

The Effect of Product Quality, Advertising Attractiveness, and Price on Consumer Purchase Interest in GOF Fashion Store Products

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ABSTRACT

This study aims to determine and analyze of effect product quality, advertising attractiveness, and price on consumer purchase interest. To GOF product customers in the 061 store. Data collection in this study was carried out through a survey approach by distributing questionnaires. The study population was 061store customers who had purchased 2,734 products. The numbers of research samples were 350 people. The data analysis method uses descriptive analysis and statistical analysis of multiple linear regression. The results showed that simultaneous product quality, advertising attractiveness, and price had a positive and significant effect consumer purchase interest. Partially, product quality has a positive and significant effect on consumer purchase interest. Likewise with the advertising attractiveness partially a positive and significant effect on consumer purchase interest. Partially, price has a positive and significant effect on consumer purchase interest. The three variables, price is the dominant variable in effect consumer purchase interest in GOF products in the 061 store.

Keywords: *Product Quality, Advertising Attractiveness, Price, Consumer Purchase Interest*

INTRODUCTION

Fashion is a style of dress that describes the characteristics of a person. As fashion has become a habit and a daily activity, fashion trends have become a part of people's life style. The increasingly fierce competition of various companies in producing and selling their products has an influence on the view that companies must inform and introduce their products to the public to be interested in the products offered by the company. According to Kotler (2012) in increasing competition each company must be able to win the competition by displaying the best products and can meet the tastes of consumers who are always developing and changing.

The world of fashion from the past until now has a strong appeal and its development at this time is very rapid,

especially in Indonesia this development is caused by increased public interest in the suitability of dress. With the development of culture and the increasing standard of living of the people, the fulfillment of the needs of clothing or fashion no longer has to be based on its function alone but has included many considerations in choosing clothes. This is due to the emergence of awareness that how to dress and look someone can reflect one's personality and profession.

The object of this study is a distro or 061 store that sells fashion under the brand GOF. Distro 061store was established in 2016. Distro stands for distribution store or distribution outlet which is a type of shop in Indonesia that sells clothing and accessories which are entrusted by clothing makers, or are produced by themselves. Distros are generally Small and Medium Enterprises

with independent brands developed by young people. Products produced by distros are endeavored not to be mass produced, in order to maintain the exclusive nature of a product and handicraft. Distro 061store is one of the retail businesses located in Jalan Karya Wisata Citra Wisata Blok 14 No. 5 Medan Johor, which accommodates the trends of the youth of Medan especially as a market share and can stand up to now by carrying the 061store brand.

The number of visitors to the distro 061 store every year has decreased. At the beginning of the year 061store distribution of customers who came to visit as many as 4,656 people, and in the second year Distro 061 store experienced a decrease in visitors to 3,650 people in 2018. And then in 2018 the distribution of 061store also experienced a decline in visitors from 3,650 people to 2,734 people. The decrease in the number of customers coming to the 061store distro is thought to be caused by product quality and lack of promotion and high prices.

From the results of the questionnaire that has been distributed it can be seen that as many as 65% of customers state that the quality of the products sold 061store does not last long. Then as many as 65% of 061store customers said that the products sold by the 061store store were very interestingly designed, but as many as 85% of 061store customers stated that the products sold by 061store were not of high quality. In addition, 80% of customers feel the comfort of using products sold by 061 store.

RESEARCH METHODS

The research used in this study is an associative form of research with a quantitative approach. Associative research aims to analyze the problem of the relationship of a variable with other variables Juliandi (2013). Quantitative research emphasizes its analysis on numerical data (numbers) that are processed by statistical methods. Basically quantitative research is carried out in inference studies (in the context of testing hypotheses) and

makes conclusions based on the results of a probability of rejecting a null hypothesis. With quantitative methods the significance of group differences or the significance of the relationship between variables will be obtained by Wiratha (2006).

This research was conducted at 061 Distro Store located in the city of Medan, Medan Johor district, North Sumatra Province. The choice of location is based on consideration of the ease of obtaining data, the location of the research is easy to reach and according to ability, both time and also more effective and efficient.

