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# **EFFECT OF PRODUCT QUALITY AND LIFETIME WARRANTY ON CUSTOMER SATISFACTION AND TUPPERWARE PRODUCT PURCHASE DECISIONS**

**(Case Study on Purchasing Tupperware at PT. Arlia Harapan Kencana)**

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## **Abstract**

*This studied aims to determine the effect of product quality and lifetime warranty on consumer satisfaction and purchasing decisions Tupperware products at PT. Arlia Harapan Kencana. This research uses path analysis with Partial Least Square method and SmartPLS applications ver 3.2.8. The sampling technique used purposive sampling with the criteria of customers who were buying Tupperware product at PT. Arlia Harapan Kencana with a minimum sample of 97 respondents. The result of data processing shows that product quality has a direct effect on customer satisfaction, product quality has a direct effect on purchasing decisions, lifetime warranty has a direct effect on customer satisfaction, lifetime warranty has a direct effect on purchasing decisions, customer satisfaction directly influence purchasing decisions, purchasing decisions directly effect product quality through customer satisfaction, purchasing decisions directly affect lifetime warranty through customer satisfaction.*

***Keywords :** Product Quality, Warranty Lifetime, Customer Satisfaction, Purchasing Decisions*

## **I. INTRODUCTION**

Today, plastic has become a part of everyday life and often replaces traditional materials such as wood, metal, glass, leather, paper and rubber. Its attractive packaging design and versatile function are one of the reasons why plastic is popular with people. Of all the uses of plastics of various types and shapes, the function of plastic as a container for food and beverages has received the most attention. Many questions have arisen about plastics that are safe to use as food and beverage containers, and how to recognize them in order to avoid bad effects for health. One of the plastic-based food container companies that always innovates

products but still prioritizes product quality and Tupperware Corporation enforces the live warranty program. Tupperware is a product that is in demand by the public to date, this is evidenced by the first position in the Top Brand Award. As shown in the following table:

**Table 1.1**  
**Top Brand Award Plastic Food Containers**  
**2015 to 2017**

2015			2016			2017		
Plastic Food Containers			Plastic Food Containers			Plastic Food Containers		
Merk	TBI (Top Brand Index)	TOP	Merk	TBI (Top Brand Index)	TOP	Merk	TBI (Top Brand Index)	TOP
Tupperware	50,5%	TOP	Tupperware	44,6%	TOP	Tupperware	43,3%	TOP
Lion Star	31,6%		Lion Star	36,9%		Lion Star	38,7%	
Lock&Lock	2,6%		Lock&Lock	1,1%		Lock&Lock	1,0%	
Claris	1,4%		Claris	1,0%		Claris	1,0%	

Source: [www.topbrand-award.com](http://www.topbrand-award.com)

One of the official distributors of PT. Tupperware located in East Jakarta is PT. Arlia Harapan Kencana which is also used as a writer as a place to research who sells and distributes various kinds of Tupperware products from the cheapest to the most expensive prices.

**Table 1.2.**  
**Sales Data of PT Arlia Harapan Kencana**

MONTH	2016	2017	2018
Januari	Rp. 105,020,000	Rp. 107,445,000	Rp. 106,650,000
Februari	Rp. 100,345,000	Rp. 105,602,000	Rp. 106,705,000
Maret	Rp. 109,336,000	Rp. 106,554,000	Rp. 105,890,000
April	Rp. 10,890,000	Rp. 107,088,000	Rp. 107,532,000
Mei	Rp. 109,850,000	Rp. 109,845,000	Rp. 108,820,000
Juni	Rp. 110,385,000	Rp. 111,260,000	Rp. 110,221,000
Juli	Rp. 113,620,000	Rp. 110,235,000	Rp. 109,588,300

<b>MONTH</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Agustus	Rp. 111,080,000	Rp. 108,070,000	Rp. 106,534,200
September	Rp. 110,245,000	Rp. 113,086,000	Rp. 105,987,000
Oktober	Rp. 109,802,000	Rp. 105,800,000	Rp. 105,535,000
November	Rp. 109,508,000	Rp. 105,030,000	Rp. 106,685,000
Desember	Rp. 107,660,000	Rp. 106,370,000	Rp. 106,920,000
<b>Total</b>	<b>Rp. 1,207,741,000</b>	<b>Rp. 1,296,385,000</b>	<b>Rp. 1,287,067,500</b>

