The Influence of Product Quality and Price on Consumer Purchase Interest at Nay Kids Store

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ABSTRACT

This study examines the influence of product quality and price on consumer purchase interest at Nay Kids Store in Banjarmasin. The population in this study consists of 206 consumers, and using the Slovin formula, a sample of 67 consumers who made bulk purchases of clothing was obtained. Quantitative analysis was conducted, including validity and reliability tests on the research instruments, as well as hypothesis testing through classical assumption tests, F-test, t-test, partial correlation, and multiple regression analysis. The results indicate that both product quality and price simultaneously affect purchase intention. Specifically, product quality and price also show significant partial effects on purchase intention. Additionally, product quality has the strongest influence, with the highest partial correlation coefficient. These findings highlight the importance of product quality as the most dominant factor in influencing consumer purchase intention, providing valuable insights for retailers who aim to enhance customer satisfaction and sales performance..

INTRODUCTION

Product is one of the key elements that plays a crucial role in the success of a company or business. Therefore, every company must ensure that the products it offers always meet the changing tastes and needs of consumers, keeping up with the trends that develop each year. Attractive and high-quality products will have strong competitiveness and are more likely to be accepted by the market. On the other hand, products that do not meet quality standards will struggle to compete with similar products in the market. Although meeting consumer desires is not an easy task, consumers are the primary factor determining the sustainability of a business. Several factors can influence consumers' decisions to purchase a product, including product quality and price.

Product quality is one of the factors that determines consumer satisfaction after purchasing and using the product. Therefore, companies need to plan products that truly meet consumer needs and ensure that these products have good quality. This is important to ensure that the products are well received and provide satisfaction to consumers. Good quality can also serve as an effective strategic tool to outperform competitors. Companies that can produce the best quality products will grow faster, and in the long term, these companies will be more successful compared to others (Kotler & Armstrong, 2008).

Price, which is the amount of money paid by consumers for a product or service, also significantly influences purchasing decisions. Lupioyadi (2016:45) price is an important element in marketing strategy that can influence consumer purchasing decisions. Consumers will buy a product if the benefits they get are comparable to or greater than the amount of money they spend. If consumers feel the benefits received are not in line with the price paid, they will consider the product too expensive and may think twice before purchasing again. Therefore, consumers tend to want high-quality products at affordable prices, making price an important factor in purchasing decisions. Pricing is generally based on production costs, but companies must also consider the value, benefits, product quality, and competitive market prices to remain competitive (Kotler, 2005:78).

The growth of children's clothing businesses in Indonesia has been rapid, with many stores offering similar products. This intense competition is also felt by Nay Kids Store, which sells various types of children's clothing. With many product choices from other stores and diverse consumer preferences, consumers have the freedom to choose products that best meet their needs.

Based on these factors, the researcher is interested in conducting a study at Nay Kids Store, focusing on the product quality and price offered to consumers. This study is titled "The Influence of Product Quality and Price on Consumer Purchase Interest at Nay Kids Store, Banjarmasin."

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Marketing

The definition of marketing can be differentiated into two categories: the social definition and the managerial definition. According to Philip Kotler (2005:10), marketing is a social process in which individuals and groups obtain what they need and want by creating, offering, and freely exchanging valuable products and services with others. According to the managerial definition, marketing is often described as the art of selling products. Hermawan (2020:78) effective marketing requires a clear strategy and a deep understanding of consumer needs and wants.

The American Marketing Association offers the following definition: Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers, and managing customer relationships in ways that benefit the organization and its stakeholders. Kotler and Keller (2020:23) marketing management involves the process of planning and executing the conception, pricing, promotion, and distribution of goods, services, and ideas to create exchanges that satisfy. According to W. Y. Stanton, marketing encompasses the entire system aimed at planning and setting prices, as well as promoting and distributing goods and services to satisfy both current and potential buyers' needs. Arman (2022: 45) states that marketing management is the process of planning and executing the conception, pricing, promotion, and distribution of goods,

services, and ideas to create exchanges that satisfy individual and organizational goals.

