

IMPACT OF PRODUCT QUALITY AND BRAND IMAGE TOWARDS BUYING DECISIONS WITH BUYING INTEREST AS MEDIATION VARIABLE

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Abstract. This research was conducted to find out empirical evidence of the role of buying interest in mediating product quality and brand image on purchasing decisions in the millennial generation in the Central Jakarta area, there is the online shop Matahari.com. The analysis method in this study uses structural equation modeling (SEM), sample of 225 respondents, the sampling technique refers to the calculation of Hair which is used for research with SEM analysis. The results showed that 1) Product quality had a positive and significant effect on buying interest, 2) Brand image had a positive and significant effect on buying interest. 3) Product quality has a positive and significant effect on buying decisions. 4) Brand image has a positive and significant effect on buying decisions. 5) buying interest has a positive and significant effect on buying decisions. 6) Product quality has a positive and significant effect on buying decisions through buying interest. 7) Brand image has a positive and significant effect on buying decisions through buying interest. So that in order to increase consumer buying interest in order to improve buying decisions, Matahari management needs to maintain product quality and brand image of Matahari.com, Matahari must continue to innovate both in terms of quality control through product specifications and pay attention to reviews from consumers, and control suppliers so as to create brand loyalty. in the eyes of consumers and always prioritizes technology in all promotional activities, especially to attract the millennial generation. The novelty of this research is to measure indicators per dimension of exogenous and endogenous variables by collaborating with mediating variables through structural equation modeling (SEM) data analysis.

Keywords: product quality; brand image; buying interest; buying decisions.

INTRODUCTION

Currently, the development of internet technology has changed the way a person does business and communicates. This makes producers to think more critically, creatively and innovatively to the changes that occur, both in the social, cultural, political and economic fields. Internet users in Indonesia are outperformed by young people who understand the internet and this is a positive trend for the advancement of digital trends in Indonesia, which is commonly referred to as the millennial generation (Millennial Generation) who want to be fast and consumptive due to the

increasing number of internet users in Indonesia, it will stimulate development e-commerce industry in Indonesia. More and more online shops are popping up in Indonesia such as Lazada, Shoppe, Tokopedia, Matahari.com, Bukalapak and others. To be able to compete in this business, every company must have a strategy to survive from its competitors. E-commerce companies need to pay attention to what consumers want so that consumers have an interest in buying and make online purchasing decisions.

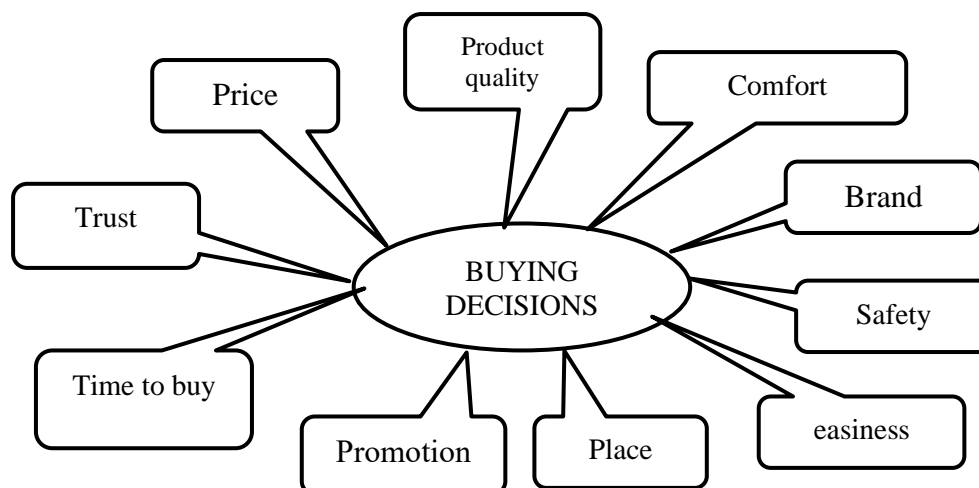


Figure 1. Factors of the Buying Decisions

Source: Previous Research

Based on previous research, there are several aspects that influence a person in making buying decisions, as described in Figure 1. Based on the results of a pre-survey that has been done to the people of the Central Jakarta area, especially the millennial generation towards several online shops, Matahari.com has a lower