Source: Primary data that is processed, 2019

One of the phenomena that attracted the attention of researchers that occurred at PT Arlia Harapan Kencana was the increasing number of years of purchasing Tupperware products at PT. Arlia Harapan Kencana is increasing and more and more people, especially women, are registering to become Tupperware members. PT Arlia Harapan Kencana received Tupperware products that were damaged to be replaced with new products. However, there are some products that cannot be replaced or that are not guaranteed, such as being bitten by a mouse, melting due to a fire or very hot objects such as a frying pan or frying pan.

Based on the background above and to focus on the discussion in the research that the author will carry out, the authors first define the problem formulation as follows:

1. Does product quality have a direct effect on customer satisfaction in buying Tupperware products?
2. Does the lifetime warranty have a direct effect on customer satisfaction in buying Tupperware products?
3. Does product quality have a direct effect on Tupperware product purchasing decisions?
4. Does the lifetime warranty directly influence Tupperware product purchasing decisions?
5. Does customer satisfaction have a direct effect on Tupperware product purchasing decisions?
6. Does product quality have an indirect effect on purchasing decisions through customer satisfaction?
7. Does the lifetime warranty have an indirect effect on purchasing decisions through customer satisfaction?

## **II. LITERATURE REVIEW**

### **2.1 Research Review**

The first research was conducted by Agus Sriyanto & Wahyu Kuncoro (2015) *Journal of Economics and Management*, Vol 4 No 2, 2015 ISSN: 2252-6226. This study aims to determine the effect of service quality (X1), brand equity (X2), and promotion (X3) on purchasing decisions for LionStar products in the Modern Market in Jakarta. The population in this study were consumers who had bought LionStar products at Giant Pluit branch, Carrefour lebak Bulus branch, Hypermart Gajah Mada branch and LotteMart branch Meruya, the reason for choosing this

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place was because the number of LionStar products had good sales. The sample size required is 100 respondents. The conclusion is that together the Service Quality Variables (X1), Brand Equity (X2) and Promotion (X3) have a significant influence on Purchasing Decisions (Y).

The second research was conducted by Ikawati Yuli & Parjono (2017) *Journal of Commerce Education*, Vol 1 No 1, 2017 ISSN: 2337-6708. This study aims to determine the effect of product quality and brand image on purchasing decisions for Tupperware products. This type of research uses descriptive research and uses a quantitative approach. The research respondents were 97 consumers of Tupperware products. The results of the research variable product quality and brand image variables have a significant effect on purchasing decisions for Tupperware products.

The third research was conducted by Hanifah, Hidayati & Mutiarni (2019) *Dewantara Business and Management Research Journal*, Vol 2 No 1, 2019 E-ISSN: 2654-4326. This study aims to determine the effect of green products and price on purchasing decisions for Tupperware products in Wringinpitu village. The research method used in this research is explanatory research which is carried out by collecting data in the field. The sample used was 81 respondents who were users of Tupperware products in the Wringinpitu village. The data analysis method used is multiple linear regression, classical assumptions and hypothesis testing. The results of the analysis show that the green product and the price offered are able to increase purchasing decisions for Tupperware products.

The fourth research was conducted by Desi Susanti (2017) *Menara Ekonomi*, Vol 3 No 5, 2017 ISSN: 2407-8565. This study aims to determine the effect of performance, durability, product features, conformity to specifications and reliability on consumer interest in buying Tupperware at Griya Tika Utama Housing in Pekanbaru. The population of this study is less than 100, so there are 74 respondents used as the sample of this study. The data analysis technique used here is multiple linear regression. In this study, the researcher used a partial hypothesis test (t test) and hypothesis testing simultaneously (F test). From the results of the t test, only part of the variables of Performance, Endurance, Features that significantly influence consumer interest in buying Tupperware products at Griya Tika Utama in Pekanbaru. The variables of conformity with specifications and reliability do not significantly affect consumer interest in buying Tupperware products at Griya Tika Utama in Pekanbaru. From the results of the coefficient determination analysis test, it is known that the coefficient of determination is 0.362 or 36.2% of the variation of the independent variables (performance, durability features, conformity to specifications, and reliability) to the dependent variable (consumer interest in buying products). While the remaining 63.8% is explained by other variables not included in this study.

