

The Effect of Product Quality on People's Buying Interest in Xiaomi Smartphones

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Abstract

This study aims to find out how the quality of the product on Xiaomi smartphones at Counter Cell Batam, how interest in buying Xiaomi smartphones at counter cell Batam, and how the influence of product quality on interest in buying Xiaomi smartphones at counter cell Batam. The research method used is associative method with quantitative data type and ordinal scale. Respondents taken in this study were Batam Counter Cell users with a total sample of 68 people. And processing the data obtained from the distributed questionnaires and then tested using the validity test, reliability test, simple correlation test, coefficient of determination test, and hypothesis testing using t test > t table or $8,238 > 1,670$, then H_0 is rejected and H_a is accepted. which means that product quality (X) has a positive effect on buying interest (Y) on Xiaomi smartphones at Counter Cell Batam, with a strong correlation coefficient of 0.712 and a coefficient of determination of 50% and the remaining 50% is influenced by unchecked factors. Thus, it can be concluded that product quality has a positive effect on buying interest in Xiaomi smartphones at Counter Cells Batam. On the other hand, if the quality of the product is improved, the purchase intention will also increase.

Keywords— Quality Product, Xiaomi, Smartphones

PRELIMINARY

In the current era of globalization, marketing is part of company management and is also a very important factor, because direct marketing will affect the smoothness and success of a company in achieving its goals. It is important for a company to know the right and right marketing strategy for the products to be sold in the market. With the right and right marketing strategy, the product will be easily accepted by potential consumers so that potential consumers buy the products they want to sell. In addition to marketing strategies, companies need to know the position of the products being sold. The rankings here show a comparison of the market share and market growth of competitors for similar products from other companies.

Along with advances in technology and information, users will also continue to receive guaranteed protection from the State in making purchase transactions as users, which is regulated by the State in Law Number 8 of 1999 concerning Consumer Protection (UUPK) which states that consumer protection is any effort taken guaranteeing legal certainty to provide protection to consumers. Consumer protection is based on benefits, fairness, balance, safety and security in using products and services and choosing them according to the exchange rate and terms according to the agreement. Products used by consumers of course need to be guaranteed the safety of their use. Good products and services will always be sought after by consumers.

Product quality is indeed a consideration for every consumer in choosing and using a product, because good quality will affect the consumer's buying interest. Quality must be measured from the consumer's point of view of the quality of the product itself, so consumer tastes are very influential here. So in managing the quality of a product must be in accordance with the needs of

consumption by consumers. In this case, it is important to maintain the consistency of product output at the level of quality desired and expected by consumers.

Buying interest comes from the learning process and thinking processes that form perceptions. This buying interest creates a motivation that is recorded in his mind and becomes a very strong desire so that in the end when a consumer needs to fulfill his needs, he will realize what is in his mind. The buying process begins when consumers buy there is a need problem. Consumers who buy are aware of the difference between the actual situation and the state they want, consumers are interested in the product and want to buy. The consumer's decision to buy a product is based on buying interest.

Counter Cell Batam is a company engaged in trading All Operator Providers as well as several brands of Mobile / Devices. Especially for Xiaomi brand smartphones and the various products that Xiaomi offers can be chosen by consumers. Based on the results of observations and interviews conducted with the marketing or marketing department related to the declining interest in buying Xiaomi smartphones, among others:

- There are some users who prefer other brand smartphones compared to Xiaomi brand smartphones.
- There are users who still do not have the commitment to continue using Xiaomi brand smartphones.
- Users who have used Xiaomi smartphones don't recommend it to others, so many don't know about Xiaomi products.
- Some users consider Xiaomi Smartphones to heat up quickly when used and the battery runs out quickly, so users switch to using other brands of smartphones.

Product quality

According to Kotler and Armstrong (2012) define "Product quality: The characteristics of a product or service that indicate its ability to meet customer needs, expressed or implied". This opinion states that product quality is a feature of a product or service that supports its ability to meet customer needs.

Buying Interest

According to Priansa (2017) consumer buying interest is a very complex problem, but it must be a concern for marketers. Consumer buying interest can arise as a result of the stimulus (stimulus) offered by the company. Each of these stimuli is designed to produce a consumer's purchase action.

RESEARCH METHODS

In this research, the writer uses associative descriptive method. The descriptive method is a systematic description of the theories and research results that are relevant to the variables studied. While the associative method aims to determine the relationship between two or more variables, with the form of a causal relationship, namely a relationship that shows cause and effect.

In carrying out this research, the author uses data collection techniques in the following ways:

- 1) Questionnaire or questionnaire.
- 2) Observation.
- 3) Interview or interview.
- 4) Literature Review.

The data obtained from the study were then processed and analyzed using the Quantitative Analysis method, namely data analysis using statistical formulas in the form of validity and reliability tests, simple correlation coefficient analysis, multiple correlation coefficient analysis, coefficient of determination and hypothesis testing.

RESULTS AND DISCUSSION

Consumer buying interest is a very complex problem, but still must be a concern for marketers. Consumer buying interest can arise as a result of the stimulus (stimulus) offered by the company. Each of these stimuli is designed to produce a consumer's purchase action. Kotler and Keller in stating consumer buying interest is consumer behavior where consumers have the desire to choose, use, and take or want a product offered.