percentage compared to other online shops, especially in terms of product quality which has a low percentage then online shop matahari.com is less well known among the public so that it affects customer to make buying decisions. According to (Amron, 2018); (Setiagraha et al., 2021); (Chaerudin & Syafarudin, 2021); (Pansiri & Umama, 2021) they found that product quality has a positive effect on

buying decisions. Then the research by ([Gado & Abdulwasiu](#), 2017); ([Darmawan](#), 2018) stated that brand image had a positive effect on buying decisions ([Hanslim et al.](#), 2020); ([Kurniawati](#), 2019); ([Ahidin](#), 2020) research stated that product quality had a positive effect on buying interest.

However, based on the results of ([Bayu et al.](#), 2019), brand image has a negative effect on purchasing decisions, research by ([Bob & Muhamad](#), 2019) state that product quality has no effect toward buying interest. So there is still a research gap in research and it is necessary to do a comprehensive test of this phenomenon. Then the state of the art of this research is that this study measures the indicators per dimension of exogenous variables and endogenous variables by collaborating mediating variables through structural equation modelling (SEM) data analysis which is a novelty in this study, because in previous studies only measure the variables only partially without any mediation process and without any measurement of indicators per dimension of exogenous and endogenous variables.

Effect of product quality on buying interest

Buying interest is consumer behaviour that shows the extent of commitment to buy product, to increase buying interest consumer will concern to quality of product, in previous research by ([Godey et al.](#), 2012) who researched the effect quality product on buying interest, it found that product quality has a significant effect on buying interest. According to ([Kurniawati](#), 2019) the effect product quality towards

buying interest has a significant effect. And then research by ([Hanslim et al.](#), 2020) found that there is strong influence between product quality on buying interest.

Ha1: There is an effect of product quality on buying interest in matahari.com

Effect brand image on buying interest

Companies must be able to create positive and unique brand image in order to be accepted in the market and able to make consumers continue to remember the brand image of a product so as to increase consumer buying interest in the products offered. According to ([Meutia et al.](#), 2020) the influence brand image towards buying interest has a significant effect. Research by ([Windiana & Bakhtiar](#), 2020) brand Image had positive and significant effects on buying interest. ([Rusmiati et al.](#), 2020) found that brand image has a positive significant influence on the buying interest.

Ha2: There is an influence of brand image on buying interest in matahari.com.

Effect of product quality on the buying decision

According to ([Brata et al.](#), 2017) found that quality of product partially influence buying decision. Research by ([Konuk](#), 2019) state product quality has influence positively and significantly towards buying decision. And ([Jasmani & Sunarsi](#), 2020) found that product quality positive and has significant impact on buying decisions.

Ha3: There is an effect of product quality on buying decision in matahari.com

Effect brand image on buying decision

State (Alkire & Foster, 2011) that the role of brand becomes very important since it is the product attribute in communicating the product to consumers about quality of products, characteristic, and other attributes related to these products. Consumers will keep to remember the brand if the brand quality is deemed good on consumers mind and will ultimately affect the consumer in making a product purchase action. Research by (Mubarok, 2018) showed that brand image has a positive and significant direct effect on buying decisions. Found that brand image has a positive and significant influence on buying decisions.

Ha4: There is an effect of brand image on the buying decision in matahari.com.

Effect buying interest on buying decisions

According to (Fahrizah, 2019) found that buying interest has significant effect towards buying decision. State that there is effect positive and significant between buying interest and buying decision. Buying interest variables has a positive and significant effect on purchase decision.

Ha5: There is an effect of buying interest on buying decisions in

matahari.com.

Effect of product quality on buying decisions through buying interest

Based on previous research was did partially on the variables (product quality, brand image, buying interest, buying decision), so that authors try to do novelty in this research with adding intervening variable (buying interest) between product quality and buying decision.