The fifth research was conducted by Veronica Purba & Reza Indriani (2015) *Journal of PLANS (Management & Business Science Research)*, Vol 10 No 2, 2015 ISSN: 1978-7057. This study aims to determine the effect of personal selling and brand on purchasing decisions for Tupperware products in students of the Faculty

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of Economics, State University of Medan. The data source in this study is primary data obtained from field research through questionnaires. The sample used in this study were students of the Faculty of Economics, State University of Medan with a purposive sampling technique as many as 96 respondents. The data analysis technique used in this study is multiple regression. This means that if personal selling increases by one unit, the purchase decision will increase by 0.400 and if the brand increases by one unit, the purchase decision will increase by 0.455 units, assuming other factors remain. The results of multiple regression analysis using a significance level of 5% indicate that the t count of the personal selling variable (X1) is  $6.576 >$  from the t table, namely 1.661 and a significant value of 0.000  $<$  of 0.05, it can be concluded that the personal selling variable has a positive and significant effect on the decision. purchase. The t value of the brand variable is  $8.255 >$  from the t table which is 1.661 and the significant value is 0.000  $<$  of 0.05. So it can be concluded that the hypothesis which states that the brand has a positive and significant effect on purchasing decisions. The value of F count ( $57.445 >$ ) (F table 3.09), so it can be concluded that the hypothesis that personal selling and brand have a positive and significant effect on purchasing decisions. With these criteria, the hypothesis is accepted. In the Determination R2 test, it was found that the value of R square = 0.553, meaning that 55.3% of the purchasing decision variable could be influenced by personal selling and brand and the rest was explained by other factors that were not explained in this study. From the above results, it can be concluded that personal selling and brand have a positive and significant effect on purchasing decisions for Tupperware products for students of the Faculty of Economics, State University of Medan.

The sixth research was conducted by Johannes, Ade Octavia & Yemi Suwarti (2017) *Journal of Business Studies and Management Review (JBSMR)*, Vol 1 No 1, 2017 ISSN: 2597-369X. The Effect of Hedonic Lifestyle, Hedonic Motivation and Quality of Products to Interest Recycling Tupperware Product. This study aims to analyze the influence of a hedonic lifestyle, hedonic motivation, and product quality simultaneously and partly for the purpose of repurchasing Tupperware products in Jambi City. The population is Tupperware consumers at PT. Nazila Jambi Nugraha, totaling 28,106 members. After doing research, the only data that I can process is 139 questionnaires. The data collection method in this study used a survey method, followed by a statistical method to test the hypothesis using multiple linear regression. The results showed that the hedonic lifestyle, motivation and quality of the hedonic product had a positive and significant effect on repurchase interest. Where product quality has a more dominant influence when compared to the other two variables. Based on the research results, it is hoped that future management of the company can continue to maintain and improve product quality, one of which is by diversifying products.

The seventh research was conducted by Kalaiselvi & Fathima (2016) *Indian Journal of Applied Research*, Vol 6 No 9, 2016 ISSN: 2249-555X. Customer Satisfaction Regarding The Tupperware Products in Coimbatore City. This study aims to analyze consumer satisfaction in using Tupperware products in the city of Coimbatore, India. Tupperware is one of the world's leading sales companies with the largest women's network, marketing premium food storage, goods preparation

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and serving. Tupperware started its operations in India in 1996. This success can be attributed to the high quality products with a lifetime warranty and rewarding business opportunities provided by the Company. The entire Tupperware product line provides solutions for all food storage, food preparation, microwaves. Because of this, businesses are often dynamic, challenging and rewarding. It can also be frustrating and even disappointing but never boring.

The eighth research was conducted by Shinaya, Ramly, & Khalil (2019) International Journal of Business and Management Invention (IJBMI), Vol 8 No 5, 2019 ISSN (Online): 2319 - 8028, ISSN (Print): 2319 - 801X. A Study on the Secret of Tupperware Brands' Success. This study aims to determine the process of how to attract customers to any product in the market which is not an easy task and each company will and is still trying hard to attract them by introducing and implementing different marketing strategies continuously. To retain customers and to buy their loyalty would be another great plan for any company to focus on. Tupperware Brands is recognized as the fastest growing business worldwide and has undoubtedly reached the next level. This paper identifies the factors that contribute to the success of Tupperware Brands and what approaches are used to remain stable in the business market even after more than 70 years. Opportunities for improvement are identified as well to ensure that Tupperware Brands gain more success and last longer in the hearts and minds of customers.

