

**PENGARUH KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN  
MELALUI PERILAKU KONSUMEN SEBAGAI VARIABEL INTERVENING  
(STUDI KASUS KONSUMEN VAPE INDONESIA)**

***THE INFLUENCE OF PRODUCT QUALITY ON PURCHASE DECISION THROUGH  
CONSUMER BEHAVIOUR AS INTERVENING VARIABLE  
(CASE STUDY OF INDONESIAN VAPE CONSUMERS)***

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**ABSTRAK**

Dalam kehidupan bisnis di era digital, fokus utama adalah pada kualitas produk. Kualitas produk yang baik dapat menyebabkan peningkatan penjualan dan peningkatan minat konsumen. Produk vape sebagai produk rokok alternatif (rokok) memiliki fenomena yang menarik untuk disimak, mengingat vaping sebagai trend terbaru di kalangan masyarakat umum masih dalam tahap trend. B. Fungsi sakelar produk, keamanan produk, citra produk. ,Seperti. Kualitas produk yang dianggap penting tidak terkomunikasikan dengan baik kepada calon konsumen. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh variabel kualitas produk terhadap keputusan pembelian konsumen untuk produk vape. Metode survei yang digunakan adalah pendekatan kuantitatif deskriptif kausal dengan target sampling sebanyak 96 responden dan model persamaan struktural (SEM). Pengumpulan data dilakukan melalui penyebaran survei online dan diolah dengan software SmartPLS 3.0. Survei menemukan bahwa dengan adanya peningkatan kualitas produk produk steam maka perilaku konsumen pelanggan produk steam akan meningkat, dan peningkatan perilaku konsumen produk steam akan diikuti dengan peningkatan keputusan pembelian konsumen produk steam. sebuah kesimpulan. Dan kualitas produk saja tidak memiliki dampak yang signifikan terhadap keputusan pembelian produk. Oleh karena itu, produsen dan distributor produk arc perlu lebih memperhatikan kualitas produk yang dijualnya, karena mempengaruhi keputusan pembelian konsumen.

**Kata Kunci:** kualitas produk, keputusan pembelian, perilaku konsumen, vape

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**Abstract**

In business life in the digital age, the main focus is on product quality. Good product quality can lead to increased sales and increased consumer interest. Vape products as alternative cigarette products have an interesting phenomenon to observe. Product switch function, product safety, product image as product quality that is considered important is not well

communicated to potential customers. This study aims to determine and analyze the effect of product quality variables on consumer purchasing decisions for vape products. The survey method used is causal descriptive quantitative approach with a sampling target of 96 respondents and a structural equation model (SEM). Data collection was carried out through the distribution of online surveys and processed with SmartPLS 3.0 software. The survey found that with an increase in the quality of steam products, the consumer behavior of steam products customers will increase, and an increase in steam product consumer behavior will be followed by an increase in steam product consumer purchasing decisions. a conclusion. And product quality alone has no significant impact on your buying decision. Therefore, manufacturers and distributors of products need to pay more attention to the quality of the products they sell, because it affects consumer purchasing decisions.

**Keywords:** Product Quality, Consumer Behavior, Purchasing Decision, Vape



## 1. Introduction

### 1.1 Background

Electronic cigarettes are an innovation from conventional cigarettes to modern cigarettes. The e-cigarette was first developed in 2003 by SBT Co Ltd, a Beijing, PRC-based company, now controlled by Golden Dragon Group Ltd.

Electronic cigarettes are claimed to be healthier and environmentally friendly cigarettes than regular cigarettes and do not cause odor and smoke. In addition, e-cigarettes are more economical than regular cigarettes because they can be refilled. The shape is like a regular cigarette, but it doesn't burn tobacco like conventional cigarette products. These cigarettes heat the liquid using a battery and the vapors enter the wearer's lungs. The product is marketed under many names, including electronic cigarettes, e cigarro, electro-smoke, green-cig, and smartsmoker.

E-cigarettes are a legal industrial product in Indonesia. Since 2015 until now, its popularity has increasingly rivaled conventional cigarettes. Some controversies regarding e-cigarettes are more about concerns about the safety of vaping devices and the use of dangerous addictive substances. Although there are many assumptions and claims that e-cigarettes have lower health risks and can help users quit smoking, e-cigarettes are becoming increasingly popular.