Ha6: There is an effect of product quality on buying decisions through buying interest in matahari.com.

Effect brand image on buying decision through buying interest

Based on previous research was did partially on the variables (product quality, brand image, buying interest, buying decision), so that authors try to do novelty in this research with adding intervening variable (buying interest) between brand image and buying decision. Ha7: There is an effect of brand image on buying decisions through buying interest in matahari.com. Base on the previous research above, the framework from this research is as follows:

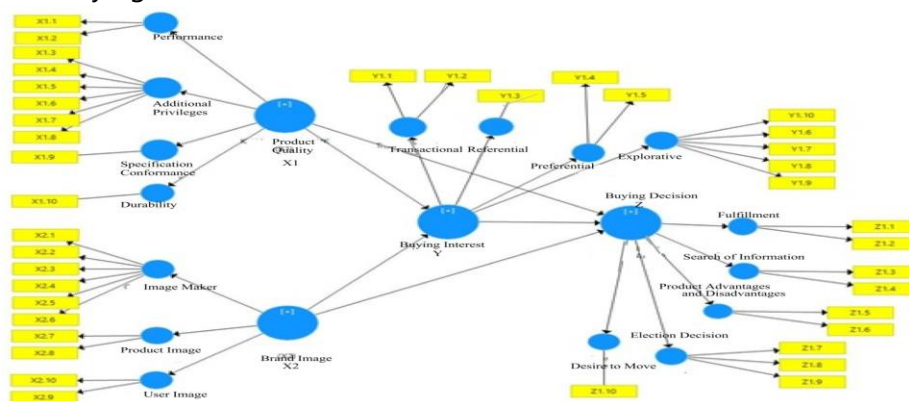


Figure 2. Frame work of Research
Source: Data were processed by researchers

METHODS

The research method of the above figure is configured as follows: This research uses descriptive verification method and quantitative method with survey approach. To unknown population in this research, in determining the sample using the calculation a sample of 225 respondents in the millennial generation in Central Jakarta. The type of data used in this research is primary data. While the literature in the form of books, journals, and previous research is secondary data. The data processing technique uses Structural Equation Modelling (SEM) with SmartPls software through testing the

outer model, inner model and hypotheses through a bootstrap procedure using statistical values on each influence path partially. The outer model tests the validity and reliability with term they have a latent variable loading factor ≥ 0.5 and have a construct reliability ≥ 0.8 . In the inner model, to test the relations between latent construct there is R Square and Q Square test. Hypothesis for this research does compare t-table and t-statistic, hypothesis accepted if $t\text{-statistic} \geq t\text{-table}$ with bootstrapping procedure through estimate for path coefficients, is the value of the path coefficient. Operational Variable in this research as follows:

Table 1. Operational Variable

No	Variable	Dimension	Indicator	Statement Number
1.	Product Quality (X1)	1. Performance	1. Good reputation	1
			2. Guaranteed quality	2
		2. Additional Privileges	1. Product diversity	3
			2. Product characteristics	4
			3. Innovative of product color	5
			4. Motifs of product is attractive	6
			5. Material quality	7
			6. Provide comfort	8
		3. Specification Conformance	1. Ads according to reality	9
			4. Durability	1. Product durability
2. Brand Image (X2)	1. Image Maker	1. Did what was promised		1
		2. Provide solution	2	
		3. Make good impression	3	
		4. Put your trust in product matahari.com	4	
		5. The first brand that comes to mind	5	
		6. Famous product fashion	6	
	2. Product Image	6. Famous product fashion	7	
			8	