## **2.2 Theoretical Basis**

### **1. Product Quality**

According to Kotler and Armstrong (2012: 283) the meaning of product quality is "the ability of a product to perform its functions, it includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes" which means ability. a product demonstrates its function, it includes overall durability, reliability, accuracy, ease of operation and product repair as well as other product attributes.

Based on the explanation above, it can be concluded that the quality of the product is all goods and services related to the desires of consumers, which are superior to the product being traded according to customer expectations.

### **2. Lifetime Warranty**

Lifetime warranty is a form of statement from manufacturers to consumers related to compensation for repairing, replacing products or extending the length of warranty provision in the event of product damage or failure for life (Murdiana et al., 2015). The lifetime guarantee in this study is that if the Tupperware product is damaged or defective in normal non-commercial use (according to its function), it can be claimed to get a free replacement to the nearest distributor.

### **3. Customer Satisfaction**

Satisfaction or dissatisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the real / actual product performance and the expected product performance. According to

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Tjiptono (2012: 301) consumer satisfaction is a situation shown by consumers when they realize that their needs and desires are as expected and are met properly.

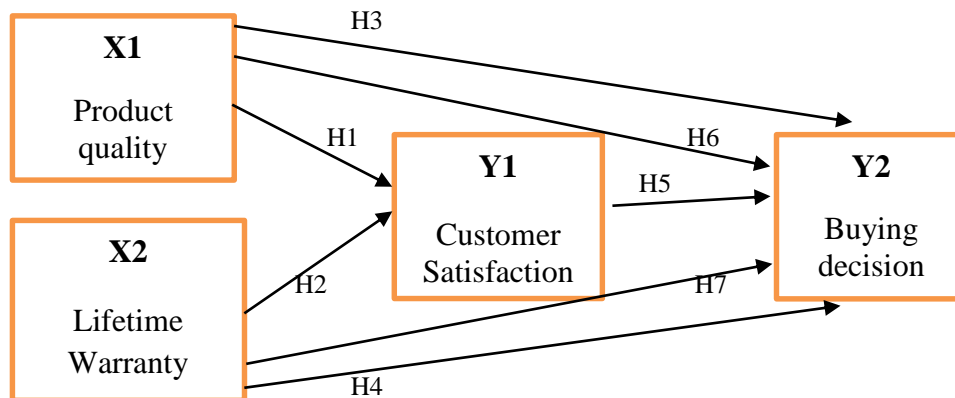
Meanwhile, Kotler and Keller (2012: 46) define consumer satisfaction as the level of a person's feelings after comparing the performance or results he feels compared to his expectations.

#### 4. Purchasing Decisions

The purchase decision is the process of making a decision on a purchase which includes determining what to buy and not making a purchase (Assauri, 2010: 139).

Meanwhile, the purchase decision according to Kotler and Keller (2009: 240) is a consumer action to buy one brand from several well-planned brands, based on several factors including purchase time, product quality, distribution and distributors and many others.

### 2.3 Research Conceptual Framework



Picture 2.1 Research Conceptual Framework

### III. RESEARCH METHODS

In this study using quantitative research with an associative strategy. The types of data used in this study are primary data and secondary data. The population in this study were customers who made purchases at least twice at PT. Arlia Harapan Kencana. The sample in this study amounted to 97 respondents using a questionnaire.

Data analysis used in this research is path analysis using SmartPLS (Partial Least Square) ver 3.2.8.



