J-MAS

Jurnal Manajemen dan Sains, 8(1), 2023: 997-1005
Program Magister Manajemen Universitas Batanghari
ISSN 2541-6243 (Online), ISSN 2541-688X (Print), DOI 10.33087/jmas.v8i1.955

The Effect of Advertising and Product Quality on Consumer Purchase Interest On Scoop & Skoops Products (Case Study of Scoop & Skoops Consumers in Bandung City)

Andhi Sukma*, Donny Rizky Ramdhani
Program Studi Manajemen,Universitas Widyatama
*Corresponding Author: andhi.sukma@widyatama.ac.id

ABSTRACT
Scoop & Skoops was established to be the first Ice Cream Shop in Indonesia that carries the Industrial Café concept. The efforts made by the company in advertising and different product quality are aimed at increasing consumer buying interest. Basically consumer buying is interested in determining or choosing a product. A person's desire to buy something requires a stimulus and stimulation that arises from both external and internal. The type of research used in this research is descriptive research. This research model uses a quantitative approach that is descriptive in nature and tested by IBM SPSS Statistics 26. The results of this study are that simultaneously advertising and product quality have an effect on purchase interest. Partially, advertising and product quality have a positive effect on purchase interest.

Keywords: Advertising, Product Quality, Purchase Interest

INTRODUCTION

Born in the city of Bandung, Scoop & Skoops was born as a new brand under the auspices of PT.Gerbang Mas Bersama. Inaugurated on September 29 2018. Scoop & Skoops was established to become the first Ice Cream Shop in Indonesia that carries the Industrial Café concept. The name Scoop & Skoops is taken from the vocabulary Scoop which means an ice cream spoon/comb, and is taken from the product name Scooper, which means an ice cream spoon/scraper.

The efforts made by the company in advertising and different product quality are aimed at increasing consumer buying interest. Basically consumer buying is interested in determining or choosing a product. A person's desire to buy something requires a stimulus and stimulation that arises from both external and internal. Based on the descriptions above, the researcher is interested in conducting research entitled "The Influence of Advertising and Product Quality on Consumer Purchase Interest in Scoop & Skoops Products"

Formulation of The Problem

Based on the background and problem formulation that has been described previously, the scope of the problem is as follows:

1. Does the influence of advertising on Scoop&Skoops products affect consumer buying interest?
2. Can the quality of Scoop&Skoops products influence consumer buying interest?
3. Does the influence of advertising and the quality of Scoop&Skoops products influence consumer buying interest?

Literature Review

Advertisement

According to Fatihudin and Firmansyah (2019: 164) Advertising is a useful communication model for reaching a broad public.

Product quality

According to Kotler and Keller (2016: 37) that product quality is a product's ability to perform its functions, this ability includes durability, reliability, accuracy, which is obtained by the product as a whole.

Purchase Interest

According to Pratama and Ardhy (2017: 279) buying interest is the possibility of a consumer intending to buy a particular product that he sees.

Framework

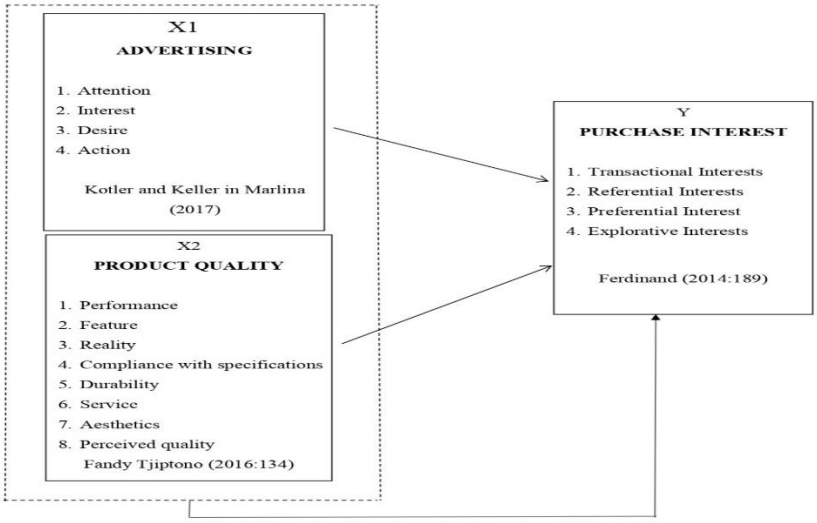

Figure 1.
Thinking Framework

Research Hypothesis

Ho : Advertising Influence Variables has a significant effect on the decision of Consumer Purchase Interest in Scoop & Skoops products