According to Sugiyono (2012), population is a generalization area consisting of objects / subjects that have certain qualities and characteristics. determined by researchers to be studied and then drawn conclusions. The population in this study is 061store customers who have purchased products, as many as 2,734 customers in the period January 2018 - October 2018. The sample that will be needed is a minimum of 348.95. So that the answers from respondents through the questionnaire were more representative, the researchers determined the number of samples was 350 respondents.

Data analysis method uses multiple linear analysis methods consisting of coefficient of determination, t test (partial) and F test (simultaneous).

RESULT AND DISCUSSION

RESULT

Adjusted R Square of 0.667 in Table 1 means that the variables of product quality, advertising attractiveness, price to consumer purchase interest of 66.7% are explained in this study and the remaining 33.3% are influenced by other variables not examined in this study, such as satisfaction, trust, brand image, loyalty and so on.

Table 1. Statistical Results for the Determination Coefficient Test (R²)

Model Summary ^b			
Model	R	R Square	Adjusted R Square
dimension0	1	,818 ^a	,670
a. Predictors: (Constant), X ₁ , X ₂ , X ₃			
b. Dependent Variable: Y			

Source: SPSS Processing (April, 2019)

The value of the t-count variable product quality is 5.374 in Table 2 and the t-table has a value of 1.649 so that $t\text{-count} > t\text{-table}$ ($5.374 > 1.649$) so that it can be said that the product quality variable has a positive and partially significant effect on consumer purchase interest. The value of the t-count variable of advertising attractiveness is 3.144 and t-table is 1.649 so $t\text{count} > t\text{-table}$ ($3.144 > 1.649$) so that it can be said that the

advertising attractiveness has a positive and partially significant effect on consumer purchase interest. The value of the price variable t-count is 10.821 and t-table value is 1.649 so that that $t\text{-count} > t\text{-table}$ ($10.821 > 1.649$) so that it can be said that the variable price has a positive and partially significant effect on consumer purchase interest. Price variable is the most dominant variable in influencing consumer purchase interest with a value of 10,821.

Table 2. Partial Hypothesis Test Results (T-Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,760	,915		-1,923	,055
	X ₁	,191	,036	,261	5,374	,000
	X ₂	,139	,044	,119	3,144	,002
	X ₃	,768	,071	,527	10,821	,000

a. Dependent Variable: Y

Source: SPSS Processing (April, 2019)

The results of the F-test simultaneously in Table 3, the value of the f-count are 233.810 with a significant level of 0,000. While the f-table at the 95% confidence level ($\alpha = 0.05$) is 3.375. So that the calculation of f-count ($233,810 > f\text{-table}$ ($3,375$)) H1 is accepted, this shows that the influence of product quality, advertising attractiveness, price simultaneously is significant and influences the consumer purchase interest.

consumers will also be bad. According to Kotler (2012) product quality is the ability of a product to implement its functions, and according to Mowen (2012) product quality is an overall evaluation process to customers for improving the performance of a product.

Product quality is one important benchmark for the success of a company. Because with good product quality, the company will be able to compete with its competitors. Companies also have to innovate new products that they offer because consumers tend to be critical of the products (Purnomo, 2016). Product quality really determines consumers in choosing products to buy. Product quality provides confidence in the quality of products purchased by consumers so that it can influence the product's purchasing decisions.

In addition, according to Wijaya (2011) quality is something that is decided by the customer, meaning that quality is based on the actual experience of the customer or consumer of the product or service measured.

Table 3. Simultaneous Statistical Results (F-Test) ANOVA ^b			
Model	F	Sig.	
1	Regression	233,810	,000 ^a
	Residual		
	Total		

a. Predictors: (Constant), X₁, X₂, X₃

b. Dependent Variable: Y

Source: SPSS Processing (April, 2019)

DISCUSSION

1. Product Quality Has Positive and Significant Effect on Consumer Purchase Interest

Based on the results of this study it was found that product quality has a positive and significant effect on consumer buying interest. This shows that if the quality of the product is good then the buying interest of consumers will also be good, conversely if the quality of the product is bad then the buying interest of

2. Advertising Attractiveness Has Positive and Significant Effect on Consumer Purchase Interest

Based on the results of this study the attractiveness of advertising has a positive and significant effect on consumer buying interest. This shows that if the attractiveness of an attractive advertisement will increase consumer buying interest, and vice versa if the attractiveness of advertising is not attractive, consumers will not be interested in making a purchase. A person's interest in buying goods has various criteria including the purchase of products must be in accordance with the wishes of consumers. Buying interest felt by potential buyers is influenced by advertisements that are able to attract the attention of consumers to buy. Munandar (2001) states that the psychological contribution in the field of advertising shows is primarily about the appeal used to persuade potential consumers to buy, by controlling attention and giving the impression of consumers that are stored in memory.

