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QUALITY PERCEPTION ANALYSIS ON PURCHASE INTENTION (DING TEA BRAND IN BATAM)

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ABSTRACT

Perceived quality can be a company marketing strategy over a product and forming a relationship between producers and consumers. This study aims to examine and analyze the influence of factor effecting purchase intention of brand Ding Tea in Batam. By using purposive sampling obtained 195 respondents. Using multiple linear regression to data analysis and validity, reliability and classical assumption tests. this study proves perceived quality affect purchase intentions. From this study, it is expected that companies pay more attention to product quality and consumer reviews to increase purchase intention.

Keywords: Perceived Quality; Purchase Intention

INTRODUCTION

The topic of quality has no limit, especially the topic of quality of goods and services. Every consumer wants quality regardless of his ability to obtain it. The formulation of a strategy in determining quality will guarantee the implementation of quality itself. At the present time, marketing is the most influential factor for the business development of business people. A business that has mediocre products can be successful because the company's sales strategy is good and convincing, conversely if a business has quality products but a weak and bad marketing strategy, it will not experience maximum sales.

Every company definitely wants to make a profit and a wide market share for the sales of the products it produces. There are many types of strategies and methods that can be chosen by each manufacturer to solve this, such as by creating brand awareness (brand), forming other quality perceptions that are known by the wider community. Many studies have found that perceived quality has a significant positive effect on the purchase intention variable (Widjanarko, 2019). Perceived quality is the quality capacity that emerges in customers' minds when they are thinking about the product. Quality becomes very difficult not to be remembered by customers because it is the dominant level of awareness that has been achieved by customers and without being reminded automatically customers will present these brand elements (Aaker, 2019).

The perception of quality itself is formed from quality. Quality is one of the keys to a company's success, and can win the competition in the market. Companies that are able to provide and provide high quality and superior products, these companies have built a foundation that can

create customer satisfaction and interest. Related to quality, perceived quality is a forming factor that influences the company. There are two product quality assessments, namely based on extrinsic and intrinsic. Intrinsic related to the physical characteristics of the product. While extrinsic is related to brand image, price. Perceived quality has a positive influence on consumer purchase intentions (Widjanarko, 2019).

According to (Geby Laylany Widjanarko, 2019: 22), Perceived quality is the overall evaluation and view of consumers regarding the quality and advantages offered by the company. According to (Claudia Bimantari, 2019: 9), indicators for measuring perceived quality variables are:

1. Product-producing materials from product brands that have superior quality ingredients that are justified by consumers.
2. Product brand color. The color of a product that has appeal to consumers.
3. Brand style that is always attractive Display products that attract the attention of consumers and have their own characteristics.

According to (Geby Laylany Widjanarko, 2019: 23) Purchase intention is a decision made by consumers with reasons consumers buy the product. Indicators in purchase intention are:

1. Transactional Interests. The desire felt by consumers in obtaining the product.
2. Referential Interest. The willingness of customers to provide recommendations or suggest products to other customers.
3. Preferential Interest. Consumer interest which provides an overview of the behavior of consumers who have preferences or top priority for the product. The main priority or preference choice can be changed if something happens to the previous product preference.
4. Explorative Interests. This interest provides an overview of the consumer's character for the product he is interested in, where the consumer will first collect information about the product.

In 2004, the founder of the Ding Tea beverage franchise Mr. Xu Wei-Xiang felt that although there were many franchises in the beverage market, the quality was inconsistent. Holding on to the belief to offer consumers newer, better quality drinks and to build the ideal beverage franchise brand, he decided to create the Ding Tea beverage franchise. The goal is to promote a new philosophy of tea drinking, introduce new trends in drinks and new energies in the franchise system. Through the advantage of price, high quality, small profit and quick return concept, he aims to change the conventional perception that quality tea comes with a price, so that more people can get to know Taiwan's tea drinking culture through franchising.

In almost every mall in Batam you can find Ding Tea products because the outlets are independent. In terms of good quality, it is the best because based on an oral interview survey in the market, 9 out of 10 people responded that if you want a reliable boba drink, please enjoy Ding Tea. It is not surprising that the price offered is expensive by looking at the quality factor, the packaging size is smaller, which affects consumer buying intentions.

Business competition for this type of beverage is becoming very tight and Ding Tea cannot reduce quality but at least maintain it because one thing that must be realized is that e-WOM can become a strategy in marketing communications. Because at this time online reviews are the talk of almost all people today. The problem with Ding Tea is that there are potential consumers who see the results of reviews from several netizens on social media who think that the taste of the

drinks offered is consistent, these reviews make potential consumers who want to buy never hesitate.

One thing consumers doubt is that competitor products also offer the same quality at the same price and some even offer at a lower price. Based on the background of these problems, this research will be followed up under the title "Analysis of Quality Perceptions of Purchase Intention on the Ding Tea Brand in Batam".

