



## THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON PURCHASE INTEREST OF BOTTLED DRINK

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### Abstract

Teh Botol Sosro is the first packaged drink in Indonesia. This research aims to determine the influence of brand perception and product quality on consumer buying interest in Sosro Bottled Tea and its influence on this interest. Descriptive-causality quantitative research became the preferred method. A total of 400 respondents were used for sampling using nonprobability sampling and purposeful sampling approaches. Using the SPSS 26 program, descriptive analysis and multiple linear regression analysis are the data analysis techniques performed. Based on the results of the hypothesis test, the interest in buying Teh Botol Sosro is significantly influenced by product quality and brand image.  $F_{\text{count}} > F_{\text{table}}$  ( $120.520 > 3.018$ ) and significance value  $0.000 < 0.05$  support this. In addition, the findings of partial hypothesis testing show that the buying interest of Teh Botol Sosro is significantly influenced by product quality and brand perception. Based on the coefficient of determination data, other factors that were not studied but had an impact on the study accounted for 28.7% of the difference between the influence of brand image and product quality on buying interest.

**Keypoints:** Product Quality, Brand Image and Buying Interest.

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## 1. Introduction

In this age of globalization, it can have an influence on people's needs and desires. Today's consumers are becoming more knowledgeable when it comes to choosing products based on added value, such as product quality and usability. The company gives careful consideration to product quality when developing new products (Hartini et al., 2023). Products that have good quality can keep the company competitive in market share with competitors (Hariyanto et al, 2022). Companies can use various ways to create quality products, process and preserve their products to be in demand by consumers (Novanto & Pradana, 2021).

A person's life cannot be separated from the name mobility, social mobility is a certain pattern of movement that is regulated in a social group (Pramesti & Wardhana, 2022). One of the customer groups with high social mobility is college students. Very many students bring drinks in plastic bottles, such as ready-to-eat tea, because school activities are very crowded. Based on the results of interviews conducted with sellers of KPW Teh Botol Sosro in the West Java region, it was revealed that the largest age group is. Teh Botol Sosro bottled tea drinks that are most consumed are students aged 17-26 years.

There is a common business problem that occurs is that there are competitors or competitors who currently sell similar packaged tea products. With the emergence of new brands that have product quality and a competitive brand image outperforming Teh Botol Sosro. Consumers buying products often compare with other brands on similar products (Robani & Wardhana, 2022). Consumers also naturally choose high-quality products and brand images that have a positive impact, in the hope that they can meet their needs. Companies compete to improve the quality of their products as well as uphold their brand image as a result of the demand for high-quality goods. Thus, companies must continuously forecast market research and competition sales data.

From the explanation above, the problem can be formulated below:

- How does product quality affect the interest in buying Teh Botol Sosro?
- How does brand image affect Sosro's buying interest?
- How much influence does product quality and brand image have on the interest in buying Teh Botol Sosro partially?
- How much influence does product quality and brand image have on the interest in buying Teh Botol Sosro simultaneously?

## Literature Review

### Product Quality

Based on the opinion of Kotler and Keller (2021), product quality is the main technique used by salesmen. Quality relates to the value of consumer satisfaction because quality directly affects how well a product or service performs. The following seven factors make up product quality:

1. Product Form
2. Quality of performance
3. Reliability
4. Privilege
5. Durability
6. Quality of conformity
7. Style

### Brand Image

Based on the opinions of Fera and Pramudhita (2021), brand image is a cue used by customers to evaluate goods. Brand image occurs when customers associate a particular brand with a product even though they are not aware of the product. According to Indasari (2019) states that the company's website, user image, and product image are three dimensions of brand image,

### Minat Buy

Interest in buying raises motivation inherent in the mind of consumers and a strong desire to be able to fulfill the thoughts that exist in consumers who ultimately fulfill what they need. Ferdinand states in Purbohastuti & Hidayah (2020) that a number of indicators, including Transactional Interest, Referential Interest, Preferential Interest, and Exploratory Interest, can be used in explaining buying interest.

## 2. Research Methodology

Quantitative methods and descriptive-causal research types become research methods. The sample strategy used is *non-probability* sampling and *purposive sampling* techniques. Respondents amounted to 400 people. The population of this study is students at Telkom University.

## 3. Results and Discussion

### Descriptive Analysis

The research utilizes descriptive analysis in order to describe the value of responses of 400 respondents among Telkom University students to variables related to product quality, product image, and interest in buying Sosro bottled tea

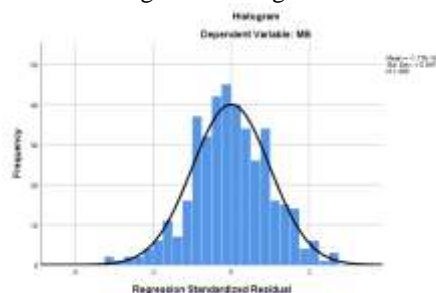
### Classical Assumption Test

#### Normality Test

As Ghozali (2018) argues, in ensuring that the regression model of the dependent variable and independent variable has a normal distribution or not, a normality test is used. Graph analysis and

statistical tests can be used to determine whether the data obtained is normally distributed or not.