No	Variable	Dimension	Indicator	Statement Number
			1. Customers know about the products	9
		3. User Image	2. Make customers feel comfortable	10
			1. Reliable product to use	
			2. Brand of matahari.com product is effective for daily needs	
3.	Buying Interest (Y)	1. Transactional Interest	1. Interested customers to buy the product	1
			2. Buy the product in the near future.	2
		2. Referential Interest	1. Willing to recommend the product to others	3
		3. Preferential Interest	1. Products of matahari.com are the customer's top choice	4
			2. Products of matahari.com are more attractive to customers	5
		4. Explorative Interest	1. Find out about the prices of matahari.com products.	6
			2. Find out about matahari.com products selection	7
			3. Ask for information on matahari.com products from people who have used them	8
			4. Purchase matahari.com products after receiving information from friends	9
			5. Have studied the details of the matahari.com product to be purchased	10
4.	Buying Decision (Z)	1. Fullfilment	1. The need for Matahari.com products is high	1
			2. Matahari.com provides the needs for customers' clothing	2
		2. Search of Information	1. Get information about Matahari.com from people	3
				4

No	Variable	Dimension	Indicator	Statement Number
			2. Looking for information from many sources about Matahari.com products	5
		3. Product Advantages and Dis advantages	1. Decided to buy Matahari.com products after evaluating several alternatives	6
		4. Election Decision	2. Feel confident with the decision to purchase Matahari.com products	7
			1. Loyal to use Matahari.com products	8
			2. Feel Matahari.com has a good performance in producing its products.	9
		5. Desire to Move	3. Satisfied with Matahari.com products	10
			1. Want to try products other than Matahari.com	

Source: Data compiled from various sources

Respondent Characteristics

Base on 225 of samples used this research, can be explanation in this table below:

RESULTS AND DISCUSSION

Table 2. Respondent characteristics

No	Respondent Characteristic	Total	%
1.	Gender		
	Male	141	62.7%
	Female	84	37.3%
	Total	225	100%
2.	Age (year)		
	15-20	23	10.2%
	21-25	86	38.2%
	26-30	65	28.9%
	31-35	34	15.1%

No	Respondent Characteristic	Total	%
	36-40	17	7.6%
	Total	225	100%
3.	Education		
	SMP	3	1.3%
	SLTA	79	35.1%
	D3	20	8.9%
	S1	112	49.8%
	S2	11	4.9%
	Total	225	100%

Source: data processed by researchers (2021)

Descriptive of Data

The aim of data description to overview of the data obtained in the research object with use statistical descriptive techniques and presented in frequency distribution, total score, average value (mean) as follows :

- 1) Variable of the product quality has 10 indicators and 4 dimensions, it has result of the frequency distribution average for favourable of 66.9%, neutral of 26.4% and unfavorable of 6.5%. It means millennials in the Central Jakarta do not agree with the quality of the products provided, meaning that the quality of the products offered by the online shop Matahari.com is not good.
- 2) Variable of the brand image has 10 indicators and 4 dimensions, it has result of the frequency distribution average for favourable of 61%, neutral of 28% and unfavorable of 10.7%. It means the brand image by online shop Matahari.com is not entirely good according to millennials in the Central Jakarta.

- 3) Variable of the buying interest has 10 indicators and 5 dimensions, it has result of the frequency distribution average for favourable of 48.7%, neutral of 30.2% and unfavorable of 20.9%. It means buying interest of the millennials in the Central Jakarta towards online shop Matahari.com still a low.
- 4) Variable of the buying decisions has 10 indicators and 4 dimensions, it has result of the frequency distribution average for favourable of 53.5%, neutral of 29.9% and unfavorable of 16.4%. It means buying decisions product of the millennials in the Central Jakarta towards online shop Matahari.com still a low.

Outer Model Test

The first data processing is do test outer model there is convergent validity and construct reliability for instrument test, the output from research that the all instrument of research have validity and reliability because have loading factor $\geq 0,5$ and composite reliable $\geq 0,7$ there is the product quality variable at 0.939, the brand image variable at 0.941, the buying interest

variable at 0.954, and buying decisions at 0.948 with Cronbach's Alpha $\geq 0,6$. It sums up that indicators on each variable have good reliability or it is able to measure the constructs.

