

THE INFLUENCE OF PRODUCT QUALITY AND MARKETING ON CONSUMER PURCHASE

Putriana Harahap¹, Midrawati Hasibuan², M. Rusdi Hasibun³,

Corresponding email: putrianaharahap@email.com

^{1,2}Faculty Lecturers Economics , Management Studies Program
UNIVA, Labuhanbatu , Indonesia

³Faculty Students Economics , Management Studies Program
UNIVA, Labuhanbatu, Indonesia

ABSTRACT

This study aims to disclose proof empirical about impact from quality products and business marketing factory bakery house against interest buy Consumers. Population study This is consumer factory pinang city bakery house 2025. Technique of taking sample used is purposive sampling with amount sample as many as 54 respondents . Method analysis used For test hypothesis that is analysis regression multiple with SPSS application tool . Research results show that in a way partial quality product influential positive and significant to interest buy at the Kota Pinang bread house with mark t count $2.739 > 2.012$ using level significance $0.034 < 0.05$. Marketing efforts in a way partial influential positive as well as significant to interest buy consumers in Pinang City bakery house with results mark t count $2.246 > 2.012$ using level significance $0.030 < 0.05$. Variable quality products and business marketing influential simultaneous to interest buy consumers at the Pinang City bakery with F count result = 7.94 and F table = 3.191 using level significance of $0.0063 < 0.05$.

Keywords: Quality products , Marketing efforts , Interests buy

INTRODUCTION

Bread is rated as food nutritious easy practical found in various place like at the stall , supermarket, or online service application message between . Urban society tend look for food practical Because busy activity . Bread made from material contain nutrition complete , nutritious and filling become choice food main alternative . Phenomenon This make consumption public towards bread more and more increased . Bread has become choice main as food fast easy serving found and consumed When anywhere and everywhere , replacing food like rice or noodles instant that requires time longer for processed (Jumawan, et al., 2023).

Condition This become opportunity for manufacturer bakery for develop bakery products to be in demand public many . Many consumers are now more notice quality material bread base , making competition the more fierce between manufacturers who want to offer product with various type more *brands* and types of bread superior . To fulfil needs and interests interest consumers who continue develop increase every brand must adapt products and strategies (Febrianto, et al. 2021) .

Interest is a encouragement For feel interested or happy about something that is considered important . Interests are also a thing feeling interest or deep desire to something . When someone own interest , they tend feel interested , want know more many , or even

feel like moment involved in activity or Topic particular . Interest buy high repeat show level high satisfaction from consumer that a product fulfil hope they (Putri and Rimadiaz, 2019) .

Consumer tend choose bread that has quality best in accordance with preference they . Factory Pinang City Bread House as one of the bread manufacturers in interesting interest buy consumer prioritize quality their bakery products with focus on aspects quality material raw material , taste, appearance , texture , and freshness . According to Caniago and Rustanto, (2022) quality product is one of component important in to design strategy company Because product with good quality will become Power pull for consumer in determine choice purchase . On the other hand , if quality product bad , no in accordance hope so consumer tend will switch to other similar products .

According to Tsaniya et al. (2022) Quality product influential positive and significant to interest buy consumers . The results of his research indicates that every happen improvement quality product will increase interest buy Consumers . Research This in line with findings Crismon and Andy (2020) that consumer tend feel satisfied with quality products tall with level satisfaction by 50.5%. Quality product is a ability product For give appropriate results fulfil hope Customers . Indicators quality product According to Kotler, *etc* (2013) indicator quality product can shared become a number of dimensions that is Reliability , Conformity with Specifications (*Conformance to Specifications*) , Power Durability , Features , *Design* , *Performance* , Service Full Sales (*After - sales Service*) , Safety , Price

Besides from factor quality product , factor marketing also has a very important role important in increase interest buy Consumers . Marketing No only applicable For goods and services , but also for all things that can marketed , such as ideas, events, organizations , places , and individuals (Karjuni, A. 2020) . Producer food always try hard in formulate Policy strategic needs taken For ensure product can accepted and accepted market share . Increasingly Lots existing competitors , increasingly there are many choices available products for Buyer . In matter this , company must notice various strategy marketing so that the bread products produced can interesting interest consumers .

Marketing efforts that emphasize excellence products , for example use ingredients experience or create various interesting bread variants such as sandwiches , sweet bread , savory bread , or even gluten free bread can help factory bread house distinguishes self from competitors . Marketing efforts using social media For promote bakery products can increase *awareness* and reach more Lots Consumers . Promotion through *Instagram* , *Facebook* , or *TikTok* with attractive visuals can trigger expand market share and attractiveness interest more Lots Consumers . Consumers will consider various matter before choose suitable product with his hopes (Maharani, et al., 2024) .