H1 : The Product Quality Variable has a significant effect on the decision of buying interest in Scoop & Skoops products

H2 : The Variable Effect of Advertising and Product Quality have a significant effect on the decision of Purchase Interest on Scoop & Skoops products

METHODS

The method of this research uses a descriptive quantitative approach. According to Sugiyono (2017: 8) is a research method based on the philosophy of positivism, used to examine certain populations or samples, collecting data using research instruments, data analysis is quantitative or statistical, with the aim of testing the established hypotheses.

Data and Sources

The data used in this study were obtained from Scoop&Skoops consumers in the city of Bandung, and data from companies. Sources of data used in this study are primary and secondary data.

Population and Sample

In this study, researchers chose the population that according to researchers was the most ideal and suitable to be the population in this study, namely Scoop & Skoops consumers in the city of Bandung. Scoop&Skoops consumers in the city of Bandung reach an average of 1200 consumers in one week. if the population is greater than 100 people, then 10-15% or 20-25% of the total population can be taken.

Method Of Collecting Data

1. Questionnaire
2. Documentation Method
3. Interview

Research Instruments

In this study, the independent variables used were advertising (X1) and product quality (X2) and the dependent variable was buying interest (Y). The explanation of each variable is as follows:

Advertising Variables

According to Kasali, advertising is part of a promotion mix, and the promotion mix is part of the marketing mix. So advertising can be defined as a message that offers a product that is shown to the public through an intermediary or a medium (in Fitriah, 2018: 13). The indicators for the ad are attention, interest, desire, and action.

Product Quality Variables

Product quality is a characteristic of a product or service that depends on its ability to meet stated or implied customer needs (Kotler and Armstrong, 2016: 253). Indicators of product quality are performance, features, reliability, compliance with specifications, durability, service, aesthetics, and perceived quality.

Variable Purchase Interest

According to Kotler in Abzari, et al (2014) buying interest is consumer behavior where consumers have a desire to choose and consume a product. The indicators of buying interest are transactional interest, referential interest, and explorative interest.

Data Analysis Technique

Validity test

Testing the validity of the questionnaire used in this study using the moment product correlation technique with the following statistics:

$$r_{xy} = \frac{N \sum xy - (\sum x)(\sum y)}{\sqrt{\{N \sum x^2 (\sum x)^2\} N (\sum x)^2\} - \{(\sum y)^2\}}$$

Reliability test

In this study, to look for reliability, the Cronbach alpha formula was used, namely if the Cronbach alpha coefficient was > 0.60, the statement was declared reliable or construct, and if the Cronbach alpha coefficient was <0.60, the statement was declared unreliable.

Descriptive Statistical Analysis

Descriptive analysis is usually presented in the form of data through tables, graphs, diagrams, calculating the mode, mean, median.

Classic assumption test

The classic assumption test used is the normality test, multicollinearity test, heteroscedasticity test and autocorrelation test.

Normality test

In this study, testing for normality of the data used the Histogram, P-Plot and Kolmogrov Smirnov test.

Multicollinearity Test

The multicollinearity test aims to test whether there is a correlation between the independent (free) variables.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residual of one observation to another.

Autocorrelation Test

The autocorrelation test aims to test whether in the linear regression model there is a correlation between the confounding errors in period t and the confounding errors in the t-1 (previous) period.

Multiple Linear Regression Analysis

This model is used to determine how much influence the independent variables have on the dependent variable.

Model Fit Test (Test F)

The F test is used to show whether there is a significant effect between the independent variables simultaneously (simultaneously) on the dependent variable.