Apart from the two positions that loom, there is some potential to be gained from this e-cigarette industry. In 2018, the Directorate General of Customs and Excise at the Ministry of Finance set the excise rate for vaping at 57 percent. Director of Technical and Excise Facilities at the Directorate General of Customs and Excise (DJBC) of the Ministry of Finance Nirwala Dwi Heryanto, said that since the excise tariff was applied to electric cigarettes, this industry could contribute to an increase. So that it absorbs domestic raw tobacco commodities.(vapemagz.co.id)

There are not a small number of vape consumers in Indonesia. In 2020, for example, based on data from the Indonesian Vaper Association (AVI), there were at least 2 million Indonesians who actively consumed electronic cigarettes.

In addition, what is no less important is that the vape industry in our own country has contributed a lot of jobs to the people of Indonesia. Based on data from the Indonesian Personal Vaporizer Association (APVI), for example, in 2020, there were at least 50,000 people who directly worked in the electronic cigarette industry in Indonesia.

APVI estimates that there are at least 3,500 electronic cigarette retail stores spread across the archipelago. At least 2,300 of these stores are spread across the island of Java, while the rest are spread across various other islands, such as Kalimantan, Sumatra, Bali, and Sulawesi.

In 2018, vaping which is categorized as other tobacco processing products (HPTL) contributed Rp. 99 billion in excise duty, then increased again to Rp. 427 billion in 2019. And in 2020, HPTL contributed Rp. 689 billion to the state treasury from excise.

Based on the background of the problem above, several problems can be formulated in this paper. Which is:

1. How is the product quality of e-cigarette products in Indonesia?
2. How is the consumer behavior of e-cigarette products in Indonesia?
3. How is the purchase decision of e-cigarette products in Indonesia?
4. How is the influence of product quality towards consumer behaviour of e-cigarette products in Indonesia?
5. How is the influence of product quality towards of e-cigarette products through consumer behaviour in Indonesia?

## **2. Literature Review**

### **2.1 Consumer Behaviour**

According to Kardes and Cline (2011) consumer behavior includes all activities related to the purchase, use, and disposal of goods and services, including the emotional, mental, and behavioral responses of consumers that precede or follow these activities. While according to the American Marketing Association, consumer behavior can be defined as "the dynamic interaction of influences and cognitions, behaviors, and environmental events in which humans perform the exchange aspects of their lives."

### **2.2 Consumer Behaviour Factors**

According to Kotler and Keller (2009), the factors that influence consumer behavior are as follows:

#### **1. Cultural Factors**

Culture is the set of basic values, perceptions, desires, and behaviors that members of a society learn from their families and important institutions. The first important group of factors that influence consumer decision making is cultural factors. Culture is the set of basic values, perceptions, desires, and behaviors that members of a society learn from their families and other important institutions (Lamb, 2001)

#### **2. Social Factors**

Social class reflects not only income, but also other indicators such as occupation, education, and place of residence. Irawan and Basu (1986) divide society into three groups of social classes, namely:

- a. Upper class (rich businessmen, high officials),
- b. Middle class (working class/employees),
- c. Lower class (labor workers, low employees).

This class division will certainly affect different behavior in buying behavior. In particular, consumers interact socially with influential groups, leaders, opinions, and family members to obtain product information and decision approval (Rafiz, 2016).

### 3. Personal Factors

Consumer purchasing decisions are also influenced by personal or individual characteristics. These characteristics include:

(1) Age and Stages in the Life Cycle (Wells and Gubar, 1966)

A person's consumption is also shaped by the stages of the family life cycle. Several recent studies have identified stages in the psychological life cycle. Adults usually experience certain changes or transformations as they live their lives.

(2) Jobs

Marketers seek to identify groups of workers who have an above-average interest in certain products and services.

(3) Economical Condition

What is meant by the economic condition of a person is consisting of disposable income (level, stability, and pattern), savings and assets (including the percentage that is easily converted into money), ability to borrow and attitude towards spending versus saving.

