

The Influence of Product Quality, Promotion and Service Quality on Interest in Buying Various Snack Products at UD. Andika Putra, Pati City

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ARTICLE INFORMATION

Publication information

Research article

HOW TO CITE

Maulina, A.S., & Nurhayati, N. (2024). The Influence of Product Quality, Promotion and Service Quality on Interest in Buying Various Snack Products at UD. Andika Putra, Pati City. Economics and Business International Conference Proceeding, 1(2), 1364-1375.



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Received: July 20, 2024

Accepted: July 25, 2024

Published: August 1, 2024

ABSTRACT

UD. Andika Putra Kota Pati is a company engaged in food processing, packaging and distribution of snacks. To compete, you must have confidence in promotions and service quality that match customer buying interests. When customers are truly satisfied, the customer's buying interest will be higher, a positive reputation for UD. Andika Putra Pati City will help businesses in the food sector progress. The population in this study has a definite number of respondents using the Slovin formula to determine the sample, namely 103 respondents. The method used in this research is a quantitative method by distributing questionnaires to customers of UD. Andika Putra, Pati City. The analysis technique used in this research is analysis using SPSS. The results of the analysis show that the Product Quality variable (X1) has a negative and insignificant effect on Purchase Interest (Y), Promotion (X2) has a positive and significant influence on Purchase Interest (Y), Service Quality (X3) has a positive and significant influence on Purchase Interest (Y), then simultaneously and together it can be concluded that Product Quality (X1), Promotion (X2) and Service Quality (X3) have a positive and significant effect on Purchase Interest (Y).

Keywords : Product Quality, Promotions, Service Quality Purchase Interest

INTRODUCTION

In today's modern era, as time goes by and the level of busyness increases, snacks are food products that are liked and sought after by many people of all ages. Snacks like this can be used as an alternative to meet temporary energy needs. The snack business is not an easy business to manage. Companies must strive to understand customer desires and improve the quality of their products. Companies must also understand consumer needs and interests so that the economy can develop according to consumer tastes. In a market that has various product substitutes, consumers can choose freely. To achieve this, corporate management excellence is required to manage the business effectively to remain competitive. Apart from that, snacks are also often consumed as food to delay hunger or are usually consumed while waiting for the main meal or are often eaten outside. One type of snack that is often consumed is macaroni, eggs, banana chips and others.

**Table 1
Sales Data For Various Snacks 2022**

No.	Month of 2022	Number of consumers
1.	January 2022	65
2.	February 2022	48
3.	March 2022	37
4.	April 2022	157
5.	May 2022	1384
6.	June 2022	1145
7.	July 2022	147
8.	August 2022	267
9.	September 2022	450
10.	October 2022	96
11.	November 2022	254
12.	December 2022	450
	Mount	4500

Source : UD.Andika Son of Pati City (2023)

Based on table 1.1, this is sales data for various UD Snack products. Andika Putra Pati City. It can be seen from the table above that the highest level of consumers over the past year occurred in May 2022 with 1384 consumers. Furthermore, the second highest level of consumer visits was in June 2022, namely 1145. Meanwhile, the lowest level of consumer visits occurred in March 2022, namely 37 consumers. There are several factors that influence the increase or decrease in sales. For example, product quality, promotion and service quality and increasing competition prevent companies from achieving their desired goals. This is a very important focus for UD.Andika Putra Pati City's business.

Purchase Intention is a behavior that occurs in consumers which originates from the feeling of confidence that consumers have in a product or service offered by the company (Halim & Iskandar, 2019).

Product quality is everything that we can offer by producers that can be noticed, can be used, purchased and can also be consumed by consumers and producers according to certain consumer needs (Astuti Miguna and Matondang Nurhafifah 2020).

Promotion is a communication activity that can be carried out by a person or company to the general public, with the aim of introducing goods and services to the public and influencing the general public to use these products (Brahim Eli Nur Muh, 2021) and (Boyd Harper, 2019).