Product Quality

Product quality is defined as the overall characteristics and attributes of goods and services that affect their ability to meet stated or implied needs. According to Tjiptono (2017), quality is a combination of characteristics that determines to what extent an output can fulfill customer requirements or how far these characteristics meet their needs. Rangkuti (2016:87) product quality is an important factor that influences customer satisfaction and purchasing decisions.

According to Kotler & Armstrong (2008), a product is anything that can be offered to a market to acquire attention, be bought, used, or consumed that satisfies wants or needs. Conceptually, a product is a subjective understanding by the producer of something commonly offered as an effort to achieve organizational goals through fulfilling consumer needs and activities, in line with the organization's competencies, capacities, and the market's purchasing power. In addition, a product can be defined as the consumer's perception expressed by the producer through its output. Products are important to consumers and serve as the basis for decision-making. According to Tjiptono (2021), quality reflects all dimensions of a product offering that result in benefits for customers. The indicators of product quality according to Tjiptono (2021:25) are:

Performance – refers to the basic operating characteristics of a product.

Durability – refers to how long a product lasts before it needs to be replaced. The more frequently a product is used, the greater its durability.

Features – characteristics of the product designed to enhance its functionality or increase consumer appeal.

Reliability – the probability that a product will perform satisfactorily over a given period. The less likely it is to break down, the more reliable the product.

Aesthetics – concerns the appearance of the product, such as its physical form, style, artistic design, etc.

Perceived Quality – often results from indirect measurement, since consumers may not fully understand or have enough information about the product.

Price

According to Kotler and Armstrong (2008:345), price is defined as the amount of money exchanged for a product or service, or the value that customers are willing to pay to obtain the benefits of owning or using a product or service. Lupioyadi (2014:67) price is one of the most important elements in marketing, which can influence consumer decisions in purchasing a product. The price of a product is a measure of the satisfaction level a person expects from the product they are purchasing. A person will be willing to pay a high price for a product if they believe it will provide high satisfaction. Conversely, if a person believes the satisfaction they will gain from a product is low, they will not be willing to pay a high price for it. Economic value is created through the interactions in the market mechanism between buyers and sellers. In a transaction, both parties receive compensation. The magnitude of this compensation is determined by the difference between the value of what is given and what is received. Price is the value, expressed in currency units or exchange mediums, assigned to a particular product. In practice, the size of the value or price is not determined by physical factors alone; psychological factors and other elements also influence the price.

The indicators of price (Kotler & Armstrong, 2008) are as follows:

a. Affordability

Price setting may be easy, but determining the right price is not a simple matter. For buyers, the price has economic implications related to purchasing power.

The higher the price, the higher the financial cost, and the fewer products a buyer can purchase. Conversely, the lower the price, the more products a buyer can afford.

b. Price-Quality Match

In principle, price is rarely misleading. A higher price typically indicates a higher quality product. Conversely, a lower price suggests lower quality. Price is one of the factors that can influence consumers' decisions to purchase a product. Consumers tend to choose products with the best quality at an affordable price. Therefore, companies need to set the right price for their products. If the price is set too high, no consumer will buy it; if it's too low, the company won't make a profit.

c. Price Competition

Price competition involves using price as the main factor in competition. To compete, companies must be able to produce at the lowest possible price. Companies often have to be willing and able to change prices, requiring fast and aggressive responses. However, competitors can also act quickly as a reaction to price changes.

d. Price and Quantity Match

Price and quantity also influence the rise of substitute goods. When the price of a product increases while demand remains the same, it leads to a reduction in demand. If a person's income cannot meet demand, they tend to look for substitute goods that offer the same benefits but at a lower price. As a result, demand for substitutes increases. This situation triggers price elasticity. The formation of price and quantity equilibrium in the market is the result of an agreement between sellers and buyers, where the quantity offered and demanded are equal. Once this equilibrium is reached, it tends to remain for a relatively long period and becomes a benchmark for both buyers and sellers when determining the price of a good.

Purchase Interest

Purchase interest the result of an individual consumer's evaluation of a product or service, focusing on its quality, capabilities, and the benefits that will be gained from consuming the product. chiffman and Wisenblit (2021:23)consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. Purchase interestarises when a consumer sees a product or service being offered, considering factors such as appearance, packaging, and the advantages of the product. According to Ferdinand (2009:129), purchase interestcan be identified through several indicators, which are:

a. Interest – the prospective consumer's interest in the product offered by the producer.

b. Desire – the prospective consumer's desire to own the product offered by the producer.

c. Action – the prospective consumer making a purchase of the offered product.

