



THE EFFECTIVENESS BRAND IMAGE AND PRODUCT QUALITY ON CONSUMER PURCHASE INTEREST IN SIDIKALANG COFFEE

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ABSTRACT

Coffee is one of the most popular drinks in society. The purpose of this study was to determine and analyze the significant effect of brand image and product quality on consumer buying interest in Kopi TanpakSidikalang. The population in this study are customers or consumers at Kopi TanpakSidikalang in the Dairi area totaling 315 respondents. The sampling technique used in this study is non-probability sampling. The data analysis method used is quantitative method and data analysis method consisting of classical assumption test consisting of normality test, heteroscedasticity test, multiple linear regression test, hypothesis test consisting of t and the f test and the coefficient of determination (R²) test. Work on the data analysis method using the help of SPSS 22 Forwindows. This study concludes that the variables of brand image and product quality have a positive and significant effect on buying interest in Sidikalang Coffee. These results can be seen based on the coefficient of determination test which produces an R square value of 0.973. This shows that the brand image and product quality are able to influence consumer buying interest in Sidikalang Coffee 2.27%.

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1. Introduction

Coffee is a drink that is loved by all people. Apart from the taste, coffee is also very popular because it can relieve drowsiness. Instant coffee is in great demand by consumers who like coffee or who consume coffee. The increasing demand for coffee certainly encourages the emergence of new instant coffee producers, with current technological advances being able to create products with variants with almost similar flavors. This situation certainly makes it difficult for instant coffee producers to market their products to consumers. Instant coffee producers are required to be smarter and more creative in creating marketing strategies for their products. One form of marketing strategy that can be used in dealing with this situation is to pay attention to product quality, the Indonesian people are one of the large coffee consumers, where Indonesian coffee consumption tends to increase every year. Apart from people's habits/traditions, there are also changes in lifestyle/trends where coffee is demanded by all walks of life from various backgrounds. In addition to being a consumer, Indonesia is the third largest coffee producer in the world after Brazil and Vietnam, which consists of two variants, namely Robusta coffee and Arabica coffee (Donald Rondonuwu.2020).

Brand image is very important to distinguish products from competitors according to Arnould (2015; 65). Brand image is a description of consumer associations and beliefs about a particular brand, brand image has the meaning of an image of a product in the minds of consumers in bulk. Everyone will have the same image of a brand (according to Kotler and Armstrong, 2008). Product quality is a potential strategic weapon to beat competitors. The ability of product quality to perform various functions including appearance, taste, taste, and texture when consumed.

According to Kotler and Keller (2019). The first factor that influences buying interest is product quality. Product quality is currently very much considered by consumers initially, buying interest is something in a



person's condition on the subjective possibility dimension which includes the relationship between the person himself and several actions, while (Mustap et al. 2018). Define buying interest as consumer behavior to respond positively to the service quality of a brand and be interested in re-consuming the product or brand.

Tampak Sidikalang is engaged in the industrial sector, namely processing and trading. The Sidikalang Powder Coffee Business is interesting to discuss because it is a pioneer in the establishment of a ground coffee business in Sidikalang. The Withoutk coffee powder business is famous for its uniqueness, where this ground coffee is made from selected Original Robusta coffee that grows in the Dairi district and surrounding areas. The specialty of this Sidikalang coffee taste is worth trying, the aroma of real coffee is clearly felt even when the packaging is first opened, Sidikalang coffee is famous for being the king of coffee in North Sumatra. At first, this coffee was liked by many people, but in the last 2 years, the demand for this coffee is not stable due to the emergence of many new coffee producers, with more attractive packaging and quite a lot of flavor variants. Meanwhile, Sidikalang coffee is not optimal in creating flavor variants, this is what has caused a decrease in public buying interest in Sidikalang coffee.

