
INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON PURCHASE INTENTION “UNKL 347” CLOTHING PRODUCTS A STUDY ON BANDUNG WEST JAVA

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Abstract

Now the creative industry business in the field of fashion is increasingly mushrooming, almost in all corners of the city of Bandung can be found with a variety of brands and themes. Along with the enactment of Law no. 22 of 1999 concerning regional autonomy which gives authority to each region to be able to manage its resources independently, the city of Bandung began to develop as a city that has great potential in its shopping tourism, with the realization of the determination of areas specifically developed for tourism activities that impact on the increase in the number of distributions, clothing and FO in the city of Bandung. The objective of the research are to examine and analyze, influence product and brand image quality towards buying interest taken by the respondent. The analysis used an independent variable of product buying quality and brand image. The dependent variable is buying interest. The result of the research showed that product quality and brand image statistically positive and significant influential partial and simultaneous affect buying interest “UNKL 347” Clothing Bandung West Java

Keywords: *Product Quality, Brand Image and Purchase Intention*

Introduction

The city of Bandung is one of the cities that has the potential as a big creative city. Since the first the city of Bandung has been known as the center of textiles, fashion, art, culture and not to forget its tourist destinations. These things support the mission of the city of Bandung as a creative city. Even in 2014, in the city of Yokohama, Japan, the city of Bandung was proclaimed as a pilot project for creative cities in East Asia, where the city of Bandung will become the central point in future economic development based on creative industries (Disperindag Bandung City).

The development of the fashion world among young people is no longer just a hobby that is occupied on the basis of a mere hobby. Fashion grows into an industry, ranging from small to large scale. The city of Bandung began to develop as a city that has great potential in shopping tourism, with the realization of the establishment of areas specifically developed for tourism activities which resulted in an increase in the number of distributions, clothing and FOs in the city of Bandung from year to year which can be seen in the table 1.2 above. In the city of Bandung itself is famous as a place to shop for clothes that are up to date and fresh, there are about more than 574 distributions and this makes the city of Bandung the center of the creative industry of the fashion design economy in Indonesia.

The growing number of new competitors in the fashion sector continues to grow and this situation also has an impact on making many old customers who do not hesitate to switch to competitors who are able to satisfy their desires even though new customers are also growing. In order to attract consumers to transact and buy "UNKL 347" Clothing products, of course it is related to what products are offered by the company itself. If a product is known to the general public about its good quality, consumers will be interested in buying it, especially for consumers who want the best quality regardless of the price of the product, of course, it will determine buying interest to make transactions very easy. Brand image can also generate consumer interest, if the product already has a strong brand, it will attract consumers to transact to buy a product.

Based on the background of the research above, the research problem can then be identified, namely that Product Quality and Brand Image are supporting factors to determine how much the process of buying interest in the product "UNKL 347" Clothing Bandung West Java.

Literature Review and Hypothesis

- Product Quality

Understanding Product Quality according to Kotler and Armstrong (2014) is: "Product quality is the characteristic of a product or service that bears on its ability to satisfy stated or implied customer needs." consumer". There are nine dimensions of product quality according to Kotler and Keller (2015), which are as follows: Form, includes the size, shape, or physical structure of the product. Features, product characteristics that complement the basic functions of the product. Performance quality, is the level at which the main characteristics of the product operate. Perceived quality is often said to be the result of using indirect measurements because there is a possibility that consumers do not understand or lack information about the product in question. Durability, a measure of the product's expected operating life under normal or stressful conditions, is a valuable attribute for certain products. Reliability, Ease Style, Design,.

- Brand Image

Brand image is a series of perceptions that exist in the minds of consumers of a brand, usually organized into a meaning. The relationship with a brand will be stronger if it is based on experience and gets a lot of information. According to Kotler and Keller (2014): "Brand image is how consumers perceive or value a company's actual (brand) perception, as reflected in associations that occur in consumer memory." Meanwhile, according to Kotler and Armstrong (2014) stated that brand image is "The set of beliefs held about a particular brand is known as brand image". Which means that the quote on the previous page is a set of beliefs about a brand called brand image.

- Purchase Intention

The definition of purchase intention according to Durianto (2013), reveals that purchase intention is: "Purchase intention is the desire to have a product, purchase intention will arise if a consumer has been affected by the quality and quality of a product, information about the product, ex: price, method buying and the weaknesses and advantages of products compared to other brands." Meanwhile, according to Simamora (2011), revealed that purchase intention is "Purchase intention for a product arises because of the basis of trust in the product accompanied by the ability to buy the product." Based on some of the opinions above regarding Purchase intention, it can be said that purchase intention is the stage before making a purchase that can arise if there is interest and trust from individuals in the product they want.

