespread recognition among tourists.

Tourists who visit Yogyakarta intending to purchase durable souvenirs often consider T-shirts a preferred option. Aside from personal use, these T-shirts are also intended as gifts for family members, neighbors or for resale. Based on the availability of numerous T-shirt businesses in Yogyakarta and the high interest of visitors in purchasing souvenir T-shirts, the researcher is motivated to conduct a study related to souvenir T-shirt purchase behavior.

The variables used in this study include purchase behavior as the dependent variable. Product quality, attitude, and price perception are independent variables. Previous research has examined the relationship between product quality, attitude, and price perception on purchase behavior. Studies by [2] showed a significant positive relationship between product quality and purchase intention. Similarly, [3] reported that product quality positively and significantly impacts repeat purchase intention for halal food.

Research conducted by [4] demonstrated that consumer attitude positively and significantly affects purchasing decisions. Similarly, [5] found that consumer attitude significantly influences the willingness to pay for bio-textile products.

[6] showed that price positively and significantly impacts purchasing behavior for organic products. [7] also found that price significantly influences the purchasing decision of property customers in Selangor.

Based on the above discussions, this study examines the influence of product quality, attitude, and price perception on souvenir T-shirt purchase behavior in Yogyakarta.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1. Product Quality and Consumer Purchase Behavior

According to [8], product quality refers to the extent to which the performance of a product meets or exceeds customer expectations. In more detail, within the context of this research, product quality pertains to the extent to which the purchased t-shirt by customers can exceed their expectations. Previous research has demonstrated that product quality influences consumer buying behavior.

[9] states that product quality has a positive and significant impact on purchase decisions for fashion retail brands. The same result was also found in [3], indicating a positive and significant impact of product quality on purchase decisions within the context of food products. Based on the discussions above, the first hypothesis of this study is as follows:

H1: Product quality has a positive impact on consumer purchase behavior.

2.2. Attitude and Purchase Behavior Consumer Purchase Behavior

According to [10], attitude is an expression of feelings from within an individual that describes whether someone likes or dislikes, prefers, or does not prefer a particular object. The definition of attitude in this research is the internal expression of an individual that indicates whether they have a favorable or unfavorable view of a product.

[4] states that attitude has a positive and significant impact on purchase behavior. Similarly, [5] research shows that attitude positively influences consumers' willingness to pay for bio-textile products. Based on the above descriptions, the second hypothesis of this study is as follows:

H2: Attitude has a positive impact on consumer purchase behavior

2.3. Price Perception and Consumer Purchase Behavior

According to [11], price perception is related to how consumers fully understand and deeply interpret price information. Price perception involves a consumer's judgment of the trade-off between the sacrifices made and the benefits received from a product or service. Price perception is how individuals or customers view or understand the price of a product or service. It encompasses how someone interprets and evaluates the price of the value they expect or receive from the product or service.

Price perception has an impact on the willingness to buy organic products [6], purchasing decisions of housing property customers in Selangor [7], and the sustainability of fast fashion products in the UK [12]. Based on the above description, the third hypothesis of this study is as follows:

H3: Price perception has a positive impact on purchase behavior.

3. RESEARCH METHODS

This study employs a quantitative approach. Data were collected through the distribution of questionnaires to consumers. A nonprobability sampling technique was used, which does not provide equal opportunity for all members of the population to be selected as a sample. Specifically, purposive sampling was employed, which is based on specific criteria as described by [13]. Multiple linear regression was used as the analytical technique, and the data were processed using version 25 of the SPSS Statistics program.

4. RESULTS AND DISCUSSIONS

4.1. Respondent Profile

Female respondents were more numerous than male respondents. Specifically, there were 77 male respondents (49.4%) and 82 female respondents (51.9%). Regarding education level, most respondents had completed high school, with 86 individuals (54%). Regarding occupation, most respondents were private sector employees, with 65 individuals (40.8%). Lastly, in terms of age, most respondents were aged 18-25, with 95 individuals (59.9%). More detailed information regarding the profile of respondents can be found in Table 1.

Table 1. Respondent Profile

Characteristics of Respondents		Total	Percentage
Gender	Male	77	49,9
	Female	82	51,9
Education	High School	86	54
	Bachelor's Degree	59	37,1
	Diploma	10	6,2
	Master's Degree	3	1,8
	Doctoral Degree	1	0,6
Occupation	Employee at state-owned corporations	4	2,5
	Students	30	18,8
	Civil Servant	6	3,8
	Part-time Worker	10	6,3
	Entrepreneur	27	16,9
	House wife	26	3,8
	Employee at private companies	65	40,8
	Others	11	6,9

purchase behavior. Statement items are considered valid if the Pearson correlation is greater than the table r-table. Based on Table 2, all statement items in this study have a Pearson correlation above r-table values. Thus, all measurement items of variables in this study are valid.