(4) Lifestyle

A person's lifestyle is a pattern of living in the world that is expressed by a person's activities, interests, and income. Lifestyle describes a "whole person" who interacts with the environment. Lifestyle also reflects something behind a person's social class

(5) Personality and Self Concept

What is meant by personality are psychological characteristics that are different and everyone perceives their response to the environment is relatively consistent. If the personality type can be classified and has a strong correlation between this personality type and various product or brand choices.

### 4. Psychological Factors

According to the theory, consumer purchasing choices are influenced by four main psychological factors including motivation, perception, learning, and beliefs and convictions. Motivation, consumers have many needs at any given time, some needs are biogenic. The perception of a motivated consumer will be ready to act, how a motivated consumer will be influenced by his perception of a particular situation. (Setiadi, 2008).

## 2.3 Consumer Purchase Decision

According to Kotler (2002), there are five stages or processes in consumer purchasing decisions, namely:

a. Problem Recognition

The first stage of the purchase decision process begins with problem recognition (also known as category need or need arousal). This is when the consumer identifies a need, typically defined as the difference between the consumer's current state and their desired or ideal state. A simpler way of thinking about problem recognition is that it is where the consumer decides that he or she is 'in the market' for a product or service to satisfy some need or want. (Armstrong (1991)

b. Information Search

During the information search and evaluation stages, the consumer works through processes designed to arrive at a number of brands (or products) that represent viable purchase alternatives. Typically consumers first carry out an internal search that is, a scan of memory for suitable brands. The evoked set is the set of brands that a consumer can elicit from memory and is typically a very small set of some 3-5 alternatives. Consumers may choose to supplement the number of brands in the evoked set by carrying out an external search using sources such as the Internet, manufacturer/brand websites, shopping around, product reviews, referrals from peers and the like. The readiness of information availability has raised the informedness of the consumers; the degree to which they know what is available in the marketplace, with precisely which attributes and at precisely what price. (Clemons, 2008)

c. Alternative Evaluation

Consumer evaluation can be seen as a different stage. Alternatively, evaluation can occur continuously throughout the decision-making process. Consumers evaluate alternatives in terms of the functional (also called utilitarian) and psycho-social (also called value-expressive or symbolic) benefits offered.