Coefficient of Determination

To find the effect of variable variance, statistical techniques can be used by calculating the magnitude of the coefficient of determination. Analysis of the coefficient of determination is used to determine the influence of advertising and product quality on buying interest.

RESULTS

Validity test

A research instrument can be said to be valid if the value of r-count> r-table. In this study, with a total of 120 respondents and a significance level of 5%, the r-table value has a value of 0.1496.

Table 1.
Results of Advertising Variable Validity Test, Product Quality, and Purchase Interest

Question	rcount	rtable	V/T
x1.1	0.88956	0.1496	VALID
x1.2	0.82786	0.1496	VALID
x1.3	0.85406	0.1496	VALID
x1.4	0.89391	0.1496	VALID
x2.1	0.7852	0.1496	VALID
x2.2	0.78558	0.1496	VALID
x2.3	0.88489	0.1496	VALID
x2.4	0.82801	0.1496	VALID
x2.5	0.80221	0.1496	VALID
x2.6	0.7881	0.1496	VALID
x2.7	0.80572	0.1496	VALID
x2.8	0.87598	0.1496	VALID
y1	0.72266	0.1496	VALID
y2	0.80655	0.1496	VALID
y3	0.80002	0.1496	VALID
y4	0.75678	0.1496	VALID

The results of the validity test for the Advertising variable (X_1), Product Quality (X2), and Purchase Interest (Y) show that the r-count > r-table (0.1496), it can be concluded that all research instruments for the Advertising variable (X_1), Product Quality (X2), and Purchase Interest (Y) are declared valid, so the statement items can be used in this study.

Reliability test

Table 2.
Reliability

NO	Variable	r_{alpha}	$r_{critical}$	Criteria
1	Advertising	0,833	0,600	Reliabel
2	Product Quality	0,787	0,600	Reliabel
3	Purchase Interest	0,820	0,600	Reliabel

Based on the calculation results above, it can be seen that the question items in the Advertising variable (X1) have a reliability level of 0.833, in the Product Quality variable (X2) there is a reliability level of 0.787, and in the Buying Interest variable (Y) has a reliability level of 0.820. It can be interpreted that the questions in all these variables are reliable because the coefficient is greater than the critical value, namely 0.60 (0.833 > 0.600).

Descriptive Analysis

Respondents in this study were Scoop & Skoops in the city of Bandung, totaling 120 people. The scale of measuring the questionnaire items used in this study is the Likert scale.

Recapitulation of Respondents' Responses Regarding Advertising Variables (X1) it can be concluded that respondents' responses regarding advertising produce an average of all indicators of 3.92 which are in the good category because they are in the interval > 408 – 504. That way, overall respondents consider that advertising offered by Scoop & Skoops Bandung are perceived well by consumers, this can be seen from the average score on several indicators of good value. **Recapitulation of Respondents' Responses Regarding Product Quality Variables (X2)** it can be concluded that respondents' responses regarding product quality resulted in an average of all indicators of 4.09 which was in the good category because it was in the interval > 408 – 504. That way, overall respondents rated that the quality of the products offered by Scoop & Skoops Bandung is well received by consumers, this can be seen from the average score on several indicators of good value. **Recapitulation of Respondents' Responses Regarding Purchase Interest Variable** It can be concluded that respondents' responses regarding purchase interest resulted in an average of all indicators of 3.91 which was in the good category because it was in the interval > 408 – 504. That way, overall respondents considered that purchase interest towards Scoop & Skoops Bandung is perceived well by consumers, this can be seen from the average score on several indicators of good value.

Classic assumption test

Normality test

Table 3.
Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		120
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.23913431
Most Extreme Differences	Absolute	.096
	Positive	.076
	Negative	-.096
Test Statistic		.096
Asymp. Sig. (2-tailed)		.073[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Based on the results of the normality test above table 3 it can be seen that the Asymp. Sig (2-tailed) = 0.073 > 0.05 so it can be concluded that the significance level of the existing variables is normally distributed.

