The Influence Of Perceived Product Quality, Perceived Marketing Quality And Social Media Marketing On Consumer Buying Interest

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Abstract.

This research was conducted with the aim of finding out how much influence product quality, service quality and social media marketing have on consumer buying interest at the Batik Gallery of the East Java Province Cooperative and SME Service, partially and simultaneously and how much influence they have. This research data was obtained from primary data through interviews and distributing questionnaires to consumers who had purchased products at the Batik Gallery of the East Java Province UKM Service. In this study, researchers used the Lemeshow formula to obtain the population size and obtained 96 data samples for processing. In this research the author used quantitative descriptive methods. The analysis used is multiple linear regression analysis, t test, F test, classical assumption test, and coefficient of determination test using the SPSS version 23 application. The questionnaire in this research has also passed the validity and reliability testing stage. The results of the partial test (t-test) between the product quality variable (X1) and purchasing interest (Y), can be concluded that the product quality variables (X1) and (Y) have no partial influence. The service quality and social media marketing variables have a partial influence. Meanwhile, the results of simultaneous testing (F-test) can be concluded that there is a significant simultaneous influence between the variables product quality (X1), service quality (X2) and social media marketing (X3) on consumer buying interest (Y).

Keywords : Product Quality, Service Quality, Social Media Marketing and Consumer Purchase Interest.

I.   INTRODUCTION

Achieving consumer interest is the one important part to winning a competition, one of the things that can be used as a competitive advantage before consumers decide to buy the product is to create consumer buying interest. According to Kotler (2002), buying interest is something that arises after receiving stimulation from the product that one sees, then interest will arise and try the product until finally the desire to buy the product arises in order to own it. When consumers feel attracted to the product being offered, the consumer's personal characteristics unconsciously process the stimuli in a very complex manner. . When consumers start to have an interest in buying, there will be an urge from the consumer's desire to know the quality of other products. Then consumers will build trust in the results of the information obtained and consider the benefits and risks obtained when purchasing the product. Consumer buying interest is part of the consumer behavior component in consumptive attitudes and actions that occur before making a purchasing decision.One factor that can influence consumer buying interest is product quality. Many experts put forward the dimensions of product quality. According to Kotler and Armstrong (2012), the definition of product quality is the ability of a product to perform its function. The function intended here is overall durability, reliability, accuracy, ease of use and product repair. Meanwhile, Tjiptono (2015) conventionally, product quality is the appearance or direct description of the product, reliability, ease of use, aesthetics and so on.

If interpreted strategically, product quality is anything that can provide consumer needs according to what the consumer wants. Another factor that can also influence consumer buying interest is service quality. According to Arianto (2018) service quality is how a company meets needs and requirements, as well as on timeliness to meet customer expectations. This service quality applies to all types of services provided by the company when consumers shop or are at the company. According to Kotler in (Nasution, 2018), service is an action that can be offered between one party and another. It has no physical basis and does not result in any ownership, service products may or may not be related to physical products. The Third one is social media marketing. According to Zulfikar (2017) Social media marketing is a marketing distribution using digital platforms to market products and services by optimizing the public as an active influence on social media. In this way, it can be said that social media marketing is a marketing technique that uses social media as a means to promote specific products or services. Social media places more emphasis on the use of social

media as a place to build and develop target markets for online businesses.The East Java Province Department of Cooperatives and SMEs as a public service provider accommodates MSMEs in the field of marketing by establishing a Souvenir Gallery and Batik Gallery.

Consumers often face complaints regarding product selection, so before making a purchase consumers must think about what product they are going to buy. Not only that, the behavior shown by employees can actually influence consumers' buying interest, as experienced by the Batik Gallery of the East Java Province Cooperatives and SMEs Service. In 2023, the percentage of offline sales will decrease from the previous year, namely 25%. In the same year, employees began to intensify marketing via social media but it still did not have a significant impact in attracting consumer purchasing interest. By conducting this research, the author hopes to be able to identify the problems faced by the East Java Province Cooperative and SME Service Batik Gallery and offer a new and strategic perspective in dealing with today's intense trade competition. The aim of this research is to find out how much influence product quality, service quality and social media marketing have on consumer buying interest. Of the three variables above, the author also wants to know which variable has the most partial influence on consumer satisfaction and what the simultaneous influence of product quality, service quality and social media marketing is on consumer buying interest.

II.   METHODS

Perceived product quality, perceived marketing quality and social media marketing as the independent variable and is the subject of research, then the consumer buying interest as the dependent variable. Meanwhile, the object studied is someone who has buying some product in SME's gallery consecutively during 2023. The quantitative research method was chosen as the method used in this research using primary data. Data collection method using questionnaire method. Using the Statistical Program for Social Science version 23 in data analysis and using multiple linear regression analysis data analysis techniques. Respondents who use stores to fulfill their purchasing needs constitute thepopulation of this study. Purposive sampling is the technique used in this research to select a sample of 96 participants.

