

PRODUCT MARKETING, PRODUCT QUALITY AND PRICE INFLUENCE ON THE BUYING INTEREST OF MIEMIE BROWNIE CONSUMERS

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Abstract

This study aims to determine whether or not there is an influence of product marketing, product quality, and price on consumer buying interest. These factors are considered important in shaping consumer preferences and purchasing decisions. This study uses a quantitative approach by collecting data through a survey to 80 respondents who are potential consumers of the products studied. Sampling using *accidental sampling technique*. The data collection techniques in this study used observation, interviews, documentation and questionnaires, while the techniques in data analysis used descriptive analysis, simple linear regression analysis, and multiple linear analysis.

The results stated that product marketing had a significant effect on consumer buying interest with a calculated value of 16,163 > table 1,665, product quality had an effect on consumer buying interest with a calculated value of 13,881 > table 1,665, while price affected consumer buying interest with a calculated value of 14,797 > table 1,665, besides product marketing, product quality and price affected consumer buying interest with a calculation value of 114,703 > f-table 3, 117. Conclusion that product marketing variables affect consumer buying interest, product quality variables have an influence on consumer buying interest and price variables have an influence on consumer buying interest Miemie Brownie Diponegoro Tegal City.

Keywords: Product Marketing, product quality, price, consumer buying interest

1 INTRODUCTION

The Food And Beverage (F&B) industry is an industry that includes food and beverages consisting of various types of businesses that produce, market, and sell food and beverages for consumption by the target market. In the Food And Beverage (F&B) industry, Miemie Brownie provides bakery, coffee shop and souvenirs.

The business world is increasingly competitive and rapidly changing, increasing consumer buying interest is the main key for companies or businesses to achieve success. Factors that influence consumer buying interest are a major concern for marketers and company management. In this context, product marketing, product quality, and price are identified as three important elements that can influence consumer buying interest.

In this study, it will be studied to what extent the factors of marketing influence, product quality and price as well as other factors that can affect consumer buying interest. So it is necessary to study how these three factors are able to influence consumer buying interest. Therefore, the researcher chose the title "The Effect of Product Marketing, Product Quality and Price on Consumer Buying Interest".

Halim & Iskandar (2019:417) buying interest is a consumer mental statement that reflects the purchase plan of a product with a certain brand, knowledge of consumer buying interest in a product needs to be known by marketers to describe consumer behavior in the future. Buying interest is formed from consumer attitudes towards a product, it comes from consumer confidence in product quality. One of the factors that influence consumer buying interest is product marketing, Anang Firmansyah, (2019: 13) said that product marketing is one of the main positioning means for marketers. This has a direct impact on product performance.

In addition to product marketing factors. Product quality also affects consumer buying interest. Dadang Suhairi (2019:2541) said that product quality is that consumers feel a match in the product so that their desires are in accordance with expectations in meeting their needs. The next factor that can influence consumer buying interest is price. Methiana, (2019:40) said that the price will later become a benchmark for customers to make a decision whether to buy the product or not.

Based on the description above, researchers are interested in conducting a study entitled "The Effect of Product Marketing, Product Quality and Price on Consumer Buying Interest". The purpose of this study is to find out and analyze how much influence product marketing, product quality, and price have on consumer buying interest.

2 METHODOLOGY

Ira Maya Hapsari & Beni, (2022:100) This research approach uses a quantitative research approach because the data obtained is in the form of numbers and analysis using statistics. This study uses a type of associative correlation research, which is research that seeks to find relationships between one variable and another variable. This research was conducted using a quantitative approach with observational data collection tools, interviews, questionnaires, and documentation.

The research method uses quantitative methods because the data to be obtained are numbers and analysis using statistics. Sugiyono, (2022:8) said that quantitative methods are research methods based on the philosophy of *positivism* used to examine certain populations or samples, data collection using research instruments, quantitative or statistical data analysis aimed at reviewing hypotheses that have been set. The population of this study amounted to 100 consumers of Miemie Brownie Diponegoro Tegal City, sampling using *accidental sampling techniques*, through the Slovin formula the sample in this study was obtained as many as 80 respondents. According to Dairina, (2022:3) *accidental sampling* is a sampling technique based on chance / *accidental*, that is, anyone who happens to meet the researcher can be used as a sample, if it is considered that the person who happened to meet is suitable as a data source. The reason for sample selection using accidental sampling is because the sample does not have certain criteria, samples are taken on all types of consumers who will be respondents.

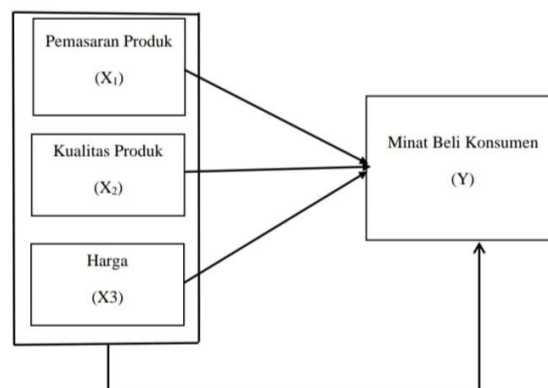


Figure 1. Thinking Framework

3 RESULT

The output results of simple linear regression analysis of product marketing variables against consumer buying interest.