Inner Model Test

To evaluate the goodness of fit model, the research used the value of predictive-relevance (Q^2), the output was value of Q^2 of 0,9451. And then the output was the value of R^2 for the buying interest of 0,671. It means that the buying interest was influenced by variables of the product quality and brand image with 67,1% and the 32,9% was influenced by other variables excluded in the research. The R^2 for buying decisions of 0,833, it means that the buying decisions was influenced by variables of product quality and brand image with 83,3% and the 16,7% was influenced by

other variables excluded in the research. The output was the value of Q^2 of 0,9451 or 94,51% meaning that the model was able to describe the buying decision related to variable of the product quality and brand image through buying interest.

Hypothesis Test

The research used the t-statistics on partial direct influence for the hypothesis test. Based on the diagram path, indicators on every variable has t-statistics value more than 1,660 (t-table). This explains that indicators are able to measure the constructs. To test the correlation between variables (hypothesis test), the value of t-statistics from Smart PLS output was used and was compared with t-table value. The following is the table of the correlation result between constructs (variables):

Table 3. Hypothesis test

Influence Variable	Between	Koefisien Parameter	Tstatistik	Description
Product >Buying Interest	Quality -	0.174	2.074	Signifikan**
<i>Brand Image</i> ->Buying Interest		0.663	8.132	Signifikan**
Product >Buying Decisions	Quality -	0.181	2.037	Signifikan**
<i>Brand Image</i> ->Buying Decisions		0.671	7.661	Signifikan**
Buying Interest ->Buying Decisions		0.647	12.134	Signifikan**
Product >Buying >Buying Decisions	Quality Interest -	0.113	2.043	Signifikan**
<i>Brand Image</i> ->Buying Interest ->Buying Decisions		0.429	6.995	Signifikan**

Influence Variable	Between	Koefisien Parameter	Tstatistik	Description
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Decisions

Source: Data were processed by Smart PLS

*** sig α 1%; ** sig α 5%; * sig α 10%

t-table : 1,660

Base on the path parameter coefficients obtained in table 3 so that the model of the research can be explained as follows:

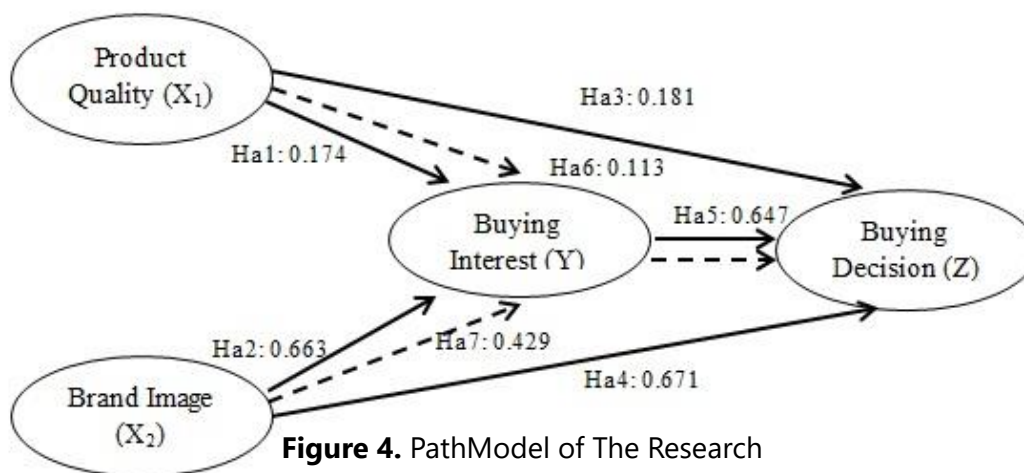


Figure 4. PathModel of The Research

Source: Data were processed by Smart PLS

Following is the explanation of correlation influence between variables:

1) The path of parameter coefficient gained from the influence of the product quality variable on buying interest is positive and significant effect. So it can be explained that if the quality of Matahari.com products is good, the buying interest of the millennial generation in the Central Jakarta area towards the online shop Matahari.com will increase. This is accordance with research Foster and Johansyah (2019) The effect product quality towards buying interest has a significant effect. That there is strong influence between product quality on buying interest.