Multicollinearity Test

Table 4.
Multicollinearity Test Results

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Advertising	.708	1.413
	Product	.708	1.413
	Quality		

a. Dependent Variable: Total_Y

Based on the results of the multicollinearity test in table 4 shows that Tolerance has a value of 0.708 > 0.01 and Variance Inflation Factor (VIF) for the independent variable has a value of 1.413 <10, so it can be concluded that in this study there is no multicollinearity.

Heteroscedasticity Test

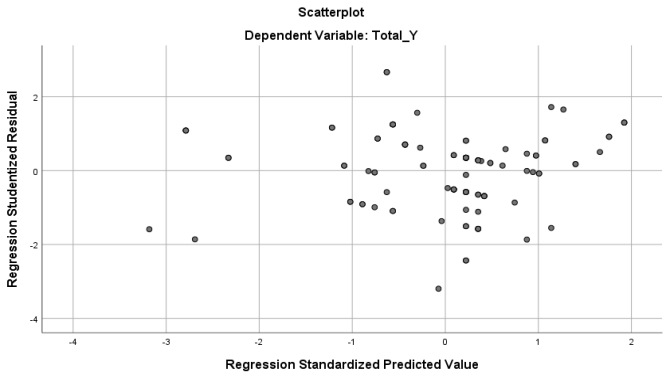

Figure 1.
Heteroscedasticity Test Results

Based on the scatterplot graph in Figure 1, it can be seen that the points spread randomly and are scattered, both above and below the number 0 on the Y axis. So, it can be concluded that there is no heteroscedasticity in the regression model and the regression model is feasible to use.

Autocorrelation Test

Table 5.
Autocorrelation Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.477[a]	.228	.214	2.16948	1.538

a. Predictors: (Constant), Total_X.2, Total_X.1

b. Dependent Variable: Total_Y

Based on the results of the autocorrelation test with Durbin-Watson in table 5 it shows that the Durbin-Watson value is 1.538. This value is greater than the Du value (1.4624) and smaller than the 4-Du value (2.430), meaning that it can be concluded that there are no autocorrelation symptoms.

Multiple Linear Regression Test

Table 6.
Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.959	.682		1.407	.162
	Advertising	.469	.076	.465	6.207	.000
	Product Quality	.224	.036	.467	6.233	.000

Based on the results of multiple linear regression testing in table 6 it can be seen that the multiple linear regression equation in this study, namely:

$Y= 959+ 469X_1 + 224X_2$

Based on the multiple linear regression equation above, it shows that:

1. The constant coefficient is 959, meaning that if the Advertising variable (X_1) and Product Quality (X_2) or both of these variables have a value of 0 or do not change, then the value of Buying Interest (Y) is 959.
2. The regression coefficient X_1 is 0.469, meaning that if the advertisement (X_1) increases by 1 time, it will increase the purchase interest (Y) by 0.469. Conversely, if the Curb (X_1) decreases by 1 time, it will decrease Buying Interest (Y) by 0.469.
3. The regression coefficient X_2 is 0.224, meaning that if Product Quality (X_2) increases by 1 times, it will increase Buying Interest (Y) by 0.224. Conversely, if Product Quality (X_2) decreases by 1 time, it will decrease Buying Interest (Y) by 0.224.

Determination Coefficient Test

Table 7.
Test Results for the Coefficient of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change
1	.892[a]	.796	.792	1.30323	.796

Based on the test results for the coefficient of determination in table 7, it shows that the value of R (correlation coefficient) is 0.796 or 79.6%, which means that the Advertising variable (X_1) and Product Quality variable (X_2) have an effect on Purchase Interest (Y) of 79.2%. and the remaining 20.8% is influenced by other factors.

Hypothesis testing

F test

Table 8.
F Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	786.808	2	393.404	231.629	.000[b]
	Residual	202.112	119	1.698		
	Total	988.920	121			

Based on the results of hypothesis testing (F-test) in table 8 shows that the probability value is 0.000 <0.05, meaning that Advertising (X_1) and Product Quality (X_2) variables simultaneously affect the Purchase Interest variable (Y).

