

The Influence of Digitalization, Service Quality, and Product Quality on Public Fashion Shopping Preferences Toward Local MSMEs in Martapura Kota District

Supian¹, Muh.Arief Budiman², Nur Habibah³

Fakultas Ekonomi dan Bisnis Islam IAI Darussalam Martapura Kalimantan,
Indonesia.

Email: Survival.id2017@gmail.com¹ muh.ariiefbudiman91@gmail.com²
nurhabibahme@gmail.com³

Abstract

This study aims to analyze the influence of digitalization, service quality, and product quality on public fashion shopping preferences toward local MSMEs in the Martapura Kota District. The research employed a quantitative approach involving 100 respondents selected through purposive sampling techniques. Data analysis was conducted using multiple linear regression. The partial test results (t-test) indicate that all three independent variables—digitalization, service quality, and product quality—have a significant influence on shopping preferences. The simultaneous test (F-test) also shows that the three variables collectively have a significant impact on shopping preferences. The coefficient of determination (R^2) of 0.385 indicates that 38.5% of the variation in shopping preferences can be explained by these three variables. The findings suggest that optimizing digitalization, enhancing service quality, and maintaining high product quality are essential strategies for attracting consumer interest in local MSMEs.

Keywords: *Digitalization 1; Service 2; Product Quality3*

A. Introduction

The rapid development of digital technology, coupled with the impact of the COVID-19 pandemic, has significantly transformed consumer behavior. These changes not only influence how consumers make purchases but also require businesses—particularly Micro, Small, and Medium Enterprises (MSMEs)—to adapt their strategies in order to remain relevant and competitive in an increasingly dynamic market environment.

In the face of growing economic competition, MSME actors must anticipate changes in the business landscape by implementing effective and adaptive strategies. Without innovation and responsiveness to these shifts, MSMEs risk being left behind or eliminated from the market. Therefore, sustaining business continuity and driving long-term growth have become imperative for the survival and development of MSMEs.

As a vital pillar of the local economy, MSMEs play a strategic role in creating employment opportunities, increasing community income, and supporting regional economic development. However, to maintain and enhance their competitiveness, MSME actors need to undergo transformation through the integration of digital technology, improvement of service quality, and enhancement of product quality. These three factors are believed to be key determinants in shaping and increasing consumer shopping preferences for local MSME products.

This study focuses on the fashion MSME sector in Martapura, Banjar Regency, a region with significant potential yet facing competitive challenges in the digital era.

B. Research Methodology

This study employed a quantitative approach, aiming to examine the relationships between variables through systematic and objective statistical analysis. The primary focus of this approach is the measurement of research variables to produce results that can be generalized to a broader population. In this context, the target population consisted of individuals of productive age residing in the Martapura Kota District, Banjar Regency.

The sample size was determined using the Slovin formula, which allows researchers to calculate an efficient sample size based on the total population and an acceptable margin of error (10%). Based on this calculation, a total of 100 respondents were selected. The sampling technique used was purposive sampling, wherein respondents were chosen based on specific criteria relevant to the objectives of the study.

Data were collected using a structured questionnaire designed with a Likert scale to measure respondents' perceptions. The data analysis was conducted using multiple linear regression after undergoing several classical assumption tests, including validity and reliability tests, as well as tests for normality, multicollinearity, and heteroscedasticity.

C. Results and Discussion

The results of the t-test indicate that all three independent variables—digitalization (sig. 0.000), service quality (sig. 0.017), and product quality (sig. 0.018)—have a statistically significant influence on consumer shopping preferences. The significance values, all of which are below the 0.05 threshold, suggest that each variable meaningfully contributes to consumers' decisions to engage in shopping activities, particularly within the MSME sector.

These findings reinforce the argument that in the era of the digital economy, the implementation of adaptive technology, coupled with responsive service and high-quality products, serves as a crucial determinant of consumer shopping behavior. Therefore, strategic improvements in these three areas can be used as a foundation to enhance the appeal and competitiveness of local MSMEs in an increasingly dynamic and competitive market environment.

Table of Partial Regression Test Results (t-Test)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,336	1,475		1,584	0,116		
	X1	0,290	0,063	0,363	4,603	0,000	0,997	1,003
	X2	0,170	0,070	0,276	2,439	0,017	0,486	2,056
	X3	0,304	0,127	0,271	2,397	0,018	0,487	2,052
a. Dependent Variable: Y								

The results of the F-test show a significance value of 0.000, which is well below the 0.05 threshold. This indicates that, simultaneously, the independent variables in the model—namely digitalization, service quality, and product quality—have a significant influence on consumer shopping preferences.