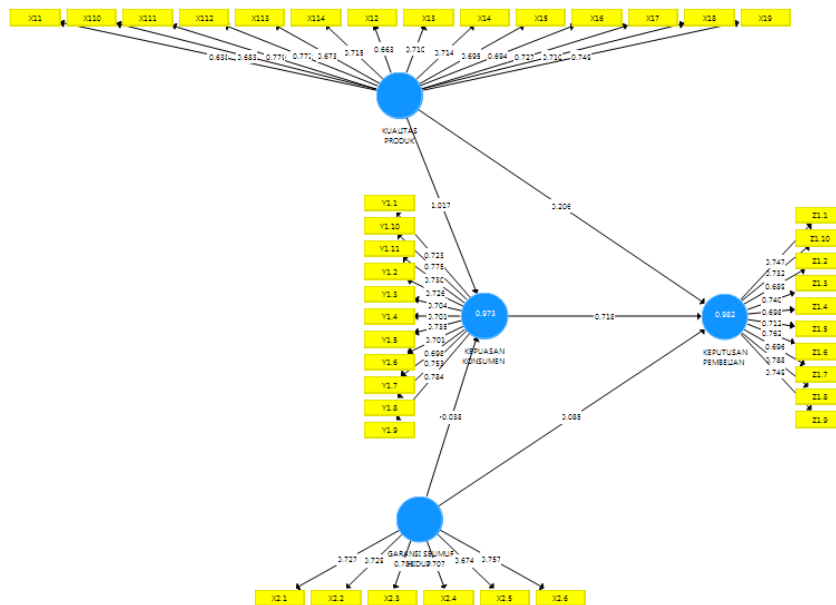
## IV. RESEARCH RESULTS AND DISCUSSION

### 4.1 Instrument Testing Results

#### A. Evaluation of Measurement (Outer) Model

The measurement model for the validity and reliability test, the model determination coefficient and the path coefficient for the equation model, can be seen in Figure 4.1 below:

**Picture 4.1**  
Display of PLS Algorithm Results



Source: PLS Output Display

#### 1) Convergent Validity

**Table 4.5**  
Outer Loading

Correlation of Indicators with Variables	Loading Factor	Information
KPr1 <- KPr	0.638	Valid
KPr2 <- KPr	0.663	Valid
KPr3 <- KPr	0.710	Valid
KPr4 <- KPr	0.714	Valid
KPr5 <- KPr	0.695	Valid
KPr6 <- KPr	0.694	Valid
KPr7 <- KPr	0.727	Valid



<b>Correlation of Indicators with Variables</b>	<b>Loading Factor</b>	<b>Information</b>
<b>KPr8 &lt;- KPr</b>	0.710	Valid
<b>KPr9 &lt;- KPr</b>	0.749	Valid
<b>KPr10 &lt;- KPr</b>	0.683	Valid
<b>KPr11 &lt;- KPr</b>	0.779	Valid
<b>KPr12 &lt;- KPr</b>	0.772	Valid
<b>KPr13 &lt;- KPr</b>	0.673	Valid
<b>KPr14 &lt;- KPr</b>	0.715	Valid
<b>Gsh.1 &lt;- GSH</b>	0.727	Valid
<b>Gsh.2 &lt;- GSH</b>	0.729	Valid
<b>Gsh.3 &lt;- GSH</b>	0.781	Valid
<b>Gsh.4 &lt;- GSH</b>	0.707	Valid
<b>Gsh.5 &lt;- GSH</b>	0.674	Valid
<b>Gsh.6 &lt;- GSH</b>	0.757	Valid
<b>Puas1 &lt;- Puas</b>	0.723	Valid
<b>Puas2 &lt;- Puas</b>	0.726	Valid
<b>Puas3 &lt;- Puas</b>	0.704	Valid
<b>Puas4 &lt;- Puas</b>	0.701	Valid
<b>Puas5 &lt;- Puas</b>	0.735	Valid
<b>Puas6 &lt;- Puas</b>	0.701	Valid
<b>Puas7 &lt;- Puas</b>	0.698	Valid
<b>Puas8 &lt;- Puas</b>	0.753	Valid
<b>Puas9 &lt;- Puas</b>	0.784	Valid
<b>Puas10 &lt;- Puas</b>	0.775	Valid
<b>Puas11 &lt;- Puas</b>	0.730	Valid
<b>KPb.1 &lt;- KPb</b>	0.747	Valid
<b>KPb.2 &lt;- KPb</b>	0.689	Valid
<b>KPb.3 &lt;- KPb</b>	0.740	Valid
<b>KPb.4 &lt;- KPb</b>	0.698	Valid
<b>KPb.5 &lt;- KPb</b>	0.712	Valid
<b>KPb.6 &lt;- KPb</b>	0.762	Valid
<b>KPb.7 &lt;- KPb</b>	0.696	Valid
<b>KPb.8 &lt;- KPb</b>	0.788	Valid
<b>KPb.9 &lt;- KPb</b>	0.749	Valid
<b>KPb.10 &lt;- KPb</b>	0.732	Valid

