

Determination of Purchasing Decisions through Purchase Interest: Analysis of Somethinc Skincare Product Quality

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Abstract: This article discusses the influence of Product Quality through Purchase Decisions on Purchase Intention. This research is a quantitative research where the objects used are Generation Z in Bekasi City. The number of samples used in this study was 200 respondents. The design used is hypothesis testing using the structural equation model (SEM) method - SmartPLS 4.0. Based on the conceptual framework created, it can be concluded that the hypothesis is that product quality has an effect on purchase interest and purchase decisions.

Keywords: Purchase Decision, Buying Interest, Product Quality.

INTRODUCTION

Product quality is an important thing that must be attempted by every company if they want their products to be competitive in the market to satisfy consumer needs and desires. Product quality is one of the keys to competition between business actors offered to consumers. Consumers always want to get quality products according to the price they pay, although some argue that expensive products are quality products. A consumer tends to look for a product by looking at the quality displayed. The higher the quality offered by the company for the product, the greater the consumer interest in the product.

Quality has a very important meaning for consumers in their purchasing decisions for a product. If the quality of the product produced is good, consumers will tend to make repeat purchases, whereas if the quality of the product is not in accordance with what consumers want, they will switch their next purchase to other similar products. The influence of product and service quality, customer satisfaction, and company profitability are three things that are closely related. The higher the level of product quality, the higher the level of customer satisfaction produced,

This study aims to determine whether product quality affects the decision to purchase Somethinc skincare products through purchase interest. In this study, another supporting factor is utilizing product quality that has advantages as the main supporting factor that can strengthen purchase interest and ultimately influence purchase decisions.

Based on references from the problems that have been explained previously. The formulation of the problem of this study is as follows:

1. Whether Does Product Quality Influence Purchasing Decisions?
2. What Does Product Quality Affect Purchase Interest?
3. Does Purchase Interest Influence Purchase Decisions?

METHOD

Research Design is a design used by researchers to conduct research. This study uses a quantitative research approach, a research method based on the philosophy of positivism, collecting data using research tools, analyzing quantitative/statistical data, and formulating hypotheses given with the aim of testing them. The sampling technique in this study is strategic and non-random sampling based on certain considerations. The sample of this study consists of consumers who are interested in buying and using Somethinc Skincare products among Generation Z in Bekasi City.

RESULTS AND DISCUSSION

Result

The results of this article based on the problem background, objectives, and methods are as follows:

Product Quality

One of the main values that customers expect from manufacturers is the highest product quality. Product quality is how to describe the product can provide something that can satisfy consumers. According to Kotler and Keller in a research journal (Ali et al., 2017) product quality is the ability of a product to provide performance results that match or even exceed consumer expectations.

Quality can be interpreted as the ability of the product to carry out its functions which include durability, reliability or progress, strength, ease of packaging and product repair and other characteristics (Hadita et al., 2020).

According to (Kotler & Armstrong, 2018) product quality is the characteristic of a product or service that supports its ability to satisfy customer needs. that product quality is an important factor influencing every customer's decision to buy a product (Ernawati, 2019).

According to (Lurpiyoadi & Hamdani, 2017:176) The dimensions of product quality are as follows:

- 1) Performance refers to the core product characteristics that include the brand, measurable attributes, and individual performance aspects.
- 2) Product Diversity (Feraturers) can be in the form of additional products from the core product line which can provide added value to the secondary product.
- 3) Reliability, this dimension refers to the likelihood that a product will fail during a specified time period.
- 4) Conformance is related to the quality of the product's regulations, whether they comply with the standards in the industry.
- 5) Durability is a measure of product durability that encompasses both economic and technical aspects. Technically, product durability is defined as how many times a product can be used by a person without experiencing a decrease in quality.
- 6) Serviceability, which is also referred to as the speed, ability, usefulness and ease of product service.
- 7) Erstertics (Aersthertics) is the most subjective dimension of measurement. Erstertics of product structure can be recognized from how the product looks in the eyes of consumers, how the appearance, taste and overall blend of the product looks.

- 8) Perceived Quality (Perceived Quality) is when consumers do not always have complete information regarding the characteristics of a product.

According to (Tjiptono, 2015) has the following product quality indicators:

- 1) Performance is related to the basic operating characteristics of the product.
- 2) Features are product features that help improve product functionality or increase consumer interest in the product.
- 3) Reliability is the likelihood that a product will operate satisfactorily within a specified time period. The lower the probability of failure, the more reliable the product is.
- 4) Conformity with specifications refers to the extent to which the basic operating characteristics of the product conform to the specifications of the consumer or product is free from identified defects.
- 5) Durability is how long a product's lifespan will last before the product needs to be replaced. The more realistic consumers are in using product lifespan, the more effective it will be.
- 6) Erstertika is influenced by how attractive the appearance of the product's structure is.