LITERATURE REVIEW

Purchase Interest

Purchase interest is a form of consumer behavior, namely interest or desire to buy a product or service. The form of consumer interest in purchasing is potential consumers, namely consumers who have not taken purchasing action in the present and are likely to take purchasing action in the future or are referred to as potential buyers (Kotler and Keller).

Product quality

Product quality is the core of marketing activities because the product is the output or result of one of the company's activities or activities that can be offered to the market to meet consumer needs and desires.

According to (Astuti Miguna and Matondang Nurhafifah, 2020) product quality is everything that we can offer by producers which can be paid attention to, can be used, purchased and can also be consumed by consumers and producers according to the needs of certain consumers.

Promotion

Promotion is an activity that aims to communicate products to consumers so that consumers feel the usefulness of the products produced and the quality of the products produced by the company.

According to Kotler and Keller in Simamora (2018), Promotion is any form of communication used to inform, persuade and remind markets about products produced by organizations, individuals and households.

Service quality

Service quality is a form of consumer assessment of the level of service received with the expected level of service. If the level of service received is felt to be as expected, then the perceived quality of service is good and satisfactory.

Manegal (2021) said that service quality is an ever-changing state related to products, services, human resources, processes and the environment that can at least meet or even exceed the expected service level.

The Influence of Product Quality on Purchase Intention

Product quality is the most influential factor in selling the goods or services offered. Through good product quality, consumers will feel safe when buying products, which will trigger consumer interest in buying. Because, quality products will influence consumers which will have an impact on purchasing interest through design and other variations.

As stated by (Reza Nurnaila Anwar & Fiska Ananda Wardani, 2021) product quality has a significant effect on buying interest.

H1: Product quality has a positive and significant effect on purchasing interest

The Effect of Promotion on Purchase Interest

Promotion is any form of communication used to inform, persuade and remember the target market about products produced by organizations, individuals and households (Kotler and Keller 2018). Meanwhile, according to Lupioyadi (2013), promotion is something that companies do to communicate product benefits and as a tool to influence consumers.

As stated by (Muhammad Rizal Nur Irawan, 2020), promotions have a significant effect on buying interest.

H2: Promotion has a positive and significant effect on purchasing interest

The Influence of Service Quality on Purchase Intention

Service quality is capital that can compare conditions by comparing the service they expect with what they receive in evaluating quality. Service quality has a great influence on consumer buying interest in a product or service, because when the quality of the service provided is good or meets consumer expectations, then consumer buying interest can be achieved and of course the future of a business will be more promising.

As stated by (Nugroho Ady Febriyanto & Widiartanto, 2022), service quality has a significant effect on buying interest.

H3: Service Quality has a positive and significant effect on Purchase Interest

The Influence of Product Quality, Promotion and Service Quality on Purchase Intention

Product quality is the most influential factor in selling the goods or services offered. Through good product quality, consumers will feel safe when buying products, which will trigger consumer interest in buying. Promotion is any form of communication used to inform, persuade and remember the target market about products produced by organizations, individuals and households (Kotler and Keller 2018). Service quality is capital that can compare conditions by comparing the service they expect with what they receive in evaluating quality.

As stated by (Muhammad Rizal Nur Irawan, 2020), product quality and promotion have a significant effect on buying interest, and according to (Nugroho Ady Febriyanto & Widiartanto 2022), promotion and service quality have a significant effect on buying interest.

H4: Promotional Product Quality and Service Quality have a positive and significant effect on Purchase Interest.

RESEARCH METHOD

Population is a group of groups, people, events, or interesting things that will be used as material for further investigation (Sekaran & Bouige, 2017). Meanwhile, according to Sugiyono (2019), population is a generalized area consisting of objects or subjects that have certain quantities and characteristics that are determined by researchers to be studied and then draw conclusions. The population in this study were consumers at UD.Andika Putra, Pati City.

The sample is the number of people selected from the population (Sekaran & Bougie, 2017). This research is entitled "The Influence of Promotional Product Quality and Service Quality on Interest in Buying Various Snack Products from UD. Andika Putra, Pati City", so researchers want to find out the level of buying interest from the UD. Andika Putra, Pati City company based on consumers or customers. By using accuracy level calculations, researchers in this study set a sample size of 10%, Slovin Formula. The number of samples in this study was 97.8, adjusted for research to 103 respondents.