Fig 1. Research Framework
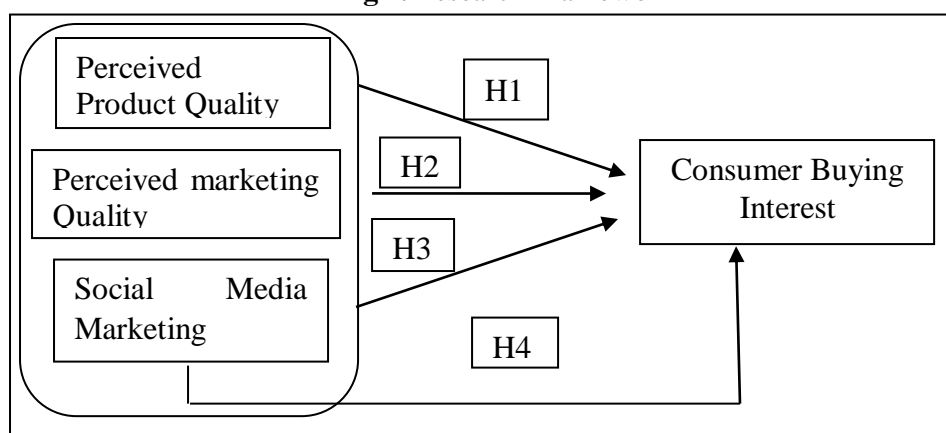
The above-mentioned framework allows the formulation of the following hypotheses:

H1: Perceived Product quality has a partial effect on consumer buying interest at the Batik Gallery of the East Java Province Cooperative and SME Service

H2: Perceived Service quality has a partial effect on consumer buying interest at the East Java Province Cooperative and SME Service Gallery.

H3: Social media marketing has a partial effect on consumer buying interest at the East Java Province Cooperative and SME Service Gallery.

H4: Perceived Product quality, Perceived Service Quality and Social Media Marketing have a simultaneous effect on consumer buying interest at the East Java Province Cooperative and SME Service Gallery.

III.   RESULT AND DISCUSSION
Result

The normality test in this study used the Kolmogorov-Smirnov method by setting a degree of confidence (a) of 0.05. because P value (Sig.) > 0.078 then H0 is accepted, so it can be concluded that the data was taken from a normally distributed population. This assumption test regarding multicollinearity serves to prove or test that there is no linear relationship between one independent variable and another as evidenced by the tolerance value (TOL) and variance inflation factors (VIF) of each independent variable being greater than 0.10 (X1 = 0.571; If the VIF (variance inflation factors) value is < 10 and TOL (tolerance value) > 0.1 then multicollinearity does not occur. In the heteroscedasticity test, researchers used the Glejser method, the basis for which is: If the significant value (Sig) between the independent variable and the absolute residual is greater than 0.05 then there is no heteroscedasticity problem. If you look at the product quality, service quality and social media marketing variables, the respective Sig is: 0.340, 0.069 and 0.243, where the Sig for each independent variable is greater than 0.05. So the conclusion that can be drawn is that there are no symptoms of heteroscedasticity in this model. Durbin Watson Test Results for Value Autocorrelation (du) are searched for the distribution of Durbin Watson table values based on k (3) and N (96) with a significance of 5%. If you look at the table above, the du value is 1.732 < Durbin Watson 2.154 < 4-du is 2.268. Because the Durbin Watson value lies between the du and 4-du values, it can be concluded that there are no symptoms of autocorrelation in the regression model.

Based on the results of the multiple linear regression test in the table above, the following regression equation is obtained:

$Y = a + b1X1 + b2X2 + b3X3 + e$
$Y = 5.182 + 0.122X1 + 0.104X2 + 0.291X3 + e$

The results of the multiple regression equation above can be presented as follows:

1. The constant value (a) has a positive value of 5.182. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable. This shows that if all the independent variables which include product quality (X1), service quality (X2), social media marketing (X3), have a value of 0 percent or have not changed, then the purchase interest value is 5.182.

2. The regression coefficient value for the Product Quality variable (X1) has a positive value of 0.122. This shows that if product quality increases by 1%, then purchasing interest will increase by 0.122 assuming other independent variables are considered constant. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable.

3. The regression coefficient value for the Service Quality variable (X2) has a positive value of 0.222. This shows that if Service Quality increases by 1%, then purchasing interest will increase by 0.222 assuming other independent variables are considered constant. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable.

4. The regression coefficient value for the Social Media Marketing variable (X3) has a positive value of 0.291. This shows that if Service Quality increases by 1%, then purchasing interest will increase by 0.291 assuming other independent variables are considered constant. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable.