Buying decision

Purchasing decision is a process where consumers decide which product to choose to buy based on their needs and expectations that will affect the level of satisfaction or dissatisfaction with the product. According to (Al Hafizi & Ali Hapzi, 2021) Purchasing Decision is a person's attitude when buying or using a product that the person considers to provide satisfaction.

According to Kotler & Armstrong (2022) in the research journal (Dinda & Ali, 2024) states that purchasing decisions are part of buyer behavior and include research on individuals, groups, or organizations that include the selection, purchase, use of products, ideas or experiences that aim to meet the needs and expectations of buyers.

According to (Kotler & Keller, 2016) explains the dimensions of purchasing decisions as follows:

- 1) Problem Recognition: the buying process begins when the buyer recognizes a problem or need triggered by internal or external factors.
- 2) Information Search: a person will try to find more information involved in searching for needs.
- 3) Alternative Evaluation: where after consumers obtain various types of information, consumers will evaluate strategic alternatives to overcome problems.
- 4) Purchase Decision: consumers in the purchasing process will make a decision whether to buy or not.
- 5) Post-Purchase Behavior: consumers will evaluate whether the product is in accordance with their wishes.

According to (Kotler & Keller, 2016:183) buying decision explained through indicators which are divided into 6, namely:

- 1) Product selection means that consumers can decide to buy a product or use their money for other purposes.
- 2) Brand selection means consumers need to decide which brand to buy, each brand has its own differences.
- 3) Selection of distributor location, namely consumers must make a decision about which retail store they want to go to.
- 4) Purchase time, namely consumer decisions in choosing the time of purchase can vary.
- 5) Payment method, namely consumers can choose which payment method they want to use in deciding to purchase a product or service.

Purchase Interest

Purchase interest is a consumer's plan to buy a particular product within a certain period of time. According to Kotler & Keller (2016:181) in the research journal (Fauziah & Ali, 2024) purchase interest shows how likely consumers are to buy a brand and service or how likely consumers are to switch from one brand to another.

According to Philip Kotler and Kevin Lane Keller (2016) in the research journal (Paramita & Ali, 2022), consumer purchasing interest is consumer behavior that consumers want to buy or choose a product based on their choice, use, consumption and even the desired experience.

According to Kotler & Keller (2012:503) in the research journal(Jesslyn et al., 2023)There are 4 dimensions of interest, namely:

- 1) Attention: This stage gets people's attention when they have seen or heard a promotion.
- 2) Interest: the public's interest after basic knowledge of more detailed information about superior products.
- 3) Desire: at this stage society has developed from a simple level to a level of interest in the product.
- 4) Action: making a positive decision towards the company to fulfill the desire to buy.

According to (Kotler & Keller, 2016) purchasing interest is identified through the following indicators:

- 1) Transactional interest, namely a person's tendency to buy a product.
- 2) Referential interest, namely a person's tendency to recommend a product to others.
- 3) Preferential interest, namely interest that describes the behavior of a person who has a primary preference for a product.
- 4) Explorative interest, this interest describes the behavior of someone who is always looking for information about the products they are interested in.

Table 1: Relevant previous research

No	Author, Year	Research Results	Similarities with research	Differences with research
1	(Diana Putri Aristamia et al., 2023)	That brand image, price and product quality simultaneously have a significant influence on diamond buying behavior.	Price and Product Quality variables affect diamond buying objectives	This study uses the Multiple Linear Regression method using SPSS.
2	(Yohana & Ginanjar, 2021)	That the price does not affect the diamond buying target, but the product quality and brand image have a positive and significant effect on the diamond buying target.	Quality VariableProducts and prices for diamond purchasing purposes	Price variables do not affect diamond purchasing decisions
3	(Syauqina Hanifah et al., 2023)	That the Halal Label and Brand Image do not influence diamond buying purposes, but product quality has a positive and	Quality VariableProduct on diamond volatility	The Halal Label and Citra brand variables do not affect the diamond's

		significant influence on diamond buying purposes.		purchase purpose.
4	(Supriyadi & Hadijah, 2023)	That Brand Image does not have a partial influence on purchasing interest, but Product Quality and Product Packaging have a partial influence on purchasing interest.	Product Quality Variables on Purchase Interest	The brand image variable has no effect on purchasing interest
5	(Setyawati et al., 2018)	That product quality, service quality and price have a partial influence on purchasing interest.	Quality Variable Products and prices on buying interest	This study uses SPSS 26 as a tool for testing data
6	(Sabaruddin et al., 2022)	That product quality and price have a positive and significant influence on purchasing interest.	Quality Variable Products and Price to buying interest	This research uses the positivism philosophy method.
7	(Novianti & Asron Saputra, 2023)	That product quality, buying interest and consumer behavior have a positive and significant influence on diamond buying performance.	Variability of product quality and buyer interest in diamond buying purposes	This study uses SPSS version 25 as a tool for analyzing data.
8	(Agus Sriyanto et al., 2019)	That Brand Ambassador, Interest in Buying and Testimonials have a positive and significant influence on diamond buying goals	Variable Interest in Diamond Purchasing Purchasing	This study uses a simpler random sampling method.
9	(Princess Sukma Tari & Hartini, 2021)	That product quality and location do not have a positive and significant effect on diamond buying demands, but buying interest has a positive and significant effect on diamond buying demands.	Variables of Product Quality and Buyer Interest in Diamond Buying Pursuits	This study uses a purposive sampling method