*Source: Output PLS*

**Table 4.6**  
*Composite Reliability, Cronbach Alpha, dan AVE*

	<b>Cronbach's Alpha</b>	<b>Reliabilitas Komposit</b>	<b>Rata-rata Varians Diekstrak (AVE)</b>
<b>PRODUCT QUALITY</b>	<b>0.924</b>	<b>0.934</b>	<b>0.504</b>
<b>LIFETIME WARRANTY</b>	<b>0.826</b>	<b>0.872</b>	<b>0.533</b>
<b>CUSTOMER SATISFACTION</b>	<b>0.912</b>	<b>0.926</b>	<b>0.534</b>
<b>BUYING DECISION</b>	<b>0.903</b>	<b>0.920</b>	<b>0.536</b>

*Source: Output PLS*

From tables 4.5 and 4.6 it can be seen that the construct (product quality, lifetime warranty, customer satisfaction, and purchase decision) can be explained as follows:

- a. The product quality construct was measured using KPr1 - KPr14. All indicators have a loading factor > 0.50, AVE > 0.50, Cronbach Alpha > 0.50 and composite reliability > 0.80.
- b. The lifetime warranty construct is measured using Gsh.1 - Gsh.6. All indicators have a loading factor > 0.50, AVE > 0.50, Cronbach Alpha > 0.50 and composite reliability > 0.80.
- c. The construct of customer satisfaction is measured using Puas1 - Puas11. All indicators have a loading factor > 0.50, AVE > 0.50, Cronbach Alpha > 0.50 and composite reliability > 0.80.
- d. The purchase decision construct is measured using KPb1 - KPb10. All indicators have a loading factor > 0.50, AVE > 0.50, Cronbach Alpha > 0.50 and composite reliability > 0.80.

From these results it can be concluded that the construct (product quality, lifetime warranty, customer satisfaction and purchase decisions) has a good and valid value.

**2) Discriminant Validity**

Pengujian *discriminant validity* dilakukan untuk membuktikan apakah indikator pada suatu konstruk akan mempunyai *loading factor* terbesar pada konstruk yang dibentuknya daripada *loading factor* dengan konstruk yang lain. Hasil pengujian *discriminant validity* diperoleh sebagai berikut:

**Table 4.7**  
*Discriminant Validity*

	<b>PRODUCT QUALITY</b>	<b>LIFETIME WARRANTY</b>	<b>CONSUMER SATISFACTION</b>	<b>PURCHASE DECISION</b>
<b>KPr1</b>	<b>0.642</b>	0.398	0.420	0.451
<b>KPr2</b>	<b>0.722</b>	0.440	0.461	0.565
<b>KPr3</b>	<b>0.604</b>	0.542	0.565	0.562

	PRODUCT QUALITY	LIFETIME WARRANTY	CONSUMER SATISFACTION	PURCHASE DECISION
KPr4	0.726	0.543	0.512	0.613
KPr5	0.461	0.263	0.333	0.309
KPr6	0.691	0.435	0.422	0.469
KPr7	0.540	0.465	0.448	0.406
KPr8	0.666	0.476	0.584	0.652
KPr9	0.699	0.530	0.496	0.509
KPr10	0.631	0.412	0.407	0.424
KPr11	0.637	0.425	0.361	0.421
KPr12	0.676	0.490	0.457	0.465
KPr13	0.670	0.579	0.543	0.622
KPr14	0.716	0.518	0.530	0.526
Gsh.1	0.502	0.679	0.580	0.531
Gsh.2	0.525	0.678	0.496	0.488
Gsh.3	0.461	0.762	0.575	0.527
Gsh.4	0.559	0.702	0.525	0.557
Gsh.5	0.551	0.655	0.493	0.586
Gsh.6	0.516	0.787	0.693	0.676
Puas1	0.515	0.490	0.675	0.506
Puas2	0.490	0.588	0.711	0.695
Puas3	0.385	0.431	0.617	0.414
Puas4	0.572	0.574	0.667	0.550
Puas5	0.408	0.296	0.503	0.379
Puas6	0.527	0.561	0.711	0.561
Puas7	0.463	0.549	0.685	0.545
Puas8	0.404	0.530	0.609	0.516
Puas9	0.533	0.630	0.718	0.651
Puas10	0.485	0.524	0.743	0.697
Puas11	0.543	0.567	0.683	0.631
KPb.1	0.625	0.520	0.607	0.733
KPb.2	0.592	0.552	0.603	0.747
KPb.3	0.492	0.523	0.633	0.649
KPb.4	0.543	0.588	0.691	0.732
KPb.5	0.589	0.598	0.621	0.678
KPb.6	0.535	0.603	0.587	0.742
KPb.7	0.611	0.662	0.620	0.778
KPb.8	0.555	0.574	0.584	0.735
KPb.9	0.588	0.615	0.613	0.748
KPb.10	0.530	0.478	0.561	0.725