4.2. Validity and Reliability Testing Results

Validity testing in this study examined all statement items from product quality, attitude, price perception, and

Table 2. Validity Test Results

Variable	Items	Nilai Sig	Pearson Correlation Value	R Table	Description
Product Quality	PQ1	0,000	0,923	0,156	Valid
	PQ2		0,925		Valid
	PQ3		0,924		Valid
Attitudes	A1	0,000	0,884	0,156	Valid
	A2		0,924		Valid
	A3		0,914		Valid
Price perception	PP1	0,000	0,911	0,156	Valid
	PP2		0,925		Valid
	PP3		0,920		Valid
Purchase Behavior	PB1	0,000	0,905	0,156	Valid
	PB2		0,937		Valid
	PB3		0,927		Valid

A construct is considered reliable if Cronbach's alpha value is > 0.7 [14]. Based on Table 2, the reliability test results indicate that the variables of product quality, attitude, price perception, and purchasing behavior exhibit Cronbach's alpha values > 0.7 . Therefore, product quality, attitude, price perception, and purchasing behavior are reliable.

The results of hypothesis testing in this study are presented in Table 3. This study's first hypothesis (H1) states that product quality influences consumer purchasing behavior. The results of hypothesis testing using SPSS analysis indicate a positive influence of product quality on purchase intention ($\beta=0.382$, $p\text{-value} = 0.02 < 0.05$). Therefore, based on these findings, hypothesis 1 is supported.

4.3. Hypothesis Testing

Table 2. Reliability Test Result

Variable	Cronbach's alpha	Descriptions
Product Quality	0,913	Reliable
Attitudes	0,890	Reliable
Price Perception	0,909	Reliable
Purchase Behavior	0,912	Reliable

This study's second hypothesis (H2) posits that attitude influences consumer purchasing behavior. The

hypothesis testing results in Table 3 show that attitude does not significantly influence purchasing behavior

($\beta=0.220$, $p\text{-value} = 0.059 > 0.05$). Thus, it can be concluded that hypothesis 2 is not supported.

This study's third hypothesis (H3) suggests that price perception influences consumer purchasing behavior.

The hypothesis testing results in Table 3 reveal a significant positive influence of price perception on purchasing behavior ($\beta=0.237$, $p\text{-value} = 0.02 > 0.05$). Therefore, it can be concluded that hypothesis 3 is supported.

Table 3. The result of hypotheses testing

Hypothesis	Standardised Coefficient (β)	Sig.	Result
PQ \rightarrow PB	0,382	0.002	Supported
At \rightarrow PB	0,220	0,059	Not Supported
PP \rightarrow PB	0,237	0,022	Supported

4.3. Discussion

The results of hypothesis testing indicate that the first hypothesis in this study, which states that product quality positively influences purchasing behavior, is supported. This result signifies increased product quality leads to increased consumer purchasing behavior toward T-shirt products. This finding aligns with research conducted by [15] in the context of food and [9] in the context of fashion, both of which found that product quality positively impacts consumer purchasing behavior.

However, the results of the second hypothesis testing in this study indicate that attitude does not significantly influence purchasing behavior. This outcome suggests that consumer attitudes do not affect their desire to purchase. This result contradicts previous studies conducted by [4] and [5], which reported a positive influence of attitude on purchasing behavior. In the context of this study, consumer attitudes toward liking good product designs and colors do not affect consumer purchasing behavior for souvenir T-shirt products. According to the author, the designs and color choices offered by Gareng T-shirts may need to align with the intended design concept, leading to conflicting color and design combinations that discourage consumers from purchasing.

The results of the third hypothesis testing show that price perception positively influences purchasing behavior for Gareng T-shirt products. This outcome indicates that consumer purchasing behavior also increases as price perception increases. Therefore, the third hypothesis in this study is accepted. This finding is consistent with research by [7] and [12], which found that price perception positively and significantly impacts purchasing behavior. In this study, when consumers perceive that the sacrifices they make are aligned with the value they receive from souvenir T-shirt products and perceive the price of the products as appropriate, they are more inclined to purchase Gareng T-shirt souvenir products.

5. CONCLUSIONS

This study aims to examine the influence of product quality, attitude, and price perception on souvenir T-shirt purchasing behavior in Yogyakarta. The study's results indicate that product quality and price perception positively and significantly impact consumer purchasing behavior, whereas attitude does not significantly influence purchasing behavior. Theoretically, these findings contribute to the deeper understanding and development of theoretical studies on factors influencing consumer purchasing behavior, such as product quality, attitude, and price perception within souvenir T-shirt companies.

The study findings reveal that product quality positively and significantly affects purchasing behavior. Therefore, souvenir T-shirt companies should maintain and adjust their product quality to meet consumer needs and preferences. Although attitude positively influences purchasing behavior at Gareng T-shirt, this influence is not significant. Some consumers disagree, particularly regarding product colors and designs that do not align with current trends. Consequently, Gareng T-shirts should improve to ensure consumer satisfaction with their products. Price perception has a positive impact on purchasing behavior at Gareng T-shirts. The T-shirts sold by Gareng T-shirt are priced lower compared to competitors. Therefore, the company should maintain this competitive pricing strategy to foster customer loyalty.

In this study, the attitude variable was found to have no significant influence on purchasing behavior. Future research should consider additional variables relevant to consumer behavior, such as lifestyle, promotions, and motivation.

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