Table 1. Results of Simple Linear Regression Analysis of Product Marketing to Consumer Buying Interest (Y)

Model Summary

Model

R

R Square

Adjusted R Square

Std. Error of the Estimate

1

,852^a

,725

,722

2,471

a. Predictors : (Constant), Product Marketing Influence

Coefficients^a

Model

Unstandardized Coefficients

Standardized Coefficients

t

Sig.

B

Std. Error

Beta

1

(Constant)

9,076

2,065

4,395

,000

Product Marketing

,823

,051

,852

16,163

,000

a. Dependent Variable: Consumer Buying Interest

The output results of simple linear regression analysis of product marketing variables on consumer buying interest have a regression coefficient score of 0.823 with a constant of 9.076. A simple linear regression equation is formed into $Y = 9.076 + 0.823X_1$. The regression coefficient of the product marketing variable (X_1) has an influence on consumer buying minat (Y). It is proven that the probability score of Sig.t1 = 0.000 is less than 0.05, it is declared significant. The t-count value of product marketing shows 16.163 and the t-table with significance of 5% is 1.665. Because the t-count value is $16.163 > t$ -table is 1.665, H_{a1} is accepted and H_{01} is rejected. The magnitude of the influence of product marketing variables on consumer buying interest is 72.5% as evidenced in the summary model table with an R Square of 0.725.

The output results of simple linear regression analysis are product quality variables on consumer buying interest.

Table 2. Results of a simple linear regression analysis of product quality against consumer buying interest (Y).

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,813 ^a	,661	,657	2,746
a. Predictors : (Constant), Product Quality				

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,673	2,647		2,143	0,035
	Product Quality	,924	,067	,813	13,881	,000
a. Dependent Variable: Consumer Buying Interest						

The output results of simple linear regression analysis of product quality variables on consumer buying interest have a regression coefficient score of 0.924 with a constant of 5.673. A simple linear regression equation is formed into $Y = 5.673 + 0.924X_2$. The regression coefficient of the product quality variable (X_2) has a significant influence on consumer buying interest (Y). It is proven that the probability score of $\text{Sig.}t_2 = 0.000$ is less than 0.05. The t-count value of product quality shows 13.881 and the t-table with significance of 5% is 1.665. Because the t-count value is $13.881 > t\text{-table is } 1.665$, H_{a2} is accepted and H_{02} is rejected. The magnitude of the influence of product quality on consumer buying interest is 66% as evidenced in the summary model table with an R Square of 0.661.

The output results of simple linear regression analysis of price variables on consumer buying interest.

Table 3. Results of simple linear regression analysis of price to consumer buying interest (Y).

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,830 ^a	,689	,685	2,630

a. Predictors : (Constant), Harga

Coefficients ^a						
Model	Unstandardized Coefficients			Standardized Coefficients	t	Sig.
	B	Std. Error		Beta		
1	(Constant)	6,050	2,458		2,461	,016
	Price	,882	,060	,830	14,797	,000

a. Dependent Variable: Consumer Buying Interest

The output results of simple linear regression analysis of price variables on consumer buying interest have a regression coefficient score of 0.882 with a constant of 6.050. A simple linear regression equation is formed into $Y = 6.050 + 0.882X_3$. The regression coefficient of the price variable (X_3) has an influence on consumer buying interest (Y). It is proven that the probability score $\text{Sig.}t_3 = 0.000$ is less than 0.05. The calculated price value shows 14.797 and the table with 5% significance is 1.665. Because the calculated value of $14.797 > t\text{-table } 1.665$, H_{a3} is accepted and H_{03} is rejected. The magnitude of the influence of price on consumer buying interest is 68% as evidenced in the summary model table with an R Square of 0.689.

The output results of multiple linear regression analysis are product marketing variables, product quality and price on consumer buying interest.

Table 4. Results of Multiple Linear Regression Analysis of Product Marketing (X1), Product Quality (X2) and Price (X3) Against Consumer Buying Interest (Y).

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1594,192	3	531,397	1104,703	,000 ^b
	Residual	36,558	76	,481		
	Total	1630,75	79			

a. Dependent Variable: Consumer Buying Interest

b. Predictors: (Constant), Influence of Product Marketing, Product Quality and Price

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,282	1,046		-2,182	0,032
	Product Marketing	,317	,075	,333	4,231	,000
	Product Quality	,056	,017	,061	3,287	,002
	Price	,710	,087	,638	8,191	,000

a. Dependent Variable: Minat Beli Konsumen

The output results of multiple linear regression analysis make it clear that the f-count is 1104.703. F-table with dk numerator = k and dk defier = (n-k-1) and dk numerator = k and denominator 80-3-1 = 76 with an error rate of 0.05 then it can be known f-table 3.117 so that f-calculate > f-table or 1104.703 > 3.117. A probability score of Sig = 0.000 means less than 0.05 or 0.000 > 0.05. Thus it can be stated that there is an influence between product marketing, product quality, and price on consumer buying interest.