RESULTS

Table 2 Respondent Frequency

No	Gender	Frequency	Percentage
1	Man	28	27.2
2	Woman	75	75.8
	Amount	103	100.0

Source : Primary Data Processed SPSS,(2024)

No	Age	Frequency	Percentage
1	≤ 20 year	5	4.9
2	21 – 30 year	95	92.2
3	31 – 40 year	0	0.0
4	41 – 50 year	0	0.0
5	> 50 year	3	2.9
Amount		103	100.0

Source : Primary Data Processed SPSS,(2024)

No	Work	Frequency	Percentage
1	Self Employed	14	13.6
2	Student / Students	62	60.2
3	Government Employees	3	2.9
4	Private Employees	8	7.8
5	Other	16	15.5
Amount		103	100.0

Source : Primary Data Processed SPSS,(2024)

No	Income	Frequency	Percentage
1	≤ 1.000.000	34	33.0
2	1.000.000 - 2.000.000	27	26.2
3	3.000.000 - 4.000.000	10	9.7
4	4.000.000 - 5.000.000	4	3.9
5	> 5.000.000	8	7.8
6	No Income Yet	20	19.4
Amount		103	100.0

Source : Primary Data Processed SPSS,(2024)

No	Education	Frequency	Percentage
1	Elementary School	3	2.9
2	Junior High School	2	1.9
3	Senior High School	61	59.2
4	D3	3	2.9
5	D4/Bachelor	34	33.0
Amount		103	100.0

Source : Primary Data Processed SPSS,(2024)

Table 3
Perason Product Moment

Variable	R count	R table	Decision
X1			
X1.1	0.521	0.195	Valid
X1.2	0.719	0.195	Valid
X1.3	0.699	0.195	Valid
X1.4	0,750	0.195	Valid
X1.5	0.679	0.195	Valid
X1.6	0.543	0.195	Valid
X1.7	0.753	0.195	Valid
X1.8	0.810	0.195	Valid
X2			

X2.1	0.679	0.195	Valid
X2.2	0.701	0.195	Valid
X2.3	0.747	0.195	Valid
X2.4	0.754	0.195	Valid
X2.5	0.716	0.195	Valid
X3			
X3.1	0.797	0.195	Valid
X3.2	0.767	0.195	Valid
X3.3	0.781	0.195	Valid
X3.4	0.772	0.195	Valid
X3.5	0.721	0.195	Valid
Y			
Y1	0.748	0.195	Valid
Y2	0.631	0.195	Valid
Y3	0.711	0.195	Valid

Source : Primary Data Processed SPSS,(2024)

From table 3, the calculated r value for all research items, including product quality, promotion, service quality and purchase interest variables, has a value greater than the table r value or > 0.195. So it can be concluded that all items for each variable are valid.

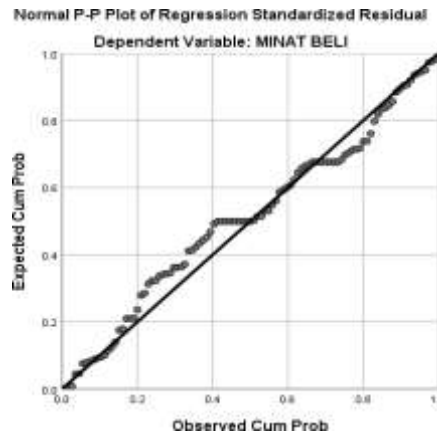
Table 4 Cronbach Alpha

Variable	Number in questionnaire items	Number of items maintained	<i>Chronbach Alpha</i>	Decision
Product Quality (X1)	8	8	0.898	Reliable
Promotion (X2)	5	5	0.878	Reliable
Service Quality (X3)	5	5	0.876	Reliable
Interest in buying (Y)	3	3	0.901	Reliable

Source : Primary Data Processed,(2024)

It can be seen from table 4 that the Chronbach Alpha value for all variables has a value of more than 0.06, namely for product quality it is 0.898, promotion is 0.878, service quality is 0.876, and purchase interest is 0.901. This means that all variables have met the requirements for reliability.