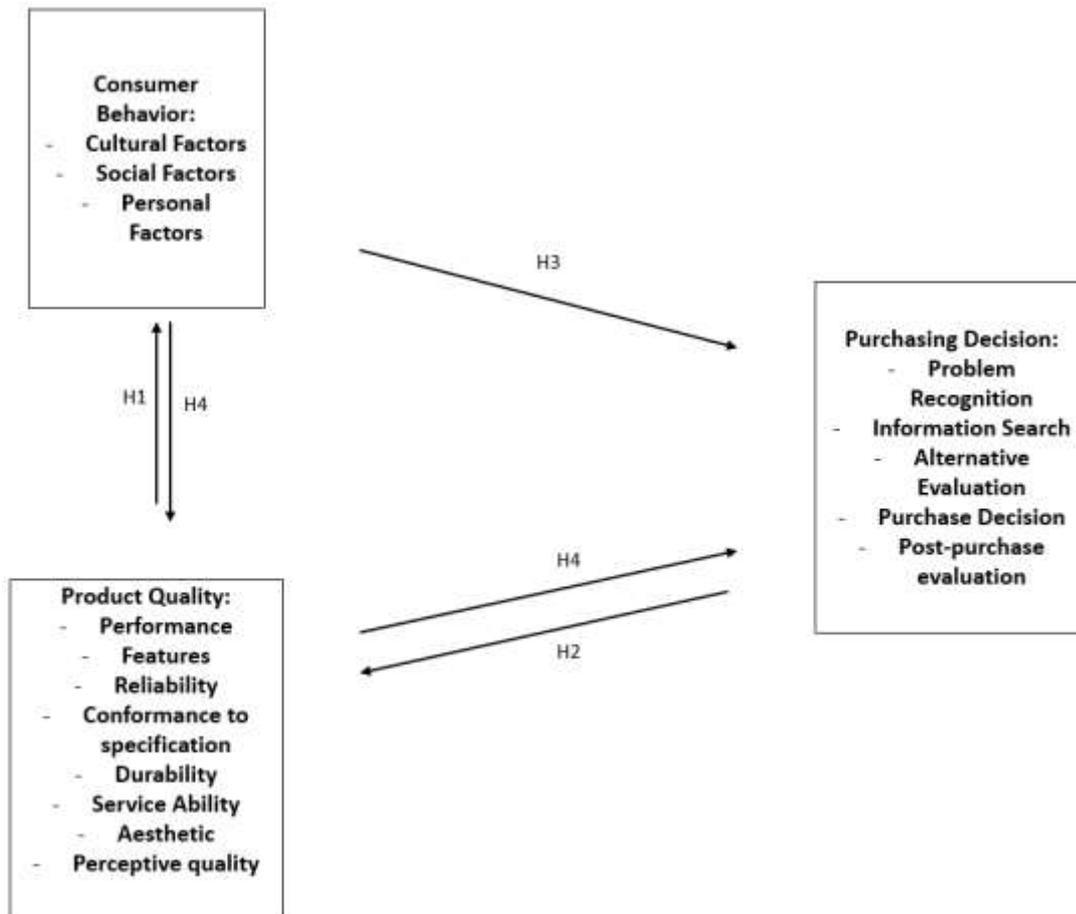
d. Purchase Decision

Once the alternatives have been evaluated, the consumer firms up their resolve to proceed through to the actual purchase. For example, the consumer might say to his/herself, "Yes, I will buy Brand X one day." This self instruction to make a purchase is known as purchase intent. Purchase intentions are a strong, yet imperfect predictor of sales. Sometimes purchase intentions simply do not translate into an actual purchase and this can signal a marketing problem. (Morwitz, 2007). As consumers approach the actual purchase decision, they are more likely to rely on personal sources of information (Srinivasan, 2011)

e. Post-Purchase Evaluation

Following purchase and after experiencing the product or service, the consumer enters the final stage, namely post-purchase evaluation. The consumer's purchase and post-purchase activities have the potential to provide important feedback to marketers. The post purchase stage is where the consumer examines and compares product features, such as price, functionality, and quality with their expectations. Post purchase evaluation can be viewed as the steps taken by consumers to correlate their expectations with perceived value, and thus influences the consumer's next purchase decision for that good or service.