Source: Output PLS

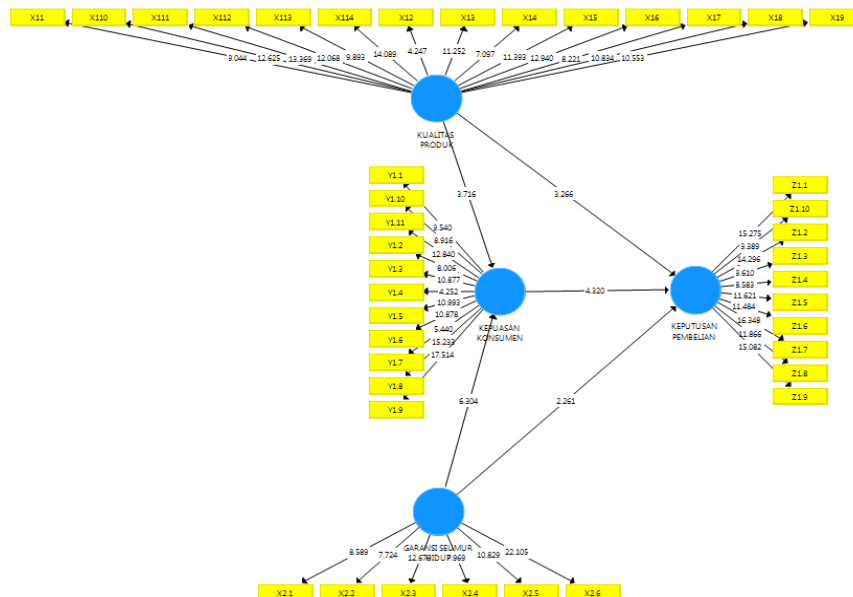
Based on table 4.7 above, it shows that the cross loading value also shows good discriminate validity because the correlation value of the indicator against its

construct is higher than the correlation value of the indicator with other constructs. As an illustration, the loading factor KPr1 (statement indicator for product quality) is 0.642 which is higher than the loading factor with other constructs, namely GSH (0.398), Satisfaction (0.420) and KPb (0.451).

### B. Structural Model Testing (Inner Model)

The structural model in PLS is evaluated using R2 for the dependent variable and the path coefficient value for the independent variable which is then assessed for its significance based on the t-statistic value for each path. The structural model of this research can be seen in the following picture:

**Picture 4.2**  
**Display of PLS Bootstrapping Results**



Sourcer: Output PLS

**Table 4.8**  
**R-Square Value**

	<b>R Square</b>	<b>Adjusted R Square</b>
<b>CUSTOMER SATISFACTION</b>	0.680	0.673
<b>BUYING DECISION</b>	0.799	0.793

Sumber: Output PLS

Table 4.8 shows the R-square value for the satisfaction variable obtained at 0.680. This means that simultaneously the variable product quality and lifetime warranty can explain the effect on customer satisfaction by 68% and the remaining 32% is influenced by other variables. Meanwhile, the r-square value of the

purchasing decision variable is 0.799. This means that simultaneously the variable product quality, lifetime warranty, and customer satisfaction can explain the effect on purchasing decisions by 79.9% and the remaining 20.1% is influenced by other variables.