The indicator with the highest score is the information gathering indicator on the exploration interest dimension with a score of 300 in my statement that I will collect as much information as possible about Samsung products before making a purchase. This is in line with the theory of exploratory interest (Priansa, 2017) which describes the behavior of consumers who continuously seek information about the products they are interested in. This means that users who feel interested will usually collect information about Samsung products. This means that the indicators of gathering information about Samsung products run smoothly and effectively. Furthermore, the indicator with the second highest score is an indicator of trust in the transaction importance dimension with a score of 290 on the fact that I am interested in buying a Samsung smartphone because of my belief in a good product reputation. This is in line with the theory of transaction interest according to (Priansa, 2017) the tendency of consumers to always buy products (goods and services) produced by the company, this is based on high trust in the company. This means that consumers believe that Samsung products have a good reputation in the eyes of buyers. This means that the trust indicator for Samsung products is running well and effectively.

While the indicator with the lowest score is the recommendation indicator on the reference interest dimension with a score of 276 in the statement I am willing to recommend Samsung smartphones to others because they have different features from other smartphones. This is not in accordance with the theory of reference interest, namely the tendency of consumers to refer their products to other people. This means that users do not recommend Samsung products to others because the product features do not meet user needs. This means that the indicators that recommend Samsung products do not run well according to the company's targets

And the indicator that has the second lowest score is the purchase intention indicator on the transaction interest dimension with a score of 277 on my statement that I have a desire to buy a Samsung smartphone compared to other smartphones. This is not in line with the theory of the importance of transactions according to the tendency of consumers to always buy the company's products (goods and services), this is based on high trust in the company. This means that consumers are not interested in buying a Samsung smartphone and choose another smartphone. This means that the indicator of the desire to buy Samsung products on Neo Komunika has not been running well and effectively. Based on the results of research conducted on Samsung smartphones at Neo Komunika with questionnaires distributed to 68 respondents, the majority of users agree with the statement of interest in buying. This proves the theories used as a reference and by performing calculations in accordance with the respondents' answers in the questionnaire regarding buying interest. The total score of buying interest can be seen from the measurements on each indicator. It can be seen from the results of the purchase intention evaluation scale that users get a score of 2.253 which indicates that the implementation of buying interest on Samsung smartphones in Neo Komunika is not perfect. Then the score lies between 2,176 and 2,720 points. This shows that the interest in buying Samsung smartphones at Neo Communications is in the good category.

The Influence of Product Quality on Buying Interest

One of the factors of interest in buying a Samsung smartphone at Neo Komunika is influenced by the quality of the product which is one of the supports that make a product chosen by the public to be purchased and used. The quality of the products offered determines how much public interest in this product. Agree with the research findings of Abhigyan et al (2014) which states that buying interest is influenced by product quality. The higher the consumer's perception of quality in using a product, the higher the desire or interest to return to using the same product. Based on the results of calculations with correlation coefficient analysis from SPSS 24 software calculations with results of 0.712 in the range 0.600-0.799 with correlation coefficient interpretation guidelines according to Sugiyono (2016), it can be interpreted that the relationship between product quality and purchase intention has a "strong correlation". a positive relationship between product quality and purchase intention with a strong level of relationship means that the quality of the product has been carried out well so that it affects buying interest, and the correlation is significant.

While the hypothesis test using the t-test shows a significance value of $0.000 < 0.05$, it can be concluded that H_0 is rejected and H_a is accepted, which means that product quality has a positive effect on buying interest in Samsung smartphones at Neo Communications. . Based on the results of data processing, it is known that product quality has a positive effect on buying interest. This finding further strengthens the theory put forward by Kotler and Armstrong that product quality is how the product has a value that can satisfy consumers from a physical and psychological perspective that shows the nature or properties contained in a product produced. The results obtained are in line with the results of research conducted by (Satria, 2017) that product quality has a significant effect on consumer buying interest in the A-36 business. Thus it is known that the quality evaluated by consumers will determine consumer interest in making purchases. The better the consumer's assessment of the product, the greater the buying interest.

CONCLUSION

This study aims to determine the effect of product quality and buying interest and product quality on people's buying interest.

1. The quality of the product on the xiaomi smartphone at the Batam counter cell is in the good category. This is obtained based on the responses of respondents in general who agree with the acquisition of a product quality rating scale of 4,616 which is located between 4,352 and 5,440 points or has an effectiveness value of 84% which indicates that the application of product quality on Xiaomi Smartphones in Batam is not perfect. An indicator that has been going well is the perceived quality dimension, namely the brand indicator, where consumers have felt that Xiaomi smartphones have advantages or good brand quality. While the indicator that is felt to be lacking is the usability dimension which is a speed indicator where users feel that Xiaomi has not been able to provide speed in terms of serving users who experience damage to their products so that they are not as expected by users.
2. Based on the results of statistical analysis calculations with formula calculations and SPSS 24, the t-test results show the t-count value of $8.238 > t_{table} 1.670$, then H_0 is rejected and H_a is accepted which means product quality (variable X) has a positive effect on buying interest (variable Y) on Samsung smartphones in Neo Komunika, with a correlation coefficient there is a "strong" influence of 0.712 this means that there is a positive relationship between product quality and purchase intention, meaning that if the product quality is done well it will affect consumer buying interest, as well as if the product quality is not good. If done properly, it will have an impact on decreasing buying

interest. Then the value of the coefficient of determination (KD) is 50% and the rest is influenced by other factors not examined by researchers

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