Based on the results of the initial observations that the researchers made, the quality of this Sidikalang coffee product has not met the needs of some consumers, one of which is coffee lovers among young people. The reason is the distinctive taste of coffee which tends to be bitter, the character is heavier, and is added with the aroma of nuts, ginger and ginseng. The researcher also conducted interviews with several consumers who had consumed this product, some of them admitted that the popularity of the coffee without Sidikalang had decreased, some consumers chose to switch to other products, the packaging for the coffee was not attractive in the eyes of consumers, and a sense of consumer dissatisfaction with the product. This is the cause of the decline in the image of the coffee brand without the appearance of Sidikalang in the eyes of the public. Product quality and brand image that is not good in Sidikalang coffee is the cause of people not making purchases, even those who have consumed do not repurchase the product

2. Method

Research design can be defined as a plan, measurement, and analysis of data, based on the statement of the study. Define the problem as an indication of the research phenomenon, then determine the title of the research. (Currently. 2017). In this case, the researcher used a qualitative approach. A qualitative approach is a research method based on positive philosophy, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, (Sugiyono, 2016). This method is also a scientific or scientific method because it has fulfilled concrete or empirical, objective, measurable, rational and systematic rules. This research was conducted at UD. Withoutk Sidikalang, Jl. Sudirman No. 71, Sidikalang District, Dairi Regency, North Sumatra, starting from March to July 2021.

3. Result

a. Company Profile

Sidikalang Coffee was founded in 1987, in Dairi district which started with a small industry, namely UD.Tampak Kopi Robusta Sidikalang which is located on Jln. Old Market No. 71 Sidikalang and its entrepreneur Sabilal Rasyad Maha. Where at the time Sabilal Rasyad Maha wanted to raise the prestige of Sidikalang coffee by building a small industry made from Sidikalang's original robusta coffee. UD.Tampak Sidikalang has experienced a fairly rapid and advanced development, this can be seen from the development of production, development of labor and the breadth of the marketing area. The development of the workforce can be seen from the amount of production per day. Withoutk Trading Business has been producing coffee powder at 5 tons per month, and the Kapank Dagang Business has also marketed coffee powder to Jakarta. The marketing of the merchandising business also has a strategy in competing against other products and brands, because in a marketing without being based on a good strategy, marketing will not work well. The strategy carried out by Usaha Dagang Kapank in marketing is the name of the product itself which is an abbreviation of Tanah Pak-Pak.



Figure 1. Product of Sidikalang Coffee

b. Multiple Linear Regression

Multiple linear regression analysis is intended to determine the relationship between the variables X1 (Brand Image), X2 (Product Quality) and Y (Purchase Interest) to obtain accurate results. The general multiple regression equation is:

$$Y = a + b.X1 + b.X2$$

TABLE 1.
MULTIPLE LINEAR REGRESSION ANALYSIS RESULTS

Model		Coefficients ^a			T	Sig.	Collinearity Statistics	
		Unstandardized Coefficients	Standardized Coefficients				Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	2.517	.713		3.531	.001		
	Variabel Citra Merek (X1)	.409	.231	.303	1.773	.005	.012	80.007
	Variabel Kualitas Produk (X2)	.637	.159	.685	4.014	.000	.012	80.007

a. Dependent Variable: Minatbeli(Y)

Sumber : hasil pengolahan SPSS 22

Based on the results of the data processing above, it can be seen that the regression model for the equation shown in the second column of Unstandardized Coefficients part B obtained the value of b1 for the brand image variable of 0.409, and b2 of the Product Quality variable of 0.637, while the constant (a) is 02,517, then the model is obtained from the results equation. multiple linear regression as follows: $Y = 02,517 + 0,409X_1 + 0,637X_2 + e$ Based on the above equation, it can be described as follows: Constant (a) = 07,498 this indicates constant buying interest where if the variables are Brand Image (X1) and Product Quality (X2) = 0, then buying interest = 02,517 The coefficient b1 (X1) = 0.409 shows the brand image variable on product quality, in other words, if the Brand Image variable is increased, the buying interest will increase. The coefficient b2 (X2) = 0.637 shows the product quality variable on buying interest, in other words, if product quality is improved, buying interest will increase.