## 2.4 Theoretical Framework



### 3. Research Method

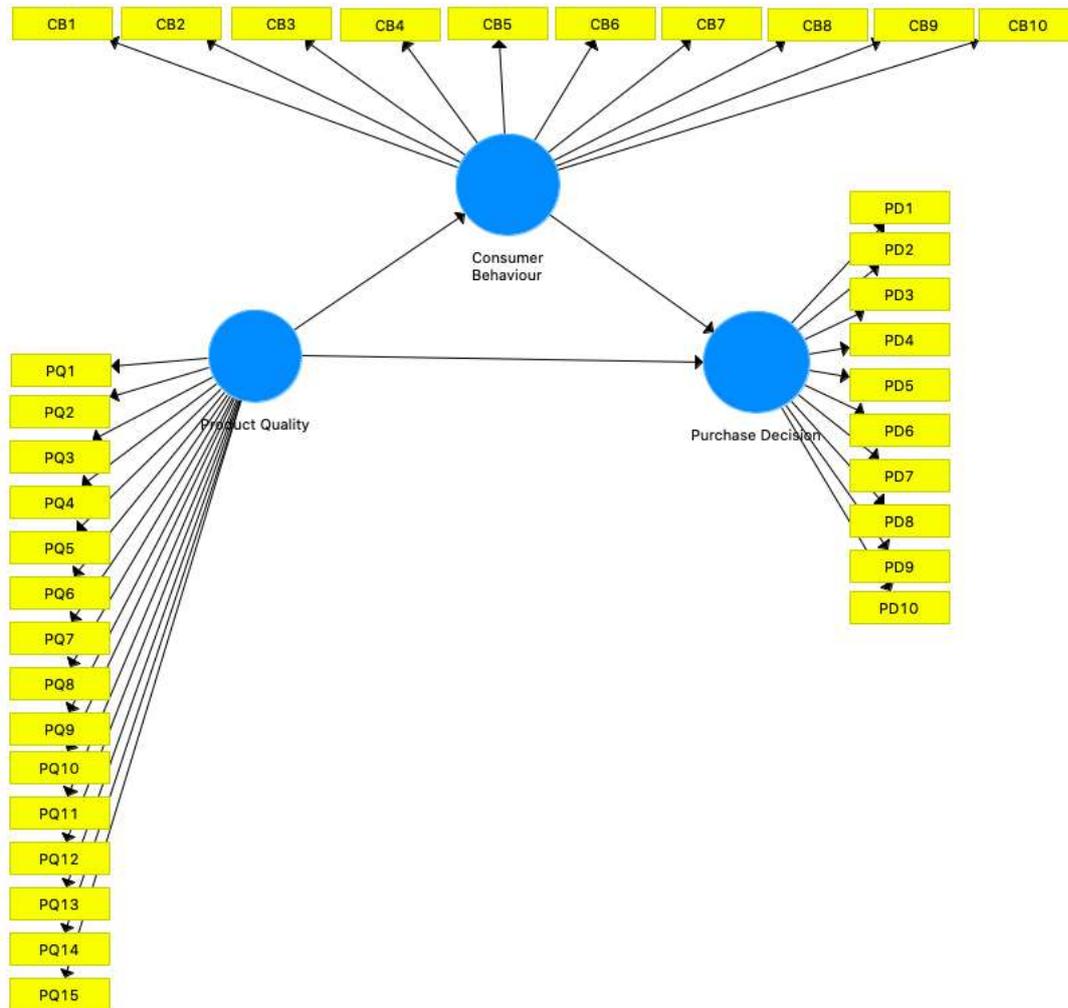
In this study, the author uses a causal descriptive type of research with a quantitative approach. Descriptive research is research that is used to collect information about existing phenomena, namely the situation as it was at the time the research was conducted without intending to make conclusions that apply to the public or generalizations (Hikmawati, 2017:88). Causal research according to Sugiyono (2016:35) is a causal relationship where the independent variable (free) affects the dependent variable (bound). Sugiyono (2016:15) also suggests that the quantitative approach method is a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing predetermined hypotheses.

This study aims to test the hypothesis that has been formulated. Then the results of data collection obtained from this study will explain the causal descriptive relationship between variables through hypotheses. This research was conducted to determine the independent variable.

### 4. Research Result and Discussion

#### 4.1 Results of the Measurement Model (outer model)

The measurement model is a model that connects the latent variable with the manifest variable. In this study, there are 3 latent variables measured by 32 indicators. Based on the Partial Least Square estimation method, a full model path diagram is obtained as shown in the following figure:



Picture 4.3.1

Outer Model

(Source: Data Processed by Researcher, 2021)

## 4.2 Validity test

### a. Convergent Validity

Table 4.3.2

### Convergent Validity Test

Variabel	Loading Faktor	P Values	Kesimpulan
<i>Product Quality</i>	0.615	0,000	Valid
	0.643	0,000	Valid
	0.652	0,000	Valid
	0.597	0,000	Valid
	0.550	0,000	Valid
	0.727	0,000	Valid
	0.561	0,000	Valid
	0.714	0,000	Valid
	0.708	0,000	Valid
	0.675	0,000	Valid
	0.594	0,000	Valid
	0.709	0,000	Valid
	0.746	0,000	Valid
	0.552	0,000	Valid
	0.694	0,000	Valid
<i>Consumer Behaviour</i>	0.697	0,000	Valid
	0.738	0,000	Valid
	0.862	0,000	Valid
	0.794	0,000	Valid
	0.792	0,000	Valid
	0.709	0,000	Valid
	0.675	0,000	Valid
	0.733	0,000	Valid
	0.573	0,000	Valid
	0.732	0,000	Valid
<i>Purchase decision</i>	0.630	0,000	Valid
	0.835	0,000	Valid
	0.893	0,000	Valid
	0.758	0,000	Valid
	0.880	0,000	Valid
	0.744	0,000	Valid
	0.860	0,000	Valid
	0.709	0,000	Valid
0.675	0,000	Valid	

	0.733	0,000	Valid
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To test convergent validity, the outer loading or cross loading factor values are used. Ghozali and Latan in Suwondo (2017) state that convergent validity is categorized as good if the outer loading indicator is  $> 0.7$ . However, the outer loading value between 0.5 - 0.6 is considered sufficient to meet the requirements of convergent validity. Table 4.3.2 above shows that there is no indicator whose outer loading is  $< 0.5$ . This means that the indicator is declared valid for research use and can be used for further analysis.