2) The path of parameter coefficient gained from the influence of the brand image on buying interest is is positive and significant effect. The parameter coefficient explains that if the Matahari.com has good brand image, the buying interest of the millennial generation in the Central Jakarta area towards the online shop Matahari.com will increase. This output as like as brand image had positive and significant effects on buying interest.

3) The path of parameter coefficient gained from the influence of the product quality on buying decisions is positive and significant effect. The parameter coefficient explains that if the quality of Matahari.com's products

is good, the buying decisions will increase, and then Rizan (2017), they found that product quality positive and has significant impact on buying decisions.

- 4) The path of parameter coefficient gained from the influence of the brand image on buying decisions is positive and significant effect. So it can be explained that if the Matahari.com has good brand image, the purchasing decision will increase. That brand image has a positive and significant influence on buying decisions.
- 5) The path of parameter coefficient gained from the influence of the buying interest on buying decisions is positive and significant effect, So it can be explained that if the buying interest of the millennial generation in the Central Jakarta area is good for Matahari.com, the purchasing decision on Matahari.com will increase, as like as research by Montjai et.al (2014), Pasharibuet.al (2020), Rahmawati (2018), they found that *buying interest*

variables has a positive and significant effect on purchase decision.

- 6) The path of parameter coefficient gained from the influence of the product quality on buying decisions through buying interest is positive significant, so that it can be explained that if the quality of the products offered by Matahari.com is good, then the buying interest in the millennial generation in the Central Jakarta area will increase so that it has an impact on purchasing decisions at Matahari.com.
- 7) The path of parameter coefficient gained from the influence of the brand image on buying decisions through buying interest is positive significant, So it can be explained that if the brand image on Matahari.com is good, then the buying interest of the millennial generation in the Central Jakarta area will increase so that it has an impact on purchasing decisions at Matahari.com..

CONCLUSIONS

After do hypothesis test in this research, founded that the impact of product quality and brand image towards buying decisions in buying interest as mediation variable has positive and significant, and base on explanation above that output this research has answer of the phenomena in the object of research. So that necessary to develop managerial policies to give contribution of theoretical to matahari.com to grow up their business activity. From the research indicators, it can be seen that consumers

want product quality that has a good reputation, guaranteed quality and has a characteristic in using matahari.com products, consumers really consider product quality on buying interest in their buying decisions so matahari.com must maintain product quality through quality control, as like as product specification. And then Matahari.com can see review from consumers on products offered, input from costumer is important to improving product quality. The next to increase product quality is control supplier, matahari.com must evaluation performance supplier when supplier

distribution product to matahari.com, have distributed good quality product, so that the creation of brand loyalty to consumers.

From the research indicators, it can be seen that influence brand image on buying decision through buying interest, so matahari.com must understand how to place the brand position of a product in the minds of consumers because the good of brand image will provide success in business. Matahari.com must carry out several innovations related to improving Matahari.com brand image through effective promotions by creating the right target market and doing promotions in the right media, because currently the internet is a tool that is widely used by the public, especially the millennial generation. The designs offered must be able to attract the millennial generation, Matahari.com can hold a design competition among millennials related to its brand image, so Matahari can find out what the millennial generation likes. Matahari.com can improve its brand image by utilizing social media platforms as Facebook, TikTok and YouTube to introduce of product offered. Matahari.com can live broadcasts to interact with consumers in providing promo information and explaining what products are currently hitting the market. By paying attention and improving product quality and brand image from Matahari in the online world, it can be ascertained that there will be good buying interest from the public so that it can increase sales due to good buying decisions for matahari.com through the online site matahari.com.

Limitations in this research are sample of the research only in Central Jakarta (millennial generation), and then

variables used only product quality and brand image because author has limited time if must do research all factors that influence buying interest and buying decision, so in future research, hope of author that other research can do research with other variables that influence buying interest and buying decisions besides product quality and brand image, and selection of sample can do in wider area, example outside Jakarta.

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