RESEARCH METHODS

Research Location

This research is conducted at Nay Kids Store (Pasar Sentra Antasari), Jalan Pangeran Antasari, Karang Mekar Village, Banjarmasin Tengah District, Banjarmasin City, South Kalimantan Province.

Population and Sample

The population in this research refers to all individuals or subjects that will be the focus of the study as desired by the researcher. In this case, the population for this study consists of all respondents, totaling 206 people.

sample is a portion of the population with specific characteristics (Sugiyono, 2019). To determine a representative sample size, Slovin's formula is used. Therefore, the sample size obtained is 67 consumers. The sampling technique in this research uses Purposive Sampling, which is a sampling technique based on specific

characteristics that align with the research objectives to ensure that the data collected will be more representative (Sugiyono, 2019:122).

Data Collection Techniques

The data collection techniques used in this research are as follows:

Observation as a tool for data collection. This method is commonly used to measure behaviors or the process of an activity that can be observed either in real situations or artificial settings. The implementation of this observation can be done directly, where the researcher observes during the occurrence of the event being studied (Tanzeh, 2009:58). In this study, the researcher conducts observations to obtain information about the situation around the research location, specifically at Nay Kids Store in Banjarmasin.

Suharso (2009 :58 questionnaire is a tool used to collect data from respondents by providing a series of questions that they must answer. Questionnaire refers to data collection by providing a list of questions to be filled out by the customers at Nay Kids Store in Banjarmasin. In relation to this study, the questionnaire used is a direct survey with closed-ended questions to give respondents the freedom to provide their answers. Each questionnaire item offers five possible answer choices with a scoring scale, allowing each variable to be measured using a Likert scale. The questionnaire in this research is distributed to the respondents who are part of the sample and is intended to collect data for both the independent variables (X) and the dependent variable (Y).

Data Analysis Techniques

Arikunto (2020:54) explains that "data analysis is the process of organizing and interpreting data to obtain useful information in answering research problems. In this research, the data is analyzed quantitatively. The quantitative analysis is performed using the SPSS program. To test the data feasibility, validity and reliability tests are conducted. Afterward, classical assumption tests are performed, including tests for linearity, multicollinearity, heteroscedasticity, as well as normality tests. Regression analysis using multiple linear regression is applied, followed by hypothesis testing using the coefficient of determination and t-test.

RESULTS

Respondent Characteristics Test

The respondents in this study are consumers who have made children's clothing purchases at the Nay Kids store in Banjarmasin, with a sample size of 67 people. The characteristics of the respondents include gender, age, education, and occupation.

Validity Test

The validity test is used to measure how accurately an item in the questionnaire reflects what it is intended to measure. An item is considered valid if there is a significant correlation between the item and the total item score. To determine whether an item is suitable for use, a significance test of the correlation coefficient is performed at a specified significance level against the total item score. An item is considered valid if the calculated correlation coefficient (r_h) is greater than the critical correlation coefficient (r_t).

If $r_h > r_t$, the item is considered valid.

If $r_h < r_t$, the item is considered invalid.

The significance test is performed by comparing the calculated r value (r_h) with the table value (r_t) for the degree of freedom (df) = n - 2, where n is the sample size. In this case, n = 67, so df = 67 - 2 = 65. With a significance level of 5%, the table value (r_t) for a two-tailed test is 0.

Reliability Test

Variabel	Reliability Coefficient	Alpha	Keterangan
Kualitas Produk (X_1)	13 Item	0,897	Reliabel
Harga (X_2)	8 Item	0,864	Reliabel
Minat Beli (Y)	6 Item	0,814	Reliabel

The reliability test is used to assess the consistency or stability of a measurement instrument over time. It measures how consistently the items in the questionnaire reflect the same construct. A commonly used method to assess reliability is by calculating the Cronbach's Alpha coefficient. A higher value of Cronbach's Alpha (generally above 0.7) indicates that the instrument is reliable.