Another method to test the validity is by looking at the AVE value in each research variable. The AVE value  $> 0.5$  indicates that the items in a variable have sufficient convergent validity. The following is a convergent validity test through the AVE presented in table 4.3.3 below:

**Table 4.3.3**

**Average Variant Extracted (AVE)**

<b>Variables</b>	<b>AVE</b>
<i>Product Quality</i>	0.517
<i>Consumer Behaviour</i>	0.539
<i>Purchase Decision</i>	0.649

(Source: Data Processed by Researcher, 2021)

Based on table 4.3.3 above, it is known that the AVE value of product quality, consumer behavior, and purchase decision variables is  $> 0.5$ . Thus, it can be stated that each variable has good convergent validity.

**b. Reliability Test**

Sugiyono (2017: 130), said the reliability test is how far a measurement result can produce the same data. In Partial Least Square, the reliability test uses composite reliability and Cronbach alpha where if the composite reliability value is  $> 0.7$  and the Cronbach alpha value in a data  $> 0.6$  then the data is said to be reliable. The following are the results of the reliability test presented by the data in table 4.3.4:

**Table 4.3.4**

**Reliability Test Result**

Variable	Cronbach's Alpha	Nilai Kritis	Composite Reliability	Nilai Kritis
<i>Product quality</i>	0.883	>0.6	0.906	>0.7
<i>Consumer behaviour</i>	0.903		0.920	
<i>Purchase decision</i>	0.883		0.927	

(Source: Data Processed by Researcher, 2021)

From the data in table 4.3.4 it is known that the three latent variables (product quality, consumer behavior and purchase decision) have Composite Reliability (CR) values  $> 0.7$  and Cronbach's Alpha (CA) more than  $> 0.6$ , so it can be said that the data is reliable and overall variable has a high level of reliability.

### 4.3 Structural Measurement (Inner Model)

The measurement of the structural model (inner model) has the aim of examining the influence of other latent variables. In PLS, it can be measured using R-Square ( $R^2$ ) and path coefficient. The structural model test was carried out by taking into account the  $R^2$  value of the endogenous (dependent) latent construct and the t-value of each exogenous (independent) latent variable on the endogenous latent construct from the bootstrapping results.

#### a. Path Coefficient

Based on the image of the inner model that has been shown in Figure 4.3.1 above, it can be explained that the largest path coefficient value is indicated by the effect of product quality on consumer behavior of 31,212. Then the second biggest influence is the influence of consumer behavior on purchase decisions of 2,863 and the smallest effect is shown by the effect of e-customer quality on purchase decisions of 1,681.

Based on the description of these results, all variables in the inner model have a path coefficient with a positive number. If the greater the value of the path coefficient on one independent variable to the dependent variable, the stronger the influence between the independent variables on the dependent variable.

#### b. R-Square ( $R^2$ )

According to Hamdalah (2020), the R-Square value is the coefficient of determination on the endogenous construct. Chin in Ghozali (2013) states that the results of R<sup>2</sup> of 0.67 and above for endogenous latent variables in the structural model indicate the effect of exogenous variables (which affect) on endogenous variables (which are affected) is included in the good category. If the result is 0.33 – 0.67 then it is included in the medium category, and if the result is 0.19 – 0.33 then it is included in the weak category. Based on testing with R-Square, the following results were obtained:

**Table 4.3.5**

**R-Square Value**

<b>Variabel</b>	<b>R-Square</b>
<i>Consumer behaviour</i>	0.712
<i>Purchase decision</i>	0.446

(Source: Data Processed by Researcher, 2021)

Based on table 4.3.5 above, it can be seen that the R-Square value on the consumer behavior variable is 0.712 which is in the good category and for the purchase decision variable of 0.446 it is in the medium category. The R-Square value for the consumer behavior variable is 71.2%, which means that the consumer behavior variable can be explained by the product quality variable and the remaining 28.2% is influenced by other variables not explained in this study. The R-Square value for the purchase decision variable is 44.6%, which means that the purchase decision variable can be explained by the product quality variable and the rest is influenced by other variables not explained in this study.