In addition, according to Mahmud (2010) to remind consumers of well-known brands that are well known, companies can use reminder advertisements so consumers know that the brand is still alive and circulating around them. Advertising that reinforces the product image is a company's effort to guarantee consumers that they have made the right choice and inform consumers of ways to achieve optimal satisfaction from the product. The effect of advertising has a great influence because in it, the ad itself provides information to the community, maintains relations with the community, and reminds the public. Advertising can reach a very broad audience, with a simple message that allows the recipient to understand the product he is informing about, its function, and its relationship with each other similar products.

3. Price Has Positive and Significant Effect on Consumer Purchase Interest

Based on the results of this study the price has a positive and significant effect on consumer buying interest. This shows that the price offered will affect the rise or fall of consumer buying interest. In an effort to

increase buying interest, prices also play a role in influencing consumer interest in a product. Kotler (2012) defines price as something that can be measured which consists of several indicators, such as affordable prices, fair prices, discount prices, competitor prices, and price matches. According to Ginting (2012) price is the amount of money that must be paid by consumers to get products. For customers the price is important because it is able to make customers from the industrial market benefit. Products that are able to provide benefits, competitive selling prices and soft payment schemes will enable users to obtain higher profit margins. Price is one of the determining factors in brand selection related to consumer buying interest. When choosing among existing brands, consumers will evaluate prices in absolute terms but by comparing several price standards as a reference for making a purchase.

CONCLUSION AND SUGGESTION

Conclusion

Based on the results of discussion and analysis of data through proof of hypotheses on issues raised regarding the influence of product quality, advertising attractiveness, price on consumer purchase interest on GOF products, the following conclusions can be drawn:

1. Product quality, advertising attractiveness, price have a positive and significant effect on consumer purchase interest in GOF products. Based on the beta value on the standardized coefficient, it shows that the product quality variable is dominant in influencing consumer purchase interest in GOF products.

2. Product quality has a positive and significant effect on consumer purchase interest in GOF products. With the biggest indicator, GOF products use quality ingredients. While the lowest indicator is that Gof products are not perishable. Few 061store customers feel that GOF products are not perishable.

3. Advertising attractiveness has a positive and significant effect on consumer purchase

interest in GOF products. The biggest indicator is clear GOF product information such as photos and descriptions. Whereas the low indicator is the GOF product advertising message that is uplifting.

4. Price has a positive and significant effect on consumer purchase interest in GOF products. With the biggest indicator is the price in accordance with the benefits obtained. While the lowest price is competitive with similar products.

Suggestion

1. Product quality based on this research is one of the factors that can increase consumer buying interest, GOF products must maintain the quality of their products and also improve the quality of their products. So that it still maintains the buying interest of consumers. Based on the analysis of respondents, the majority of young people who are considered <30 years old, GOF products must continue to follow the product design that suits the tastes of young people today. Because at this time so many similar products are in circulation.

2. There needs to be a promotion, giving discounts, information about washing warehouses on GOF products to increase the attractiveness of advertisements, which impact on consumers' buying interest.

3. There needs to be a price match for competitors who have similar products, so that GOF products can have competitive prices for similar products.

4. The social media platform in this study, being the place where most consumers know about GOF products, must be able to function as well as possible, one of which is by following advertisements on the internet, more consumers will be netted.

5. GOF products must maintain the best prices for consumers, which in the analysis of this study felt that the majority were in accordance with product quality.

6. There is a need for further research on this research so that it can be taken into consideration for the management of 061store.

7. The need for further research to further develop this model by adding other variables, such as variables of satisfaction, trust, brand image and loyalty, which can increase consumer buying interest.

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