Figure 1 Histogram Chart



Source: Data Management Results, 2023

Figure 1 explains that the histogram diagram has a normal distribution, so it looks like a bell or is not tilted left and right.

Table 1 Kolmogorov-Smirnov One-Sample Results  
**One-Sample Kolmogorov-Smirnov Test**

Unstandardized Residual		
N		400
Normal <u>Parameters<sup>a,b</sup></u>	Mean	.0000000
	Std. Deviation	3.03320234
Most Extreme Differences	Absolute	.034
	Positive	.030
	Negative	-.034
Test Statistic		.034
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Data Management Results, 2023

From the table above, the value of Asymp.Sig. (2-tailed) is more than 0.05 and has a value of 0.200. Therefore, residual variables are said to be normally distributed.

### Multicollinearity Test

Table 2 Multicollinearity Test Results

Coefficients <sup>a</sup>							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			Tolerance VIF
1	(Constant)	7.594	1.167		6.507	.000	
	KP	.131	.041	.143	2.765	.005	.506 1.977
	CM	.645	.061	.584	10.490	.000	.506 1.977

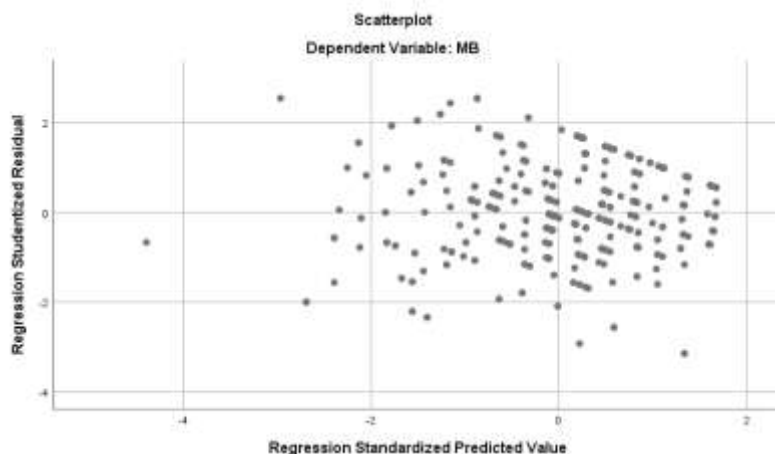
a. Dependent Variable: MB

Source: Data Management Results, 2023

It can be seen that each variable has a tolerance value of 0.506 and a VIF value of 1.977. As found, there is no multicollinearity if the tolerance value > 0.01 and VIF < 10.

### Heteroscedacity Test

Figure 2 Heteroscedacity Test



Based on the scatter plot findings, certain points widen and do not fit the wave paradigm, widen and then shrink. Thus, it states that it does not contain heteroscedacity.

### Multiple Linear Regression Analysis

Multiple Linear Regression Analysis Test Results Table

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.594	1.167		6.507	.000
	KP	.131	.041	.143	2.765	.005
	CM	.645	.061	.584	10.490	.000

The results in this table provide an explanation of the multiple linear regression equation, including:  
 $Y = 7.594 + 0.131 X_1 + 0.645 X_2$

As the above equation, it can be explained among others:

1. Konstata (a) = 7.594 if Product Quality and Brand Image have a value of 0 (zero), then the interest in buying Teh Botol Sosro is 7.594.

2. The Product Quality Variable (b1) has a regression coefficient value of 0.131 which shows the relationship between these variables and the Purchase Intention of Sosro Bottled Tea if there is an increase.

3. The Brand Image variable coefficient of 0.645 shows that there is a correlation between the Brand Image variable and Sosro Tea Bottle Purchase Intention due to an increase.

## T Test

Table 4 T Test Results

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.594	1.167		6.507	.000
	KP	.131	.041	.143	2.765	.005
	CM	.645	.061	.584	10.490	.000

a. Dependent Variable: MB

Source: Data Management Results, 2023

In table 4 above shows the results of partial hypothetical test data (T-Test), namely;

### a. Determining hypotheses

H<sub>0</sub> : Product quality does not affect consumer interest in buying Teh Botol Sosro.

H<sub>a</sub>: Product quality affects consumer buying interest in purchasing Sosro Bottled Tea.

### b. Define t table

Significance level using  $\alpha = 5\%$  or 0.05

T table = t (  $\alpha/2$  ;n-k)

= t ( 0.05/2 ;400-3)

= t (0.025 ;397)

= 1.966

### c. Rules

If t counts < t table, it means H<sub>0</sub> Accepted, H<sub>a</sub> Rejected

If t counts > t table, it means H<sub>0</sub> Rejected, H<sub>a</sub> Accepted

## 4. Conclusion

Based on the explanation, H<sub>0</sub> was rejected and H<sub>a</sub> was accepted because the t value of product quality and brand image count was higher than t table (2.765 > 1.966) and (10.490 > 1.966) with significance levels (0.005 0.05). (0.000 0.05). The attractiveness of Teh Botol Sosro to consumers as a purchase is significantly affected by product quality and brand image.