In business competition, Ding Tea is very aware of various marketing strategies and can be a marketing communication relationship strategy, because online product evaluation is now the talk of almost everyone at this time. Perception of quality is formed by many factors, one of which is Electronic word of mouth (EWOM) which is part of the promotion. EWOM is an affirmation made by current consumers, potential customers and consumers where product information is readily available through social media. If satisfaction from a product or service has been obtained by the consumer, the consumer will voluntarily provide a statement (review) regarding a product or service. EWOM can be used as a basis for a description of a product or service for potential customers who will make a purchase. Electronic word of mouth has a positive effect on the purchase intention variable (Benowati Silvia & Purba Tiurniari, 2020).

If consumers desire a product and have the intention to buy that product, then consumers will try to order and buy the product. Likewise, recommendation factors from other customers are also useful for influencing potential consumer intentions at this stage of the buying process. The Ding Tea business says that "Our business specializes in making various types of premium quality tea drinks such as Milk Tea, Fresh Tea, and Latte. We provide plenty of seating. Great for groups!" Ding Tea is a retail company in the form of outlets and online that sells products in the form of boba (bubble tea). Bubble tea is a drink made by adding milk or fruit syrup to tea and then mixing it with chewy tapioca balls or commonly called pearls or "pearls" which are generally black in color.

METHODS

Quantitative research as the method used in this study. The process of collecting data is carried out by analyzing data quantitatively and statistically to carry out tests related to the hypotheses that have been previously determined in the research. According to Sanusi (2011: 14). This study aims to determine the analysis of quality perceptions of purchase intention on the Ding Tea brand in Batam. The population of this study are boba consumers in the city of Batam. The characteristics in this study are:

1. Female/male gender.
2. Age 17-40 years.
3. Ever consumed Ding Tea products and other brands of boba.

Researchers used Nonprobability sampling to collect sample data. The technique used was purposive sampling technique. using an unknown population formula which according to Hair, et al (2010) the number of samples cannot be analyzed if the number is less than 50, the minimum sample size is 100 samples. With that suggested sample size is 5-10-15 times the parameters. In this study there were 13 indicators, 13 indicators multiplied by 15 parameters, so the sample was limited to 195.

This study uses data analysis methods through the SPSS (Statistical Package for Social Sciences) version 25 program to analyze or determine the effects of variables. According to (Sanusi, 2016: 144) hypothesis testing is testing the significance of the partial regression coefficient which is related to the research hypothesis statement. The next process is to prove the hypothesis. Because there is only one independent variable that affects the dependent variable, the hypothesis test is carried out using the F-test analysis technique (F-test). Testing the hypothesis with the F test is used to determine whether the independent variable has a significant effect or not on the dependent variable. The criteria used is to compare the value of Sig. F against α (0.05). If the value of Sig. F < α then Ho is rejected and Ha is accepted, which means that the independent variable has a significant effect on the dependent variable. Conversely, if the value of Sig. F > α then Ho is accepted and Ha is rejected, which means that the independent variable has no significant effect on the dependent variable (Umar, 2013; Supranto, 2013).

Regresi Linear Sederhana

$$Y = a + bx$$

Dimana:

Y : loyalitas pelanggan

a : koefisien

b : koefisien regresi

X : kualitas pelayanan

Langkah-langkah menggunakan rumus regresi:

- 1) Membuat tabel yang berisi no, nilai variabel X dan Y, XY, X² dan Y².
- 2) Kemudian mencari nilai a dengan rumus:

$$a = \frac{(\sum y)(\sum x^2) - (\sum x)(\sum xy)}{n \sum x^2 - (\sum x)^2}$$

- 3) Kemudian mencari nilai b dengan rumus:

$$b = \frac{n(\sum X.Y) - (\sum X)(\sum Y)}{n(\sum X) - (\sum X)^2}$$

Uji Koefisien Determinasi

$$KD = R^2 \times 100\%$$

Keterangan:

KD : koefisien determinasi

r² : koefisien korelasi

Dari perhitungan koefisien korelasi maka di dapat koefisien determinasinya yaitu untuk melihat besarnya presentase (%) variabel Kualitas Pelayanan (X) terhadap variabel Loyalitas Pelanggan (Y).

RESULTS AND DISCUSSION

This research was conducted aiming to find out how the influence of perceived quality variables affects purchase intention on Ding Tea products in Batam. Researchers randomly distributed questionnaires to respondents who had made boba Ding tea transactions, to obtain research data. The number of questionnaires distributed and the number of questionnaires collected totaled 195 pieces. This study uses the SPSS (Statistical Package for Social Sciences) Software application version 25 to obtain data.

Validity test

Validity test is used to measure whether the statement in this research is valid and can be used to measure what needs to be measured in the research. The following table shows that all of the

statement is valid because r_{count} is greater than r_{table} . From the table above it can be seen that the value of r_{table} obtained is 0.1723. Based on the table, it is also known that the calculated r value is obtained from each statement item contained in the customer perception variable. Based on these results, it can be concluded that each statement item from the customer perception variable is valid because the $r_{count} > r_{table}$ and the sig values obtained for all items are 0.000 and less than 0.05.