T test

Table 9.
T Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.959	.682		1.407	.162
	Advertising	.469	.076	.465	6.207	.000
	Product Quality	.224	.036	.467	6.233	.000

Based on the results of hypothesis testing (t-test) in table 9 shows that there is a partial effect of advertising (X_1) on purchase interest (Y) and there is a partial effect of product quality (X_2) on purchase interest (Y). This is proven by:

1. Value of Sig. 0.000 < 0.05, meaning that there is a partial effect between advertising (X_1) on buying interest(Y) significantly.
2. Sig. 0.000 < 0.05 means that there is a partial effect between Product Quality (X_2) onPurchase interest (Y) significantly.

Discussion

The Influence of Advertising and Product Quality on Purchase Interest

Based on the results of the F test, it shows that the probability value is 0.000 <0.05, which means that H_0 is rejected and Ha is accepted. This means that there is a significant simultaneous effect between advertising and product quality on purchase interest. Thus, it can be concluded together that advertising, price and product quality have a significant effect on consumer repurchase interest.

The Effect of Advertising on Purchase Interest

Based on the results of the T test, it shows that the probability value is 0.000 <0.05, which means that H_0 is rejected and Ha is accepted. This means that there is a partial effect of advertising on buying interest.

Effect of Product Quality on Purchase Interest

Based on the results of the T test, it shows that the probability value is 0.000 <0.05, which means that H_0 is rejected and Ha is accepted. This means that there is a partial influence of Product Quality on Purchase Interest.

REFERENCE

Ahidin, U. (2020). The Effect between Product Quality and Promotional Activities on Consumer Purchase Interest (A Case Study of Garuda Peanut Products Produced by PT. Garudafood, Tbk). *Budapest International Research and Critics Institute-Journal*, *3*(4), 3821–3830.

Fathurahman, A. A., & Sihite, J. (2022). Effect of Promotion, Brand Image, And Product Quality on Re-Purchase Interest Through Customer Satisfication As Interventing On Erigo Apparel Products. *Dinasti International Jourbal Of Management Scuence*, *3*(4).

Havidz, H. B. H., Hudaya, A., & Ali, H. (2020). Model Of Consumer Trust On Travel Agent Online: Analysis Of Perceived Usefulness And Security On Re-Purchase Interests (Case Study Tiket.Com). *Dinasti International Journal Of Management Scuence*, *1*(1).

Isyanto, P., Sapitri, R. G., & Sinaga, O. (2020). Micro Influencers Marketing and Brand Image to Purchase Intention of Cosmetic Products Focallure. *Sys Rev Pharm*, *11*(1), 601–605.

Maurencia, E., Tj, H. W., & Wahyoedi, S. (2021). The Influence of Celebrity Endorsement, Product Quality and Price on Purchase Interest of Kanzler Single Sausage Products. *Journal Of Religion, Social, Cultural and Political Sciences*, *6*(1), 59–72.

Raman, Arasu. Annamalai, Viswanathan. 2011. "Web Services and E-Shopping Decisions : A Study on Malaysian E-Consumer." *Business Information System*, 54–60

Sinurat, M., Heikal, M., Simanjuntak, A., Siahaan, R., & Ilham, R. N. (2021). Product Quality On Consumer Purchase Interest With Customer Satisfaction As A Variable Intervening In Black Online Store High Click Market (Case Study on Customers of the Tebing Tinggi Black Market Online Store). *Morfai Journal*, *1*(1).

Suhaily & Darmoyo. (2017). The Impact Of Brand Image, Product Quality And Price On Purchase Intention Of Smartphone . *International Journal Of Research Culture Society* , 100.

Usman, O., & Aryani, Y. (2019). *The Effect of Brand Ambassador, Brand Image, Product Quality, and Price on Purchase Intention*.

Yasin, A. A., & Achmad, G. N. (2021). Influence Of Word Of Mouth And Product Quality On Purchase Decisions And Repurchasing Interest. *International Journal Of Economics, Business and Accounting Research (IJEBAR)*, *5*(2).