Normality Test

The normality test is used to examine whether the values produced by the regression model are normally distributed or not. The normality test was conducted using the Kolmogorov-Smirnov test. Data distribution is considered normal based on the following testing criteria (Ghozali, 2016):

If the significance value (Sig) is less than 0.05, the data is not normally distributed.
If the significance value (Sig) is greater than 0.05, the data is normally distributed.

One-Sample Kolmogorov-SmirnovTest

			Unstandardized Residual
N			67
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.462563 74
Most Extreme Differences	Absolute		.087
	Positive		.055
	Negative		-.087
Test Statistic			.087
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.232
	99% Confidence Interval	Lower Bound	.221
		Upper Bound	.243

Multicollinearity Test

This test aims to determine whether the independent variables in the regression equation are not highly correlated with each other. To detect multicollinearity, we examine the tolerance value and the Variance Inflation Factor (VIF). If the tolerance value is > 0.1 or the VIF is <10, it indicates that there is no multicollinearity in the study. Conversely, if the tolerance value is < 0.1 or the VIF is >10, it suggests the presence of multicollinearity in the study (Ghozali, 2016:103).

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	6.566	1.229		5.342	.000		
Kualitas_Produk	.360	.020	.760	17.669	.000	.866	1.155
Harga	.665	.081	.352	8.197	.000	.866	1.155

a. Dependent Variable: Minat_Beli

Source : SPSS Output data, 2024

Based on the output above, it is found that the product quality variable (X1) has a value of 1.155 and the price variable (X2) also has a value of 1.155. Therefore, it can be concluded that there is no multicollinearity among the variables in this study.

Heteroscedasticity Test
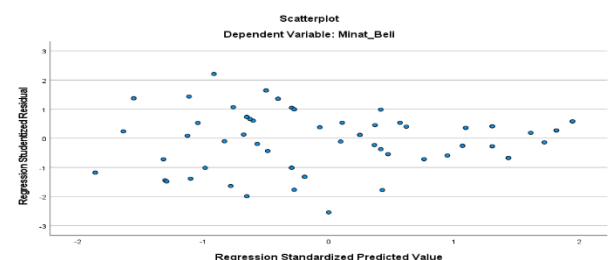
Sumber : SPSS Output data, 2024

The scatter plot shows that the data points (the intersection between the residual

values and the predicted values) are randomly distributed both above and below the origin, and do not form any specific pattern. This indicates that the multiple regression analysis of X1 and X2 against Y is truly linear, as there are no signs of heteroscedasticity. Therefore, the multiple linear regression analysis can be continued.

Multiple Regression Analysis
Recap of Multiple Linear Regression

Variabel Bebas	Koefiesien Regresi	t hitung	Probabilitas (Sig)	Ket.
Kualitas Produk (X_1)	0,360	17,669	0,000	
Harga (X_2)	0,665	8,197	0,000	
Konstanta	6,566			
F Hitung	280,494			
R^2	0,898			
R	0,947			
Sign F	0,000			

$Y = a + b_1 X_1 + b_2 X_2 + e$

$Y = 6,566 + 0,360 X_1 + 0,665 X_2 + e$

Y = Minat Beli

X_1 = Kualitas Produk

X_2 = Harga

a = Konstanta

b_1, b_2, Koefisien regresi

F-test

F-test is used to determine whether the independent variables (Product Quality, Price) have a simultaneous effect on the dependent variable (Purchase Interest). Based on the SPSS output, the following analysis results were obtained:

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1237.506	2	618.753	280.494	.000[b]
	Residual	141.180	64	2.206		
	Total	1378.687	66			

a. Dependent Variable: Minat_Beli
b. Predictors: (Constant), Harga, Kualitas_Produk

H0: There is no influence of Product Quality and Price simultaneously on consumer purchase interestat Nay Kids Store Banjarmasin.
Ha: There is an influence of Product Quality and Price simultaneously on consumer purchase interestat Nay Kids Store Banjarmasin.