## Test F

Table 5 F Test Results

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2228.824	2	1114.412	120.520	.000 <sup>b</sup>
	Residual	3670.926	397	9.247		
	Total	5899.750	399			

a. Dependent Variable: MB

b. Predictors: (Constant), CM, KP

Dknow that the significant value = 0.000 0.05 and f calculate > f table (120.520 > 3.018). So, concluding the purchase intention of Teh Botol Sosro is influenced by product quality and brand image.

### Dethermnation Coefficient

Table 6 Results of the Coefficient of Determination



Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.845 <sup>a</sup>	.713	.709	1.901

Source: Data Management Results, 2023

From Table 6 it can be seen that the R-value is 0.845 and the R-squared (R<sup>2</sup>) is 0.713. Numbers are useful in evaluating the effect of product quality as well as product image on buying interest by using the formula:

$$KD = r^2 \times 100\% \quad KD = (0.845)^2 \times 100\% \\ KD = 71.3\%$$

Based on these findings, the independent variables of product quality as well as brand image had an effect of 71.3% on the dependent variable of purchase intent, with the remaining 28.7% coming from other factors not covered included.

## 5. Discussion

### 1. The Effect of Product Quality on Interest in Buying Sosro Bottled Tea

As the results of the hypothesis test on the variable Product Quality on Buying Interest that has gone through data testing, that Table t test: (2.765 > 1.966) H<sub>0</sub> is rejected while H<sub>a</sub> is accepted, and there is a partially significant effect, if the significance value is less than the significance level, or (0.005 0.05). This is in accordance with Luciana's (2019) research, which found that the buying interest variable directly benefits from the positive t value indicated by the product quality variable.

### 2. The Effect of Product Quality on Tea Buying Interest in Buying Sosro Bottled Tea

Based on the results of tests conducted on the relationship between product quality and buying interest, data processing was successfully carried out. It is clear from the findings that there is a relationship between brand image and buying interest in Sosro Tea Bottled which is proven by the calculated t value and table t (10.490 and 1.966) and the significance value higher than the "level of significant" (0.000 [ $<0.05$ ]). This is according to research by Ade et al. (2021) entitled The Effect of Product Quality, Price, Design and Merck Brand Image on Repurchase Interest in Shoe Goods, which found that brand image has a significant effect on repurchase interest. .

### 3. The Influence of Product Quality and Brand Image on Tea Buying Interest in Buying Sosro Bottled Tea

The coefficient of determination can be used to determine measures that affect product quality and brand perception. R Square is equal to 0.71. Thus, it can be said that 71.3% of buying interest is influenced by products and brand image, while the remaining 28.7% is influenced by other factors. This is according to Gunawan's research from 2020, The Effect of Price, Product Quality, and Brand Image on Buying Interest.

## 6. Conclusions and Suggestions

As explained above, conclusions can be drawn, among others:

1. As the results of the descriptive analysis of the product quality variable is in the good category, which is 76.5%. This shows that Teh Botol Sosro is a packaged beverage product that is suitable as an option and has good product quality.

2. As the results of the descriptive analysis of the brand image variable are categorized as good, which is 81%. Interpreting Teh Botol Sosro is a packaged tea drink that can be used as a choice of packaged tea drinks for consumers and has a good brand image reputation

3. H<sub>0</sub> is rejected and H<sub>a</sub> is accepted as the hypothesis test of T test of 2.765 and 1.966, and the t value of the brand image variable is 10.490 and the table t value is 1.966, the significance value is smaller than the significance level (0.005 0.05) using a value of 0.000. So, H<sub>0</sub> is rejected and H<sub>a</sub> is accepted, and according to the calculated t value > t table (10.490 > 1.966) and the significance value of 0.000 0.05, there is a significant relationship between the brand image of Teh Botol Sosro and buying interest. So that the interest in purchasing Teh Botol Sosro is influenced by brand image and product quality.

4. Based on the findings of the hypothesis test with an F count of 120.520 and a value of 3.018 for the F table, we can estimate the magnitude of the influence of product quality and brand image on the

interest in buying Sosro Bottled Tea simultaneously. Nilai  $f$  calculate  $> f$  table ( $120.520 > 3.018$ ) and the significance value of 0.000 is less than 0.05, thus concluding that both product quality and brand image influence the buying interest of Teh Botol Sosro.

#### **Advice for companies**

1. Researchers suggest that the company can increase innovation in products so that Teh Botol Sosro products have characteristics that can be recognized by consumers compared to competing products.
2. Researchers suggest that companies can do marketing and *branding* of new products so that consumers can remember Teh Botol Sosro products

#### **Advice for Future Researchers**

It is expected that the next peeliti can examine with the same object but replace or add variables and use different data analysis techniques.

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