P-P Plot Regression Standaralized Residual



Source : Primary Data Processed,(2024)

From graph 1 plot above, it can be seen that the distribution of the points follows a diagonal line, so it can be concluded that the data meets the assumption of normality or that the data is normally distributed.

Table 5 Tolerance Dan VIF Coefficients^a

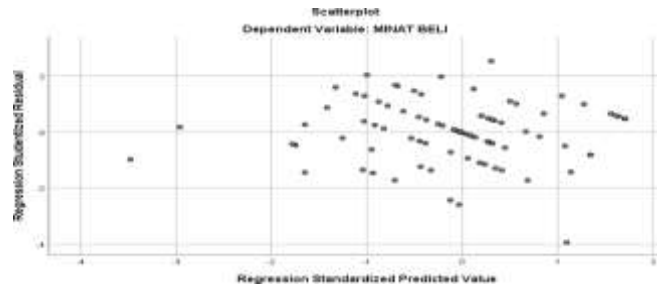
Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1 (Constant)	.727	.279			2.600	.011		
Product Quality	.125	.102	.125		1.222	.224	.391	2.560
Promotion	.352	.114	.344		3.089	.003	.328	3.044
Service Quality	.342	.105	.367		3.274	.001	.325	3.081

a. Dependent Variable: INTEREST IN BUYING
 Source : Primary Data Processed,(2024)

From table 5 it can be seen that the tolerance values for the variables product quality, promotion and service quality respectively have values of 0.391, 0.328 and 0.325, these values are greater than 0.1, meaning they indicate they are free from multicollinearity. Then by looking at the VIF value, where the values for each variable of

product quality, promotion, and service quality are 2,560, 3,044, and 3,081, it can be concluded that the model is free from multicollinearity.

**Chart 2
 Scatterplot**



Source : Primary Data Processed,(2024)

From Graph 2, in making decisions on scatter plot results, the model is said to have heteroscedasticity if:

- The distribution of points forms a wave pattern that spreads then narrows then widens again.
- The point distribution converges only above or only below the number 0.

From the plot above, it can be seen that the distribution of points does not form a pattern or cluster above or below, so it can be concluded that heteroscedasticity does not occur.

**Table 6 Uji Glejser
 Coefficients^a**

		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.450	.183		2.460	.016
	Quality Product	-.100	.067	-.231	-1.494	.138
	Promotion	-.125	.074	-.283	-1.679	.096
	Service Quality	.180	.068	.446	2.630	.110

a. Dependent Variable: Abs_RES

Source : Primary Data Processed,(2024)

It can be seen from table 6 that the significant value for each variable is 0.138 for product quality, 0.096 for promotion, and 0.110 for service quality, meaning the value is more than 0.05. So it can be concluded that the model does not have heteroscedasticity.

Table 7

**Multiple Linear Regression Test
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.727	.279		2.600	.011		
Quality Product	.125	.102	.125	1.222	.224	.391	2.560
Promotion	.352	.114	.344	3.089	.003	.328	3.044
Service Quality	.342	.105	.367	3.274	.001	.325	3.081

a. Dependent Variable: INTEREST IN BUYING

Source : Primary Data Processed,(2024)

From the results of table 7, the following regression equation can be created.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 0.727 + 0.125X_1 + 0.352X_2 + 0.342X_3 + e$$

- A constant of 0.727 means that if product quality, promotion and service quality are 0, then the sales value will be 0.727
- The regression coefficient value of 0.125 means that if product quality increases by 1 unit, then purchasing interest will increase by 0.125
- The regression coefficient value of 0.352 means that if the promotion increases by 1 unit, then buying interest will increase by 0.352
- The regression coefficient value of 0.342 means that if service quality increases by 1 unit, then purchasing interest will increase by 0.342

Table 8
Uji T (Partial)