The decision-making criteria are as follows:
Accepted if F-calculated $\leq$ F-table at α = 5%.
Accepted if F-calculated > F-table at α = 5%.
Based on the statistical calculation results using SPSS, the calculated F value is 280.494, which is greater than the F table value of 3.09 at a significance level of 0.000. The resulting significance value is smaller than 0.05. This means that the purchase interestvariable (Y) can be significantly influenced simultaneously by product quality (X1) and price (X2). Therefore, it can be concluded that the variables of product quality and price simultaneously have a significant effect on consumer purchase interestat Nay Kids Store in Banjarmasin.

t-test

The t-test is used to measure the extent to which each independent variable, namely product quality (X1) and price (X2), separately influences the dependent variable, which is purchase interest(Y). The formulation of the null hypothesis (H0) and alternative hypothesis (Ha) regarding the influence of consumer purchase interestat Nay Kids Store in Banjarmasin is as follows:

- **H0**: There is no partial influence of the independent variables on the dependent variable.
- **Ha**: There is a partial influence of the independent variables on the dependent variable.

The decision criteria are:
1. **Reject H0** if t-calculated > t-table at α = 5%.
2. **Fail to reject H0** if t-calculated $\leq$ t-table at α = 5%.

1. The Influence of Product Quality (X1) on Purchase Interest (Y)

Based on statistical calculations using SPSS for the product quality (X1) variable, the calculated t-value is 17.669, which is greater than the t-table value of 1.660 with a significance level of 0.000. The resulting significance value is less than 0.05, meaning that the purchase interest variable

(Y) can be partially explained by product quality (X1). Therefore, it can be concluded that product quality significantly influences consumer purchase interest at Nay Kids Store in Banjarmasin.

2. The Influence of Price (X2) on Purchase Interest (Y)

Based on statistical calculations using SPSS for the price (X2) variable, the calculated t-value is 8.197, which is greater than the t-table value of 1.660 with a significance level of 0.000. The resulting significance value is also less than 0.05, meaning that purchase interest (Y) can be partially explained by price (X2). Therefore, it can be concluded that price also has a significant influence on consumer purchase interest at Nay Kids Store in Banjarmasin.

3. Partial Correlation Test

The partial correlation test is used to determine which independent variable, between Product Quality (X1) and Price (X2), has the most dominant effect on Purchase interest (Y) of consumers at Nay Kids Store, Banjarmasin.

From the table above, the partial correlation coefficient for the Product Quality (X1) variable is 0.760, and the correlation coefficient for Price (X2) is 0.352. This indicates that the Product Quality (X1) variable has the highest partial correlation coefficient compared to the Price (X2) variable. Therefore, it can be concluded that Product Quality (X1) has the most dominant influence on Purchase interest(Y).

Correlation coefficient (R)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.947^a	.898	.894	1.485

The correlation coefficient measures the strength of the relationship between the independent variables, which consist of Product Quality (X1) and Price (X2), and Purchase interest(Y). The calculation of the correlation coefficient (R) resulted in a value of 0.947. This value indicates a strong relationship between each independent variable and its corresponding dependent variable.

Coefficient of Determination (R²)

The coefficient of determination is the result of squaring the correlation coefficient, which indicates the percentage of the influence of the independent variables, consisting of Product Quality (X1) and Price (X2), on the dependent variable, which is Purchase Intention. From the table showing the results of the coefficient of determination calculation, the R square value is 0.898. This means that the independent variables, consisting of Product Quality (X1) and Price (X2), simultaneously influence the dependent variable, Purchase interest(Y), by 89%. The remaining 11% is influenced by other independent variables not considered in this study.

DISCUSSION

Implications of Research Results

1. Simultaneous Influence of Product Quality and Price on Consumer Purchase Interest

Based on the F-test, the results show that both Product Quality and Price have a significant simultaneous effect on Consumer Purchase Interest at Nay Kids Banjarmasin. The calculated F-value of 280.494 is greater than the F-table value of 3.09 at the 0.05 significance level, meaning that these two independent variables together have a strong influence on consumer purchase decisions.

Implication: Nay Kids Banjarmasin should focus attention on both aspects (product quality and price) simultaneously. Improving product quality and setting competitive prices can significantly increase consumer purchase intentions. Therefore, marketing strategies and product development should ensure that both elements receive equal and balanced attention in order to maximize consumer interest and sales.