Accordingly, the regression model used demonstrates a satisfactory level of validity in explaining the collective relationship between the three independent variables and the dependent variable. These findings underscore the importance of an integrated approach in developing MSME marketing and service strategies, as the combination of multiple factors together can significantly impact consumers' purchasing decisions.

Table of F-Test (Simultaneous Test) Results

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	114,828	3	38,276	21,649	,000 ^b
	Residual	169,732	96	1,768		
	Total	284,560	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), X3, X1, X2						

The coefficient of determination (R^2) value of 0.385 indicates that this research model is able to explain 38.5% of the variation in the dependent variable. Although this figure suggests that a majority of the variation is influenced by other factors outside the model, the result still provides important empirical contributions.

These findings affirm that the utilization of digital technology, along with the enhancement of service and product quality, are significant determinants in shaping consumer interest in local MSMEs. The implication of this result suggests that strengthening these aspects has the potential to enhance the competitiveness and sustainability of MSMEs within the ever-evolving digital economic ecosystem.

Table of Coefficient of Determination (R-Square Test) Results

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,635 ^a	0,404	0,385	1,330
a. Predictors: (Constant), X3, X1, X2				
b. Dependent Variable: Y				

D. Conclusion

The findings of this study indicate that the three independent variables—digitalization, service quality, and product quality—have a positive and significant effect on consumer shopping preferences, both partially and simultaneously. Empirically, these results affirm that in the context of local fashion MSMEs in Martapura, strategies focusing on the adoption of digital technologies, enhancement of service interactions, and consistency in product quality are crucial in shaping consumers' purchasing decisions.

Digitalization contributes to expanding market reach, improving operational efficiency, and facilitating interactions between business owners and consumers through online platforms. Meanwhile, fast, friendly, and responsive service has proven to be a key element in fostering customer loyalty. On the other hand, high product quality provides added value and strengthens consumer trust in local brands.

Based on these findings, this study recommends that fashion MSME actors in Martapura actively pursue digital transformation by optimizing the use of social media, online marketplaces, and digital payment systems. Furthermore, improving human resource capacity in service delivery and ensuring consistent product quality control are strategic steps for maintaining and expanding the customer base. By integrating these three aspects consistently, local MSMEs are expected to enhance their competitiveness and ensure business sustainability amid the increasingly complex challenges of the digital era.

References

- Abdul Halim. 'Pengaruh Pertumbuhan Usaha Mikro, Kecil dan Menengah Terhadap Pertumbuhan Ekonomi Kabupaten Mamuju'. *Jurnal Ilmiah Ekonomi Pembangunan* 1 (2020).
- Ansori, Aan, Iain Sultan, and Maulana Hasanuddin Banten. 'Digitalisasi Ekonomi Syariah' 7, no. 1 (2016).
- Arfiani Bahar, and Herman Sjahrudin. 'Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Dan Minat Beli Ulang'. *Jurnal Organisasi dan Manajemen* 3 (September 2015).
- Astuti, Ika Sri, and Edi Suswardji Nugroho. 'Analisis Faktor-Faktor Yang Mempengaruhi Minat Masyarakat Dalam Menggunakan Aplikasi Dompot Digital Go-Pay'. *Jurnal Manajemen* 13, no. 1 (2021).
- BINUS UNIVERSITY School of Accounting. 'Memahami Uji t Dalam Regresi Linier'. BINUS UNIVERSITY, 2021. <https://accounting.binus.ac.id/2021/08/12/memahami-uji-t-dalam-regresi>.
- BOUFIM, Meryem, and Hafid BARKA. 'Digital Marketing: Five Stages Maturity Model for Digital Marketing Strategy Implementation'. *IJBTSR International Journal of Business and Technology Studies and Research* 3, no. 3 (2021): 15-pages.
- Desi Ratnasari. 'Pusat Oleh-Oleh Kampoeng Kopi Banaran/Banaran 9 Mart'. Skripsi, IAIN SALATIGA, 2019.
- Diana Puspita Sari, Ambok Pangiuk, and Nurlia Fusfita. 'Pengaruh Penggunaan Uang Elektronik (E-Wallet) Terhadap Perilaku Konsumtif Mahasiswa Di Kota Jambi (Studi Kasus Mahasiswa UIN STS Jambi Fakultas Ekonomi Dan Bisnis Islam Angkatan 2020-2021)', n.d.
- Eka Giovana Asti, and Eka Avianti Ayuningtyas. 'Pengaruh Kualitas Pelayanan, Kualitas Produk Dan Harga Terhadap Kepuasan Konsumen', 2020.
- Fitria Andestri. 'Pengaruh Harga, Kualitas Produk Dan Label Halal Terhadap Keputusan Pembelian Produk Kosmetik Hanasui Pada Marketplace Shopee', 2023.
- Gema Zakaria Diapinsagama, Diapinsa, and yahoocoid Suwitho Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya. 'Pengaruh Kualitas Pelayanan, Kualitas Produk dan Harga Terhadap Kepuasan Pelanggan', n.d.
- 'Hadistarbain'. Accessed 9 June 2024. <https://haditsarbain.com/hadits/balasan-itu-sejenis-dengan-amalan/>.