Discussion

a) Product Quality Influences Purchasing Decisions

The results of the hypothesis test show that Hypothesis (H1) Product Quality has a positive and significant effect on Purchasing Decisions. This can be interpreted that the quality provided by something is very consistent in using natural ingredients, thereby increasing consumer purchasing decisions. Products are also one of the variables that determine the activities of a company because without a product a company cannot carry out activities to achieve the expected results. Currently, consumers are increasingly aware of the importance of natural and safe ingredients to use. By maintaining consistency in product

quality, something has succeeded in meeting consumer needs and strengthening loyalty so that consumers feel satisfied with the product.

b) Product Quality Affects Purchase Interest

The results of the hypothesis test show that Hypothesis (H2) Product Quality has a positive and significant effect on Purchase Interest. This can be interpreted that products with high quality standards offer benefits that meet consumer desires can create satisfaction and trust. Consumers will be more likely to make purchases and recommend the product to others. Maintaining and improving product quality is a key strategy to increase the appeal and purchase interest of something products.

c) Purchase Interest Influences Purchase Decisions

The results of the hypothesis test show that Hypothesis (H3) Purchase Interest has a positive and significant effect on Purchase Decisions. This can be interpreted that purchase interest reflects the level of consumer interest and desire to buy a product. When purchase interest is high, consumers tend to be more motivated to make decisions in making purchases. In the evaluation process involves making a series of decisions about the products to be purchased based on brand and interest. The interest that arises in making a purchase creates a motivation that continues to be stored in his mind and becomes a powerful activity that ultimately achieves what is in his mind. then purchase interest arises during the decision-making process.

Conceptual Framework

Based on the formulation of the problem, theoretical studies, relevant previous research and discussion of the influence between variables, the framework for thinking in this article is obtained as below:

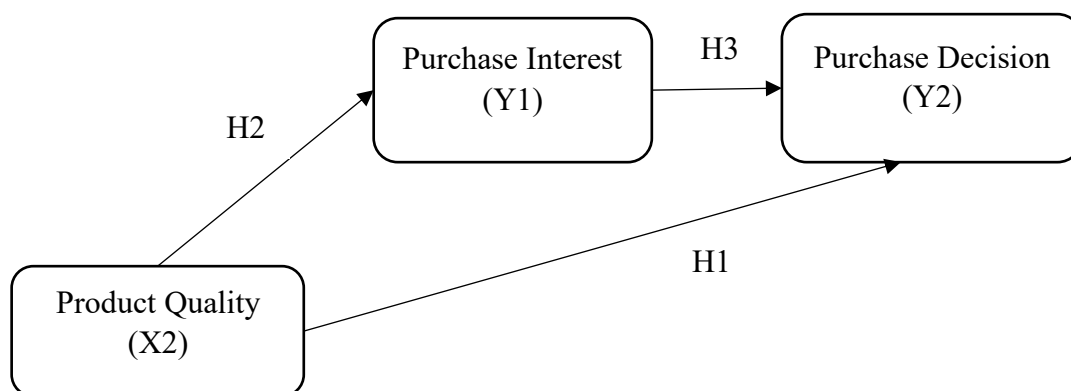


Figure 1. Conceptual Framework

And there are many other factors that influence purchasing interest (Y1), including:

- a) Price :(Hadith, 2019),(Pauzi & Hadita, 2023),(Asri & Hapzi Ali, 2023),(Hernikasari et al., 2022),(Pertiwi & Hapzi Ali, 2022)
- b) Promotion: (Ali, Evi et al., 2018), (Prihartono & Ali, 2020), (Sulistiorini & Ali, 2017), (Hairiyah & Ali, 2017), (Ali, Narulita et al., 2018), (Hasyim & Ali, 2022).

CONCLUSION

This study aims to determine the effect of product quality on purchasing decisions through purchasing interest in something skincare products. Based on the framework that has been described previously, the following hypotheses can be concluded:

- H1: Product quality influences purchasing decisions.
H2: Product quality influences purchase interest.
H3: Purchase Interest influences Purchase Decisions.

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