**c.Predictive Relevance**

Q Square is used to measure how well the observed values generated by the model and parameter estimates are. If the value of Q Square is less than 0 (zero) then the model has less predictive relevance, whereas if the value of Q Square is greater than 0 (zero) then the model has predictive relevance.

The following is the calculation of the inner model test with (predictive relevance) using the formula:

$$Q^2 = 1 - (1 - R1^2)(1 - R2^2) \dots (1 - Rp^2)$$

$$Q^2 = 1 - (1 - 0.712^2)(1 - 0.446^2)$$

$$Q^2 = 0.406$$

From the calculation results, it is obtained that the predictive relevance value is 0.406, meaning that it is greater than 0 (zero) which explains that the model has a relevant predictive value.

#### 4.4 Hypothesis Test

According to Sugiyono (2019: 220) stated that the research hypothesis is a temporary answer to the formulation of a research problem that must be proven true through the data that has been collected. To test the hypothesis, it is necessary to compare the t-statistic value ( $t_o$ ) with the t-table value ( $t_\alpha$ ) where the t-table value in this study is 1.96 with the following conditions for acceptance of the hypothesis:

- a. If the value  $t_o > (t_\alpha)$ , then  $H_0$  is rejected and  $H_1$  is accepted
- b. If the value  $t_o < (t_\alpha)$ , then  $H_0$  is accepted and  $H_1$  is rejected

**Table 4.4.1**

### Hypothesis Testing Result of Large Estimation of Effect Between Research Variables

Variabel	Original Sample (o)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Keterangan
Product quality (X) -> Consumer behaviour (Z)	0.844	0.848	0.027	31.212	0.000	H1 Accepted, Significant effect
Product quality (X) -> Purchase decision (Y)	0.426	0.425	0.149	2.863	0.004	H2 Accepted, Significant effect
Consumer behaviour (Z) -> Purchase decision (Y)	0.268	0.275	0.159	1.681	0.093	H3 Accepted, Unsignificant effect
Product quality (X) -> Consumer behaviour (Z) -> Purchase decision (Y)	0.360	0.36	0.126	2.86	0.004	H4 Accepted, Significant effect

(Source: Data Processed by Researcher, 2021)

Based on table 4.4.1 above, an explanation of the hypothesis can be obtained as follows:

#### 1. Effect of Product Quality on Consumer Behavior

In table 4.4.1 above, the research significance value is obtained, namely  $T_{hitung}$  of  $31.212 > 1.96$ , the significance level is  $0.000$  which is less than  $0.05$  and the path coefficients value is  $0.844$  which shows the direction of the relationship between product quality and consumer behavior is positive and significant. Thus, this study states that product quality affects consumer behavior is accepted. A positive relationship indicates that the increasing quality, it will be followed by an increase in consumer behavior. For this reason, it is important to pay attention to the extent of product quality owned by vape products. These results support the results of previous research conducted by Hamdallah (2020) that product quality has a positive and significant effect on consumer behavior.

#### 2. Effect of Product Quality on Purchase Decision

In table 4.4.1 above, the research significance value is obtained, namely  $T_{count}$  of  $1.681 < 1.96$ , the significance level is  $0.093$  which is  $> 0.05$  and the path coefficients value is  $0.268$  which is seen from the  $T_{count}$  value and the significance level does not meet the requirements. This shows that product quality has no effect on purchasing decisions for vape

product customers. Product quality is stated to still lack a significant influence on purchase decisions.

### 3. Influence of Consumer Behavior on Purchase Decision

In table 4.4.1 above, the research significance value is obtained, namely  $T_{hitung}$  of  $2.863 > 1.96$ , the significance level is  $0.004$  which is less than  $0.05$  and the path coefficients value is  $0.426$  which shows the direction of the relationship between consumer behavior and purchase decision is positive and significant. Thus, this study states that consumer behavior has an effect on acceptable purchase decisions. A positive relationship indicates that the increasing consumer behavior, it will be followed by an increase in purchase decisions. For this reason, it is important to pay attention to the extent of consumer behavior possessed by vape products.