2. **Partial Influence of Product Quality and Price on Consumer Purchase Interest**

The t-test results indicate that both Product Quality and Price have a significant partial effect on consumer purchase intention.

a. For Product Quality, the calculated t-value of 17.669 is much greater than the t-table value of 1.660, indicating that product quality has a very significant impact on consumer purchase decisions.

b. For Price, the calculated t-value of 8.197 is also greater than the t-table value of 1.660, showing that price also plays an important role in influencing consumer purchase interest. The results of this study are in line with the research by Febrian (2019), which found that product quality and price have a strong influence on the purchasing power of the community.

   Implication: Knowing that both factors have a significant influence, Nay Kids Banjarmasin should continuously improve and innovate its products to maintain quality, while also managing pricing strategies to stay competitive in the market. Higher product quality will build consumer trust, while appropriate pricing can attract more buyers, thereby boosting sales.

3. **Dominant Influence of Product Quality on Consumer Purchase Interest**

   The partial correlation coefficient test shows that Product Quality has a dominant influence on Consumer Purchase interestcompared to Price, with a correlation coefficient of 0.760, while Price has a correlation coefficient of 0.352. This indicates that Product Quality has a stronger impact on purchase decisions than Price. The results of this study are in line with the research by Marissa Grace Haque (2020) on the Influence of Product Quality and Price on Purchasing Decisions at PT. Berlian Multitama in Jakarta. Where are the results, the product quality has a

more dominant influence compared to the price.

   Implication: Given the dominant influence of product quality, Nay Kids Banjarmasin should focus on enhancing product quality to retain and attract more customers. This could involve improving raw materials, design, or product features that are relevant to consumer needs and preferences, ensuring that the brand remains competitive and appealing to its target market.

CONCLUSION

Based on the analysis of the influence of Product Quality and Price on Consumer Purchase interestat Nay Kids Store Banjarmasin, the following conclusions can be drawn:

1. **Simultaneous Influence of Product Quality and Price**

   Both Product Quality and Price have a significant simultaneous effect on Consumer Purchase Intention. The F-test results show that F-value (280.494) is greater than the F-table value (3.09), indicating that these two independent variables together have a strong influence on consumers' purchase decisions.

2. Partial Influence of Product Quality and Price

   Both Product Quality and Price have a significant partial effect on Consumer Purchase Intention. The t-values for Product Quality (17.669) and Price (8.197) are both greater than the t-table value (1.660), indicating that each of these variables has a significant impact on purchasing decisions. The results of this study are in line with the research by Febrian (2019), which found that product quality and price have a strong influence on the purchasing power of the community.

3. Dominant Influence of Product Quality

   Product Quality has a more dominant influence on Consumer Purchase interestcompared to Price. This is evident from the partial correlation coefficients, where Product Quality has a value of 0.760,

which is higher than the correlation for Price at 0.352. This indicates that Product Quality has a stronger effect on purchase decisions than Price. The results of this study are in line with the research by Marissa Grace Haque (2020) on the Influence of Product Quality and Price on Purchasing Decisions at PT. Berlian Multitama in Jakarta. Where are the results, the product quality has a more dominant influence compared to the price.

Recommendations

Based on the conclusions above, the following recommendations can be made:

1. For Nay Kids Store Banjarmasin:
   a. Nay Kids Store should focus on improving both product quality and maintaining competitive pricing simultaneously. Enhancing product quality will help build trust and loyalty among customers, while appropriate pricing will attract more buyers.
   b. The store should ensure a balance between quality and price in marketing and product development strategies so that both elements complement each other, leading to a positive impact on consumer purchase decisions.
   c. Given the dominant influence of Product Quality, Nay Kids should prioritize product innovation and continuous improvement of product quality. This could include improving raw materials, product design, and aligning products with consumer needs and preferences.
2. For Future Researchers:
   a. Future research could explore other factors that might also influence Consumer Purchase Intention, such as promotional activities, shopping experience, or customer service.
   b. Future studies could also compare the effects of Product Quality and Price in other stores or different product categories to provide a broader understanding of consumer behavior in a larger market context.
   c. Use a qualitative research method to explore consumer perceptions more deeply.

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