Hypothesis 1 Based on the calculation results, the t-count value for the product quality variable is 1.972 with a significance value of 0.052. This significance value is greater than the significance limit value, which is 0.05. So hypothesis 1 which states that the Product Quality variable has a partial effect on consumer buying interest can be accepted, for hypothesis 2 the t-count value for the service quality variable is 3.412 with a significance value of 0.001. This significance value is smaller than the significance limit value, which is 0.05. So hypothesis 2 is accepted. Testing Hypothesis 3, the t-calculated value of the social media marketing variable was 3.381 with a significance value of 0.001. This significance value is smaller than the significance limit value, which is 0.05. So hypothesis 3 can also be accepted.Simultaneous test results (F) show that product quality, service and social media marketing have a simultaneous effect on consumer buying interest. The significance value is 0.000 or <0.005. So simultaneously the variables of product quality, service quality and social media marketing simultaneously influence the purchase interest variable.

For the coefficient of determination test results, the Adjusted R Square value was 0.659, which means that the consumer buying interest variable can be explained by the product quality, service quality and social media marketing variables of 65.9%. while the remaining 34.1% is explained by other variables outside the model.

Discussion

The Influence of Perceived Product Quality to Consumer Buying Interest

The results of the partial test (t-test) between product quality variables (X1) and purchase interest (Y) obtained a calculated t value of 1.972 with a significance value of 0.052. This shows that the calculated t is smaller than the t table or $1.972 < 2.628$ with a significance value greater than 0.05. Thus, it can be concluded that the product quality variable (X1) does not have a significant effect on purchasing interest (Y). This can be concluded that consumer interest in buying a product is not solely because the product is good but still depends on other variables which have their own advantages in the eyes of consumers. Consumers tend to be more careful and selective regarding other aspects that may not have been considered by gallery management.

The Influence of Perceived Service Quality to Consumer Buying Interest

The results of the partial test (t-test) between the service quality variable (X2) and purchasing interest (Y) obtained a calculated t value of 3.381 with a significance value of 0.001. This shows that the t count is greater than the t table or $3.381 < 2.628$ with a significance value smaller than 0.05. Thus, it can be concluded that the service quality variable (X2) has a significant effect on purchasing interest (Y). This shows that there is something else that consumers expect apart from product quality. Good service has a higher score compared to product quality, which indicates that consumers value the friendly and classy service mode for selling craft products in galleries.

The Influence of Social Media Marketing to Consumer Buying Interest

The results of the partial test (t-test) between social media marketing variables (X2) and purchase interest (Y) obtained a calculated t value of 3.412 with a significance value of 0.001. This shows that the t count is greater than the t table or $3.412 < 2.628$ with a significance value smaller than 0.05. Thus, it is concluded that the social media marketing variable (X3) has a significant effect on purchasing interest (Y). the rise of online marketing can support this variable so that the significance value obtained is large. Online marketing is increasingly popular with the public because it is more efficient both in terms of costs and benefits obtained.

The Influence of Perceived Product Quality, Perceived Service Quality and Social Media Marketing to Consumer Buying Interest

The results of simultaneous testing (f-test) show that the significance value in the table is 0.000 or greater than 0.005. So, the variables product quality (X1), service quality (X2) and social media marketing (X3) simultaneously influence purchasing interest. The simultaneity of the test results shows that each variable cannot stand alone in influencing consumer buying interest. This is common not only in gallery shops but also in retail businesses, both conventional and modern in cities or suburban cities.

IV.   CONCLUSION

For Gallery of Cooperative Services and SMEs to increase consumer buying interest, attention needs to be paid to several aspects such as Product Quality, Service Quality, Social Media Marketing. Although this research states that product quality does not have a significant effect on buying interest, if the Batik Gallery of Cooperative Services and SMEs are willing to maintain and improve the quality of the products they have, which will become a special attraction for consumers. For Gallery Employees, this research aims to prove that service quality has an influence on consumer buying interest. My advice is to continue to improve and maintain services that have been rated as good. Not only in service quality. I hope to be more aware of the goods displayed for sale to consumers. Because some consumers still find goods that are not suitable for sale, which is due to the batik gallery staff's negligence in maintaining and caring for them.

It is hoped that future researchers will be able to increase the number of other variables related to factors that influence consumer satisfaction, thereby providing a broader picture of what factors influence

employee performance other than workload variables, work environment with work discipline as a mediating variable to obtain research results that are more diverse, more valid and more accurate. Because from this research there is a multiple correlation coefficient value of R = 0.659 or 65.9%, meaning that there is a correlation between the variables Product Quality (X1), Service Quality (X2), Social Media Marketing (X3) and Purchase Interest (Y). the remaining 34.1% was influenced by other factors not discussed in this study. Apart from increasing the number of variables, it can also enlarge the scope of the research object so as to obtain the accuracy of the expected research results.

V.   ACKNOWLEDGMENTS

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