**Table 4.4.2**

#### Hypothesis Testing Results of Large Estimation of Effects Between Intervening Variables

Variabel	Original Sample (o)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Keterangan
Product quality (X) -> Consumer behaviour (Z) -> Purchase decision (Y)	0.360	0.36	0.126	2.86	0.004	H4 Diterima

(Source: Data Processed by Researcher, 2021)

### 4. The Effect of Product Quality on Purchase Decisions Through Consumer Behavior

In table 4.4.2 above shows the research model of the indirect influence between product quality variables on purchase decision variables through consumer behavior. The research significance value is  $T_{count}$  of  $2.860 > 1.96$ , the significance level is  $0.004$  which is less than  $0.05$  and the path coefficients value is  $0.360$  which shows the direction of the relationship between product quality and purchase decisions through consumer behavior is positive and significant. Thus, this study states that product quality influences purchase decisions through acceptable consumer behavior. A positive relationship indicates that the increasing product quality will be followed by an increase in purchase decisions for vape product users but must first create consumer behavior. These results support the results of previous research conducted by Hamdalah (2020) that product quality indirectly has a positive and significant effect on purchase decisions through consumer behavior.

### 5.5 Conclusion

Based on the research "THE INFLUENCE OF PRODUCT QUALITY ON PURCHASE DECISION THROUGH CONSUMER BEHAVIOR AS INTERVENING VARIABLE

(CASE STUDY OF INDONESIAN VAPE CONSUMERS)" which was carried out using SEM-PLS analysis, the following conclusions were obtained:

### **1. Knowing how product quality is on vape products**

Based on the results of descriptive analysis, overall product quality variables on vape products are in the good category with a percentage of 70.1%. The highest item lies in the efficiency dimension, which is about "easy-to-use products" with a total percentage of 79.4% and falls into the good category. While the lowest item lies in the responsiveness dimension, which is about "the response provided by services in vaping products is very fast if the user has problems using the product" which only gets a percentage of 55.9% but is still in the pretty good category.

### **2. Knowing how consumer behavior on vape products**

Based on the results of descriptive analysis, overall consumer behavior variables in vape products are in the good category with a total percentage of 74.2%. The highest item lies in the convenience dimension, which is about the statement "I get convenience on vape products" with a percentage of 80.1% and falls into the good category. While the lowest item lies in the serviceability dimension, namely the statement "I am satisfied with the customer handling service" which only gets a percentage of 60.4% but is still in the fairly good category.

### **3. Knowing how to make purchase decisions on vape products**

Based on the results of descriptive analysis, the overall purchase decision variable on vape products is in the fairly good category with a total percentage of 56.3%. The highest item lies in the action dimension, namely the statement "I feel safe after using vape products" with a percentage of 72.8% and is in the good category. While the lowest item lies in the cognitive dimension, namely the statement "I chose to vape because I saw advertisements and electronic media." which only gets a percentage of 39.8% so it is in the bad category. This means that there are still many vape product customers who choose vaping not because of advertisements and electronic media.

### **4. Product quality has a positive and significant effect on consumer behavior in vape products**

This means that it shows the increasing product quality in vape products, it will be followed by an increase in consumer behavior of vape product customers. Meanwhile, the significant relationship between product quality and consumer behavior means that it can be generalized to the entire population where the sample in this study is the population of vape product users. So it is very important to pay attention to the extent of product quality owned by vape products.

### **5. Consumer behavior has a positive and significant effect on purchase decisions on vape products**

This means that it shows the increasing consumer behavior in vape products, it will be followed by an increase in customer purchase decisions for vape products. Meanwhile, the significant relationship between consumer behavior and purchase decision means that it can be generalized to the entire population where the sample in this study is the population of

vape product users. So it is very important to pay attention to the extent of consumer behavior possessed by vape products.

## 6. Product quality has an effect but is not significant on purchase decisions on vape products

This means that product quality alone cannot have a significant effect on purchase decisions on vape products. This could be due to the fact that the seven dimensions of product quality contained in vape products alone have not been able to reach the purchase decision of vape product customers.

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