Independent Variable	T count	T table	Significance	Decision
Quality Product	1.222	1.987	0.224	No Influence
Promotion	3.089		0.003	There is influence
Service Quality	3.274		0.001	There is influence

Source : Primary Data Processed,(2024)

From table 8 it can be seen that the calculated T value of product quality is 1.222, because the calculated T value is $1.222 < T \text{ table } 1.987$, the product quality variable does not have a significant influence on buying interest. Meanwhile, the promotion and service quality variables have values of 3,089 and 3,274, which means $> T \text{ table } 1,987$, so there is a significant influence between the promotion and service quality variables on the purchase interest variable.

**Table 9
Uji F (Simultaneous)
ANOVA^a**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	22.925	3	7.642	48.934	.000 ^b
Residual	15.460	99	.156		
Total	38.386	102			

a. Dependent Variable: INTEREST IN BUYING

b. Predictors: (Constant), QUALITY PRODUCT, PROMOTION, SERVICE QUALITY

Source : Primary Data Processed,(2024)

From table 9 it can be seen that the calculated F value is 48.934, because the calculated F is $>$ from F table 2.70, meaning that there is a significant influence between the independent variable and the dependent variable. Meanwhile, the sig value. The resulting value is 0.000, this value is smaller than the alpha value or <0.05 , so it can be concluded that there is a significant influence between the independent variable and the dependent variable.

**Table 10
Coefficient of determination test (R Square)
Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.773 ^a	.597	.585	.39518	1.759

a. Predictors: (Constant), QUALITY PRODUCT, PROMOTION, SERVICE QUALITY

b. Dependent Variable: INTEREST IN BUYING

Source : Primary Data Processed,(2024)

From table 10, it can be seen that the R square value in the table above is 0.597 or 59.7%. This means that product quality, promotion and service quality can influence consumer buying interest by 59.7%, while the remaining influence, namely 40.3% (100.0% - 59.7%) is influenced by other factors.

The Influence of Product Quality on Purchase Intention

The results of the research that has been carried out show that the t statistical value of the influence of product quality on purchasing interest is smaller than the t table (1.987), namely 1.222 with an influence size of 0.125 and P Values >0.05 of 0.224. So it can be concluded that product quality has no effect on purchasing interest.

The Effect of Promotion on Purchase Interest

The results of the research that has been carried out show that the t statistical value of the influence of promotions on buying interest is greater than the t table (1.987), namely 3.089 with an influence size of 0.352 and P Values >0.05 of 0.003. So it can be concluded that promotions influence consumer buying interest. This shows that the stronger the promotion, the more influence it will have on consumer buying interest.

The Influence of Service Quality on Purchase Intention

The results of the research that has been carried out show that the t statistical value of the influence of service quality on purchasing interest is greater than the t table (1.987), namely 3.274 with an influence size of 0.342 and P Values >0.05, equal to 0.001. So it can be concluded that service quality influences consumer buying interest. This shows that the better the quality of service, the greater the influence of consumer buying interest.

The Influence of Product Quality, Promotion and Service Quality on Purchase Intention

The results of the research that has been carried out show that the calculated F value of the simultaneous influence of product quality, promotion and service quality on purchasing interest is greater than the f table (2.70), namely 48,934 with a sig value. >0.05 is 0.000. So it can be concluded that product quality, promotion and service quality simultaneously and together influence consumer buying interest. This shows that the better the product quality, promotion and service quality, the greater the influence of consumer buying interest.

CONCLUSIONS AND RECOMMENDATIONS

Based on the analysis and discussion that has been put forward, some conclusions and research results were obtained, Product quality has an insignificant influence on buying interest, Promotion has a significant influence on buying interest, Service Quality has a significant influence on buying interest. Product quality, promotion and service quality simultaneously have a significant influence on purchasing interest.

Based on suggestions that can be put forward based on the conclusions, namely: This research only involves one area to be studied. For research, it is hoped that similar research sites will be used for research so that the research results can represent a comparison. Employees are expected to receive the facilities, facilities and infrastructure that have been expected of the company.

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