### C. Hypothesis Testing

The significance of the parameters estimated provides very useful information about the relationship between the research variables. The basis used in testing the hypothesis is the value contained in the output result for inner weight. Table 4.9 provides the estimated output for testing the structural model.

**Table 4.9**  
*Path Coefficients*

	T Statistic ( O/STDEV )	Signifikansi	p-value	Keterangan
QPr → Satisfaction	3.716	0.05	0.000	Significant influence
LtW → Satisfaction	3.266	0.05	0.000	Significant influence
QPr → BDs	6.304	0.05	0.001	Significant influence
LtW → BDs	2.261	0.05	0.024	Significant influence
Satisfaction → BDs	4.320	0.05	0.000	Significant influence
QPr → Satisfaction → BDs	2.754	0.05	0.006	Significant influence
LtW → Satisfaction → BDs	3.432	0.05	0.001	Significant influence

*Source: Output PLS*

From table 4.9 above, it can be seen that the p-value of 0.000 is smaller than 0.05. Based on the regression results, it can be concluded that product quality directly has a significant effect on consumer satisfaction (**the first hypothesis is accepted**).

The second test is conducted to see whether the lifetime warranty (GSH) directly affects customer satisfaction. The test results can be seen from table 4.9 above, with a p-value of 0,000, smaller than 0.005. Based on the regression results, it can be concluded that the lifetime warranty directly has a significant effect on customer satisfaction (**the second hypothesis is accepted**).

The third test is carried out to see whether product quality (KPr) directly affects purchasing decisions. The test results can be seen from table 4.9 above, with a p-value of 0.001 smaller than 0.05. Based on the regression results, it can be concluded that the product quality directly has a significant effect on purchasing decisions (**the third hypothesis is accepted**).

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The fourth test is conducted to see whether the lifetime warranty (GSH) directly influences the purchase decision. The test results can be seen from table 4.9 above, with a p-value of 0.024, smaller than 0.05. Based on the regression results, it can be concluded that the lifetime warranty directly has a significant effect on purchasing decisions (**the fourth hypothesis is accepted**).

The fifth test is done to see whether customer satisfaction directly affects purchasing decisions. The test results can be seen from table 4.9 above, with a p-value of 0.000, smaller than 0.05. Based on the regression results, it can be concluded that directly consumer satisfaction has a significant effect on purchasing decisions (**fifth hypothesis is accepted**).

The sixth test is carried out to see whether product quality indirectly affects purchasing decisions through customer satisfaction. The test results can be seen from table 4.9 above, with a p-value of 0.006 smaller than 0.05. Based on the regression results, it can be concluded that indirectly product quality through customer satisfaction has a significant effect on purchasing decisions (**the sixth hypothesis is accepted**).

The seventh test is carried out to see whether the lifetime warranty indirectly affects purchasing decisions through customer satisfaction. The test results can be seen from table 4.9 above, with a p-value of 0.001 smaller than 0.05. Based on the results of the regression, it can be concluded that indirectly lifetime warranty through customer satisfaction has a significant effect on purchasing decisions (**seventh hypothesis is accepted**).

## V. CONCLUSIONS AND SUGGESTIONS

### 5.1 Conclusion

Based on the research that has been done, the following conclusions can be drawn:

1. Product quality directly has a significant effect on Tupperware consumer satisfaction
2. Lifetime Warranty directly has a significant effect on Tupperware consumer satisfaction.
3. Product quality directly has a significant effect on Tupperware purchasing decisions.
4. Lifetime warranty directly has a significant effect on Tupperware purchasing decisions
5. Direct consumer satisfaction has a significant effect on purchasing decisions Tupperware.
6. There is an indirect effect of product quality on purchasing decisions through Tupperware customer satisfaction.
7. There is an indirect effect of a lifetime warranty on purchasing decisions through Tupperware customer satisfaction.

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## 5.2 Suggestions

1. Companies should maintain product quality. Product quality is the main factor that can influence a purchase decision because the size of the consumer's desire to make a purchase can be viewed from the consumer's perception of the quality of a product. By maintaining product quality and improving the quality of Tupperware products that have been produced and it is also expected to be able to present new innovations in its products to be able to win business competition and still maintain good product quality.
2. For further researchers, it is hoped that they can carry out similar research conducted in depth with different research objects, populations, and variables to validate the results of this study, besides being used to obtain more varied results.



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