Table 2.
Partial Test (t)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.517	.713		3.531	.001
Variabel Citra Merek (X1)	.409	.231	.303	1.773	.005
Variabel Kualitas Produk (X2)	.637	.159	.685	4.014	.000

Sumber : hasil pengolahan SPSS 22 (2021)

Based on table 4.16 it can be explained that brand image (X1) affects the purchase interest variable (Y), then H_a is accepted and H_0 is rejected. This can be seen from the value of t_{count} (1.773) > t_{table} (1.293) and the significance value is $0.005 < 0.05$. Based on table 4.16 it can be explained that Product Quality (X2) has an effect on the buying interest variable (Y), then H_a is accepted and H_0 is rejected. This can be seen from the value of t_{count} (4.014) > t_{table} (1.293) and the significance value is $0.000 < 0.05$.

4. Discussion

a. The Influence of Brand Image on Buying Interest

Brand image is something that can be seen as a functional advancement. Products that take a step further are always seeking improvement, presenting something new and unique that is different from the existing ones, then the brand image reflects the feelings that consumers and businesses have about the entire organization as well as individual products or product lines. According to Ratri (2017), there are three indicators that make up a brand image, namely as follows;

- 1) Product Attributes Are matters related to the brand itself, such as packaging, taste, price, and others contained in Kopi Withoutk Sdikalang.
- 2) Consumer Benefit It is the use of the product from the Sidikalang Coffee brand.
- 3) Brand Loyalty is an association regarding the personality of the Sidikalang Coffee product.

And from the 3 indicators mentioned by Ratri (2017) above, the Sidikalang coffee must make changes in terms of the image of the brand itself so that it will increase the interest of customers to buy Sidikalang coffee. If Kopi Withoutk Sidikalang makes creative innovations to the brand image such as display or information, it is an important attitude to increase consumer arrivals and consumer tastes. Kopi Withoutk Sidikalang, which always carries out Brand Image in its products, creates success and success in the products it produces. On the other hand, if the brand image that is carried out by Sidikalang Coffee does not match expectations or lacks creativity, then the arrival of consumers is not too high for Sidikalang Coffee.

The results of this study indicate that the hypothesis H_{a1} is accepted, namely Brand Image has a partial effect on Buying Interest in Sidikalang Coffee with a value of t_{count} (4.014) > t_{table} (1.666) and a significance value of $0.000 < 0.05$. In this study, the brand image variable is measured through 3 indicators of product attributes, consumer profits, brand loyalty. From the results of this study, it is known that the respondents' responses to product yield indicators who agree more are statements about UD.Tanpak Sidikalang salespeople not being pushy when offering their products, then followed by indicators of features of features that agree more are the statements of Kopi Withoutk Sidikalang is very well used for all circles. The product attribute indicator statement that states strongly agree more is that I know UD's products. Without Sidikalang. Then the indicator of brand loyalty that states strongly agree more is a statement through the sales and purchase process that can create a good relationship between UD. Withoutk and society.

The results of this study are in line with previous research conducted by Daniel Adhi Satria (2017) The results of the analysis show that brand image and product quality have a significant effect on consumer buying interest in Xiaomi products. And brand image is a variable that has a dominant influence on consumer buying interest than product quality.

b. The Effect of Product Quality Variables on Buying Interest

Product quality is the selling point of a product, if the product is perceived by consumers as having quality then it will affect the arrival of consumers to make repeat purchases. By improving the quality of the product, it will foster buying interest and require an increase in 4 things, namely:

- 1) Appearance creates an impression on a drink, for example, color, portion, design in Sidikalang Coffee. The freshness of a drink is most often seen from the appearance of the drink itself.
- 2) Taste Flavor is an important attribute of a Sidikalang Coffee drink which is a mixture of taste, smell, sour, and bitter in the Sidikalang Coffee drink.
- 3) Taste is the sensation that is received when the drink is in the mouth, the taste of the Sidikalang Coffee which tends to be bitter.
- 4) Texture is the parts of the drink itself that show a structure, in Kopi Withoutk Sidikalang there is a Fine texture that resembles sand but is soft and very smooth when touched. Product quality and buying interest must be beneficial to both parties. This means that customers have to get the best product quality from Sidikalang Coffee and also benefit from customers and give a positive attitude towards the products/menus and services at Sidikalang Coffee . Following up on this, Kopi Withoutk Sidikalang must build good service and communication relationships with customers and the tastes expected by customers will be further improved, so that customers give positive comments to Kopi Withoutk Sidikalang for the innovations made to the product/menu and the best service. So indirectly the customer will validate the advantages given to Sidikalang Coffee to other customers. If the quality of the product is not good and there is less variety, it will make consumers reluctant to come again to Kopi Withoutk Sidikalang. The results of this study indicate that the hypothesis Ha2 is accepted, namely Product Quality has a partial effect on buying interest in Sidikalang Coffee with a value of $t_{count} > t_{table}$ so that the Product Quality variable (X2) is $t_{count} (4.014) > t_{table} (1.666)$ and the significance value is $0.000 < 0, 05$. In this study, the product quality variable was measured through 4 indicators, namely appearance, taste, taste, texture. From the results of this study, it is known that the respondents' responses to the statement of taste that agree more are statements about caffeine levels and distinctive aroma in coffee, then followed by texture indicators which state more agree, with respondents' statements about the surface of coffee and coffee having a very smooth texture. The results of this study are in line with previous research conducted by Trivosa Aurelia Kussoy. Brand image and product quality simultaneously have a positive and significant effect on purchase intention.

c. The Influence of Brand Image and Product Quality on Buying Interest in Sidikalang Coffee

Buying interest is the goal of producers in producing their products, with high buying interest will certainly increase production with increased production will make the company healthier. There are 4 indicators that will increase consumer buying interest

- 1) Transactional interest, a person's tendency to buy Sidikalang Coffee products.
- 2) Referential interest, a person's tendency to recommend Sidikalang Coffee's products to others.
- 3) Preferential Interest, an interest that describes the behavior of a person who has a primary preference for the Sidikalang Coffee product.
- 4) Exploratory Interests, interests that describe the behavior of someone who is always looking for information about Sidikalang Coffee products.

From these four indicators, Kopi withoutk Sidikalang must improve the brand image and quality of its products. Kopi Withoutk Sidikalang, which has been the king of coffee in North Sumatra for 2 years, has been disturbed by the emergence of various other types of coffee, with the proliferation of coffee producers that have more packaging, interesting and comes with various variants is a new challenge for Sidikalang Coffee. Therefore, Brand Image and Product Quality of Sidikalang Coffee have an effect on people's buying interest. The results of this study indicate that Brand Image and Product Quality have a significant effect simultaneously (simultaneously) on buying interest in Sidikalang Coffee Withoutk. It can be seen in table

4.17 that the fcount value is 1335,880 with a significance level of 0.000, while the ftable value at $\alpha = 0.05$ is 3.97. So it can be concluded that $f_{count} (1335,880) > f_{table} (3.97)$ and the significance level $0.000 < 0.05$. This indicates that the results of the study reject H_0 and H_a is accepted. In this study, the product quality variable was measured through 4 indicators, namely transactional interest, referential interest, preferential interest, and exploratory interest. From the results of this study, it is known that the respondents' responses to statements of preferential interest who stated that they agreed more were statements about me going to make coffee withoutk as my coffee of choice and I was proud and believed in coffee withoutk sidikalang, followed by transactional interest indicators which stated more agree, with the statement that I will buy the product of the look of kirikilangilang in the near future and after seeing the product of the coffee of the appearance of Sidilang, I immediately bought it. The results of this study are in line with previous research conducted by Nopitasari 2021. Brand image has a significant effect on buying interest and the product quality variable has a significant positive effect on buying interest.

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