Framework and Hypothesis

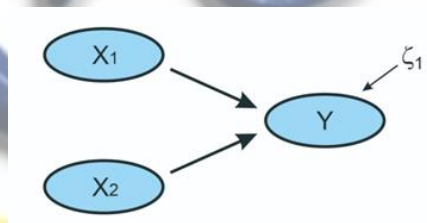


Figure 2. Relationship Flow Framework between Latent Variables

X1	= Product Quality (variabel laten eksogen)
X2	= Brand Image (variabel laten eksogen)
Y	= Purchase Intention (variabel laten endogen)
ζ	= Residue factor

- Hypothesis

H1: Product Quality has an influence on = Purchase Intention

H2: Brand Image has an influence on = Purchase Intention

H3: Product Quality and Brand Image has an influence on = Purchase Intention

Research Methodology

The review of this research is to examine and analyze the influence of product quality and brand image on the interest in buying products taken by respondents. This analysis uses independent variables, namely product quality, and brand image. The dependent variable of this research is Buying Interest. The population in this study are consumers of "UNKL 347" Clothing Bandung West Java. The sample in this study consisted of 95 respondents, taken by non-probability sampling. Collecting data using a questionnaire distributed directly to respondents. Statistical method using multiple linear regression analysis, with statistical test hypothesis testing F and t. The results showed that there was a statistically positive and

significant effect between product quality and brand image partially and simultaneously on buying interest in "UNKL 347" Clothing Bandung West Java.

Research Finding and Argument

- Goodnes fit model test (F-test)

Table .1
ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15,049	2	7,524	16,032	,000 ^a
	Residual	43,178	92	,469		
	Total	58,226	94			

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

With the help of SPSS calculation processing, Fcount is 16,032. While the critical value of Ftable with degrees of freedom for the numerator 2 and the denominator 197 at (0.05) is 3.10. Thus Fcount (16.032) > Ftable (3.10), so it is clear that H0 is rejected and H1 is accepted. This shows that product quality (X₁) and brand image (X₂) have a simultaneous effect on the buying interest process (Y).

- Correlation Coefficient and Determination Coefficient

Table .2
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,508 ^a	,258	,242	,68507

a. Predictors: (Constant), Product quality, Brand image

b. Dependent Variable: Purchase Intention

The value of the correlation coefficient between product quality (X₁) and brand image (X₂) with Buying Interest (Y) process is 0.508 indicating a moderate relationship because it is between 0.40 – 0.599.

To determine the effect of product quality (X₁) and brand image (X₂) on the process of buying interest (Y), seen from the multiple correlation coefficient or coefficient of determination 0.258 or 25.8% which means that the buying interest process is determined by product quality (X₁) and brand image. (X₂) of 25.8% while the remaining 46.1% is influenced by other factors not examined.

- Pearson Correlation

Table 3
Correlations

		Y	X1	X2
Pearson Correlation	Y	1,000	,468	,466
	X1	,468	1,000	,686
	X2	,466	,686	1,000
Sig. (1-tailed)	Y	.	,000	,000
	X1	,000	.	,000
	X2	,000	,000	.
N	Y	95	95	95
	X1	95	95	95
	X2	95	95	95

Based on the calculation of the Pearson Product Moment correlation, the rs value for the relationship between product quality and the Buying Interest process is 0.468. Because the rs value

is between 0.40 - 0.599, the relationship between product quality and the Buying Interest process can be said to be moderate.

Based on the calculation of the Pearson Product Moment correlation, the r_s value for the relationship between brand image and the Buying Interest process is 0.466. Because the r_s value is between 0.40 - 0.599, the relationship between brand image and Buying Interest process can be said to be moderate.

- Coefficient of Determination

The calculation of the coefficient of determination is carried out to determine the contribution of the product quality variable to the buying interest process variable, namely $0.4682 \times 100\% = 21.90\%$, meaning that the buying interest process is influenced by product quality by 21.90%. The contribution of the brand image variable to the buying interest process variable is $0.4662 \times 100\% = 21.72\%$, meaning that the buying interest process is influenced by brand image by 21.72%.

- Analisa Hypotesis Partial T-test

Table.3.