3.1 Discussion

The results of these calculations product marketing variables have a significant influence on consumer buying interest. This is in accordance with the opinion of Anang Firmansyah, (2019:13) who said that product marketing is one of the main positioning tools for marketers. This has a direct impact on product performance. This means that one product marketing that is carried out can affect consumer buying interest.

The result of these calculations is that the product quality variable has a significant influence on consumer buying interest as stated by Dadang Suhairi (2019:2541) who says that product quality is that consumers feel a match for the product so that their desires are in line with expectations in meeting their needs.

The result of these calculations is that the price variable has a significant influence on consumer buying interest as stated by Methiana, (2019:40) says

that price will later become a benchmark for customers to make a decision whether to buy the product or not.

3.1.1 Effect of Product Marketing (X1) on Consumer Purchase Interest (Y)

Based on the results of the research, it states that the product marketing variable (X1) has a positive and significant influence on consumer buying interest. This is proven by calculations in the t test with variable X1 having a calculation of 16.163 with a significance value of $0.000 < 0.05$, because the value of t-calculating $16.163 > t\text{-table}$ of 1.665 can be stated that H_{a1} is accepted and H_{01} is rejected, which means that if product marketing can be improved properly then can affect consumer buying interest, Which means that product marketing variables have an influence of 72.5% on consumer buying interest.

3.1.2 Effect of Product Quality (X2) on Consumer Purchase Interest (Y)

Based on the results of the research, it states that the product quality variable (X2) has a positive and significant influence on consumer buying interest. This is proven by calculations in the t test with variable X2 having a count of 13.881 with a significance value of $0.000 < 0.05$, because the value of t-calculating is $13.881 > t\text{-table}$ 1.665 then it can be stated that H_{a2} is accepted and H_{02} is rejected, Which means that the variable product quality has an influence of 66.1% on consumer buying interest.

3.1.3 Effect of Price (X3) on Consumer Purchase Interest (Y)

Based on the results of the research, it states that the price variable (X3) has a positive and significant influence on consumer buying interest. This is proven by calculations in the t test with the variable X3 having a calculation of 14.797 with a significance value of $0.000 < 0.05$, because the value of t-calculating is $14.797 > t\text{-table}$ of 1.665 then it can be stated that H_{a3} is accepted and H_{03} is rejected, Which means that the price variable has an influence of 68.9% on consumer buying interest.

3.1.4 Influence of Product Marketing (X1), Product Quality (X2) and Price (X3) on Consumer Purchase Interest (Y)

Based on the results of the research, it states that the variable product marketing (X1), product quality (X2) and price (X3) together significantly influence the variable consumer buying interest (Y). This is proven by the calculation on the f test, the f-count value is 1104.703, while the f-table is 3.117 with a level (sig) obtained by a value of $0.000 < 0.05$. So that it can be stated that H_{a4} is accepted and H_{04} is rejected.

4 CONCLUSION

1. There is a positive and significant influence partially on product marketing (X_1) on consumer buying interest (Y) at Miemie Brownie in Diponegoro, Tegal City. This statement is proven by the value of t_{count} the variable influence of product marketing is 16.163 which is greater than t_{table} 1.665 or $16.163 > 1.665$. This is evidenced by the probability score $Sig.t_1 = 0.000$ less than 0.05 or $0.000 < 0.05$. Then H_{a1} accepted H_{01} rejected.

2. There is a positive and significant effect partially on product quality (X_2) on consumer buying interest (Y) at Miemie Brownie in Diponegoro, Tegal City. This statement is proven by the value of t_{count} Product Quality variable of 13.881 is greater than t_{table} 1.665 or $13.881 > 1.665$. This is evidenced by the probability score $Sig.t_1 = 0.000$ less than 0.05 or $0.000 < 0.05$. Then H_{a2} accepted H_{02} rejected.
3. There is a positive and significant effect on the partial price (X_3) on consumer buying interest (Y) at Miemie Brownie in Diponegoro, Tegal City. This statement is proven by the value of t_{count} Product Marketing Influence variable of 14.797 is greater than t_{table} 1.665 or $14.797 > 1.665$. This is evidenced by the probability score $Sig.t_1 = 0.000$ less than 0.05 or $0.000 < 0.05$. Then H_{a3} accepted H_{03} rejected.
4. There is a positive and significant effect simultaneously on product marketing (X_1), product quality (X_2) and price (X_3) on consumer buying interest (Y) in Miemie Brownie Diponegoro, Tegal City. The statement is based on the value of f_{count} 1104,703 $> f_{table}$ 3.117 with a probability score of $Sig.t_1 = 0.000$ smaller than 0.05 or $0.000 < 0.05$ so it can be concluded that H_{a4} accepted

ACKNOWLEDGEMENTS

On this occasion the author would like to thank the supervising lecturer who has provided many directions, Owner Miemie Brownie who has given permission to conduct research and all miemie brownie employees who have helped in the data collection process.

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