- Ines Anindhita, Nurhadi, and Yosafat Hermawan Trinugraha. 'Preferensi Konsumen Pasar Tradisional Di Kabupaten Purbalingga'. *Jurnal Ilmu Sosial Dan Pendidikan (JISIP)* 7 (1 January 2023).
- Karina Septiani, Asep Ramdan Hidayat, and Ifa Hanifia Senjiati. 'Implementation of Electronic Money Products (E-Money) in Sharia Bank Mandiri Reviewed By Fatwa DSN-MUI No: 116 / DSN-MUI / IX / 2017 About Sharia Electronic Money'. *Prosiding Hukum Ekonomi Syariah*, 2017.
- Kodu, S. 'Harga, Kualitas Produk Dan Kualitas Pelayanan Pengaruhnya Terhadap Keputusan Pembelian Mobil Toyota Avanza'. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi* 1 (2013).
- Kusuma, R. W., and S. Suwitho. 'Pengaruh Kualitas Produk, Harga, Fasilitas Dan Emosional Terhadap Kepuasan Pelanggan'. *Ilmu Dan Riset Manajemen (JIRM)* 4 (2015).
- Leon G. Schiffman, and Leslie Lazar Kanuk. *Consumer Behavior*, 8th International Edition. Edited by Sandra Steiner. 8th ed. New Jersey: A Simon & Schuster Company Englewood Cliffs., 2004.
- Lupiyoadi, and Rambat. *Manajemen Pemasaran Jasa (Teori Dan Praktik)*. Jakarta: Salemba Empat, 2001.
- M Bahtiar. 'Pengaruh Kualitas Layanan Dan Promosi Terhadap Keputusan Pembelian Pada PT SIGMA ASIA BAHTIAR', 2023.
- Natalia Ratih Komala Dewi. 'Pengaruh Persepsi Atas Kualitas Produk, Harga, Citra Merek, Dan Distribusi Pada Keputusan Pembelian Produk Skincare Garnier'. *Skripsi, Universitas Sanata Dharma Yogyakarta*, 2019.
- Putro, S.W. 'Pengaruh Kualitas Layanan Dan Kualitas Produk Terhadap Keputusan Pelanggan Dan Loyalitas Konsumen Restoran Happy Garden'. *Strategi Pemasaran* 2 (2014).
- Raissa Amalia Irrasanti. 'Pengaruh Labelisasi Halal, Citra Merek Dan Kualitas Produk Terhadap Sabun Cuci Muka Garnier', 2022.
- Satu Data Kabupaten Banjar. 'Administrasi Kependudukan Dan Pencatatan Sipil', 2023. <https://satudata.banjarkab.go.id/eleme n/70>.
- Silalahi, Rudi Yanto Batara, and Letanli Ayu Susantri. 'Pengaruh Kualitas Produk, Tempat, Dan Harga Terhadap Keputusan Pembelian Pakaian Bekas Di Pasar Seken Aviari'. *Jurnal Elektronik REKAMAN (Riset Ekonomi Bidang Manajemen Dan Akuntansi)* 2 (2018).
- Stanton J. William. *Manajemen Pemasaran*. Jakarta: Erlangga, 2001.
- Tatik Suryani. *Perilaku Konsumen; Implikasinya Pada Strategi Pemasaran*. Jogjakarta: Graha Ilmu, 2012.