Tabel 1. Validity test

Variabel	Pernyataan	r hitung	r tabel	Ket.
<i>Perceived Quality (X)</i>	X_1	0,747	0,1723	Valid
	X_2	0,671	0,1723	Valid
	X_3	0,789	0,1723	Valid
	X_4	0,678	0,1723	Valid
	X_5	0,760	0,1723	Valid
<i>Purchase Intention (Y)</i>	Y1	0,708	0,1723	Valid
	Y2	0,770	0,1723	Valid
	Y3	0,705	0,1723	Valid
	Y4	0,743	0,1723	Valid
	Y5	0,761	0,1723	Valid

(Sumber: Pengolahan Data SPSS 25, 2020)

Reliability Test

Reliability test is used to measure whether the statement in this research is reliable and can give relatively the same results if repeated measurements are made. The following table shows that the all the statement is reliable because the Cronbach's Alpha is greater than 0.6. As shown in Table 2, it can be understood that the Cronbach's Alpha number, that all Cronbach's Alpha numbers for all variables are stated to be reliable, because the sum of all the results is greater than 0.60.

Tabel 2. Reliability test

Variabel	Cronbach Alpha	Items	Keterangan
<i>Persepsi Kualitas</i>	0,880	5	Reliabel
<i>Intention Purchase</i>	0,805	5	Reliabel

(Sumber: Pengolahan Data SPSS 25, 2020)

Classical Assumption Test

Normality Test Result

The statistical analysis will be using One-Sample Kolmogorov Smirnov. The following table shows the result of 0.081 which is greater than 0.05. Therefore, it can be concluded that the data is normally distributed. In Table 3 it can be seen that the data tested is normally distributed because the Kolmogorov-Smirnov significant value is 0.200 which is greater than 0.05.

Tabel 3. Kolmogorov-Smirnov Test

<i>Unstandardized Residual</i>	
<i>N</i>	195

<i>Normal Parameters^{a,b}</i>	<i>Mean</i>	,0000000
	<i>Std. Deviation</i>	1,7448871
<i>Most Extreme Differences</i>	<i>Absolute</i>	,058
	<i>Positive</i>	,058
	<i>Negative</i>	-,033
<i>Test Statistic</i>		,048
<i>Asymp.Sig. (2-tailed)</i>		,200 ^{c,d}

(Sumber: Pengolahan Data SPSS 25, 2020)

Multicollinearity Test Result

The table below shows the multicollinearity test result where the tolerance values is 0.605 which is higher than 0.10 and the VIF value is 1.784 which is lower than 10. Therefore, it can be concluded that there is no multicollinearity between the independent variables in the regression model. As stated in the table above, it describes that each factor holds a tolerance score > 0.1 and a VIF value < 10. So it can be concluded that there is no multicollinearity in all variables.

Tabel 4. Multicollinearity Test Result

Mode	Collinearity Statistics	
	Tolerance	VIF
<i>Perceived Quality</i>	,605	1,784

(Sumber: Pengolahan Data SPSS 25, 2020)

Heteroscedasticity Test Results

In Table 5 it can be concluded that the research data does not have heteroscedasticity problems, because it is shown from the significant value of the Perceived Quality variable that is greater than 0.05.

Tabel 5. Hasil Uji Heteroskedastisitas

Mode	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std.Error	Beta		
(Constant)	4,101	,808		3,379	,000
<i>Perceived Quality</i>	-,036	,043	-,128	-1,071	,286

(Sumber: Pengolahan Data SPSS 25, 2020)

Simple Linear Regression Test Results**Tabel 6.** Simple Linear Regression Test Results

Mode I	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	5,040	1,318	
<i>Perceived Quality</i>	,302	,084	,398

(Sumber: Pengolahan Data SPSS 25, 2020)

1. A constant value of 1.061 means a purchase intention (Y) value of 5.040.
2. The regression coefficient value of the perceived quality variable (X) is 0.302, meaning that the increase in perceived quality will affect it.

In conclusion, there is a relationship between the perceived quality (X) and purchase intention (Y) which means the increase of perceived quality variable value will also increase the purchase intention, the decrease of perceived quality variable value will also decrease the customer purchase intention variable value.

The table 6 shows the test results using the F test (F-test) to obtain a Sig. F of 0.000. Because the value of Sig. F < α (0.005) states that the effect of perceived quality on purchase intention is proven to be significant. Thus, when associated with the simple regression results, the hypothesis that perceived quality has a positive and significant impact on purchase intention can be accepted or proven.

Test Results for the Coefficient of Determination (R²)

This proves that the magnitude of the relationship between perceived quality (X) and purchase intention (Y) is 41.31% and the remaining 58.69% is influenced by several other factors.

Tabel 7. Coefficient of Determination (R²)

R	R Square	Adjusted R Square	Std. Error of the Estimate
,745 ^a	,555	,544	1,887

(Sumber: Pengolahan Data SPSS 25, 2020)

CONCLUSION

Based on the problems and studies on the analysis that influence purchase intention for the Ding Tea brand in Batam City, the conclusions quoted from researchers and which can be useful as input and information are as follows: There is a positive and significant influence between the perceived quality and purchase intention variables on the brand Ding Tea in Batam. The perception of superior and good quality can increase consumer purchase intentions.

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