Hypothesis Testing

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,975	,299		6,611	,000
K_Product	,238	,105	,281	2,272	,025
Brand image	,236	,107	,273	2,212	,029

a. Dependent Variable: Purchase Intention

From the statistical calculation of the t test above, t_{count} for product quality = 2.272 is greater than $t_{table} = 1.986$, then H_a is accepted and H_o is rejected. This means that there is a positive influence between product quality on the buying interest process.

From the statistical calculation of the t test above, t_{count} for brand image = 2,212 is greater than $t_{table} = 1,986$, then H_a is accepted and H_o is rejected. This means that there is a positive influence between brand image and product purchase intention

- Multiple Linear Regression Analysis

Table 4

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,975	,299		6,611	,000
Product quality	,238	,105	,281	2,272	,025
Brand image	,236	,107	,273	2,212	,029

a. Dependent Variable: purchase intention

With the following information:

1. The constant value is 1.975, this shows the Buying Interest process is 1.975 if it is not influenced by product quality and brand image.
2. The value of product quality is 0.238, this indicates a positive direction, therefore if the quality of the product increases, the buying interest process variable will increase by 0.238.
3. The value of the brand image is 0.236, this shows a positive direction, therefore if the product attribute variable increases, the buying interest process variable will increase by 0.236

Conclusion and Suggestion

- **Conclusion**

1. The results showed that product quality had an effect on buying interest in the product "UNKL 347" Clothing and had a fairly good assessment. This shows that product quality is an important concern for producers of "UNKL 347" Clothing products on the Buying Interest process and there are several elements that need to be considered because they have poor values. This research is in line with the research conducted. Product quality is considered quite good with an overall average score of 65.45%, Brand Image "UNKL 347" is considered good with an average value of 68.34% and Purchase Interest of "UNKL 347" product has an average value 70.39% which means Buying Interest in Sreamous Clothing products is said to be high.
2. The brand image of "UNKL 347" Clothing is considered good based on respondents' responses. In addition, brand image affects the purchase intention of the product "UNKL 347" Clothing although there are several elements that need to be considered because it has a low value. Product quality affects the purchase intention of the product "UNKL 347" by 21.90% while the rest is influenced by other factors in outside of research. Brand Image affects the purchase intention of the product "UNKL 347" by 21.72% while the rest is influenced by other factors outside of research.
3. Brand image has an effect on the purchasing decision process, thus it can be used by several clothing businesses (stores) to maintain and even improve the brand image of "UNKL 347" Clothing in the community so that it can increase interest Buy in the future. The image of the brand is related to attitudes in the form of beliefs and preferences for a brand. Product Quality and Brand Image affect the Buying Interest of "UNKL 347" product by 25.8% while the rest is influenced by other factors outside the study.

- **Suggestion**

1. Management needs to improve the brand image of "UNKL 347" which has started to decline. Manufacturers need to use advertisements that are popular and are followed by many teenage trends, so that consumers feel proud to use the product "UNKL 347" according to their lifestyle. Then improve in terms of quality, for example by choosing unusual and non-market designs and materials that can greatly affect the competition, especially for Buying Interest.
2. The quality of the product "UNKL 347" is considered still below consumer expectations. In this case, there are still some shortcomings and must be corrected in order to improve product quality with the aim that consumers can purchase the product "UNKL 347". The form has the lowest rating than other indicators, especially in terms of various types of motifs. Therefore, it is necessary to improve the motif and shape of the "UNKL 347" product in order to create interest in buying this "UNKL 347" product.
3. The brand image of "UNKL 347" has been well assessed by consumers by responding with an average agreement. However, in this case there are still some shortcomings and must be corrected in order to improve the brand image with the aim that consumers can buy the product "UNKL 347". Brand Personality has the lowest rating than the other indicators. Therefore, it is necessary to improve the personality of the "UNKL 347" brand using the internet and social media that are widely used today in order to create buying interest in the "UNKL 347" product, especially in order to make "UNKL 347" a more famous brand.
4. Buying interest has been well assessed by consumers. However, in this case there are still some shortcomings and must be improved in order to increase Buying Interest. Providing Recommendations to Others has the lowest rating than the other indicators. Therefore, it is necessary to increase the market segment because the youth segment for distribution products is currently very much competitive, thus the target market is not only at the age of teenagers but also adults with a different appearance and design from products in general so that people or consumers will start recommending the product. "UNKL 347" to others which will certainly make Buying Interest even better.

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