

ABSTRACT

The Influence of Product Quality on Purchasing Decisions Through Consumer Trust in Tupperware Products in the 2024 Period

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The home appliance industry is growing rapidly, but intense competition and changing consumer preferences have led to declining sales of several brands, including Tupperware. In this context, product quality plays a crucial role in shaping consumer purchasing decisions. Furthermore, consumer trust acts as a mediating factor in the influence of product quality on purchasing decisions. This study aims to analyze the influence of product quality on purchasing decisions through consumer trust in Tupperware products. A quantitative approach was employed, employing Partial Least Squares (PLS) analysis, with data collected through questionnaires from 180 respondents who were current or former Tupperware users in 2024. The results show that product quality has a positive and significant effect on consumer trust. Consumer trust is also shown to have a positive and significant effect on purchasing decisions. However, product quality does not directly influence purchasing decisions, but rather through consumer trust as a mediating variable. The results of this study are expected to contribute to the development of marketing strategies and enrich the literature on consumer behavior in the home appliance industry.

Keywords: *Product Quality, Consumer Trust, Purchase Decision, Tupperware, Marketing*