Table 1. Definition Operational Variables Study

No	Variables	Understanding	Indicator	Source
	Interest Buy (Y)	Interest buy is a mental activity that arises consequence feelings and thoughts somebody to goods or the service he wanted	1. Preference Product 2. Intention Buy 3. Awareness Brand 4. Experience and Satisfaction 5. Price 6. Social and Cultural	S ciffman and Kanuk ,(2007)
	Quality Product (X1)	Quality product is to what extent a product can operate its function . This is covers factors like Power durability , reliability , accuracy produced , ease of use in operation and	1. Performance 2. Reliability 3. Conformance to <i>Specifications</i>) 4. Features	Kotler and Armstrong , (2019)

	repair , as well as attributes valuable to have product in a way overall	5. Aesthetics 6. Durability 7. Service Full Sell (<i>Serviceability</i>) 8. <i>Perceived Quality</i>	
Usaha Paymasaran (x2)	Marketing is the process of planning and implementation concept , determination prices , promotions , and distribution goods , services and ideas for create exchange that can fulfil objective Good individual and also organization	1. Product 2. Price 3. Place 4. Promotion	Mc.Carthy. J , (2012)

Study This involving two variables , namely variable dependent and variable independent , as for what becomes variable dependent in study This is interest buy consumers (Y) and variables independent that is quality product (X1) and marketing effort (X2). The following This served hypothesis test chart study :

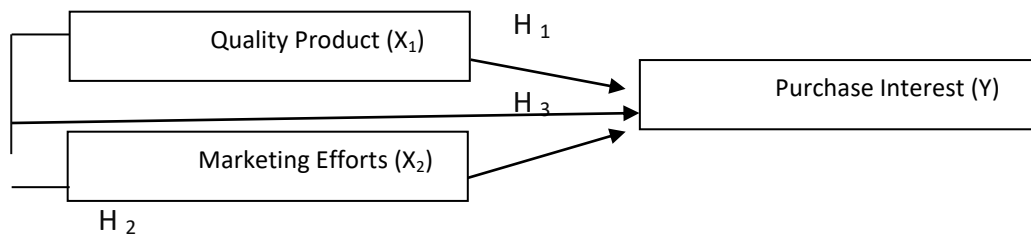


Figure 1. Framework Think

Hypothesis

H₁ : Quality products influence interest buy consumers at Rumah Roti .

H₂ : Marketing efforts influence interest buy consumers at Rumah Roti .

H₃ : Quality products and business marketing influence on interest buy consumers at Rumah Roti

RESEARCH METHOD

Study This use approach study quantitative with method analysis descriptive and questionnaire methods . study descriptive functioning use describe condition or the existing situation about quality product , business marketing , and interest buy Consumers . Research This will gather information related What only that affects interest buy consumer in a way Overall . Data analysis techniques using instrument tests (validity tests and reliability tests), analysis descriptive , assumption test classical (normality test , multicollinearity test and heteroscedasticity test) count multiple linear regression and t - hypothesis test .

RESULT AND DISCUSSION

Results

Research instrument test results influence quality products and business marketing to interest buy consumers at Rumah Roti Kota Pinang .

Table . 2 Validity Test Quality Product (X1)

Statement	Corrected Item-Total Correlation	Measurements Standart	Conclusion
X_1	0.470	0.30	Valid
X_2	0.699	0.30	Valid
X_3	0.576	0.30	Valid
X_4	0.514	0.30	Valid
X_5	0.897	0.30	Valid
X_6	0.480	0.30	Valid
X_7	0.377	0.30	Valid
X_8	0.372	0.30	Valid
X_9	0.465	0.30	Valid
X_10	0.722	0.30	Valid

Source : Data processed 2025

Based on Table 2, can concluded statement related variable quality product proven valid, because mark Coefficient Item-Total Correlation that has been corrected > from 0.30 . Therefore that , all statement the can used in stage further data processing .

Table 3 Marketing Effort Validity Test (X2)

Statement	Corrected Item-Total Correlation	Standard Measurement	Conclusion
X_1	0.724	0.30	Valid
X_2	0.560	0.30	Valid
X_3	0.543	0.30	Valid
X_4	0.613	0.30	Valid
X_5	0.650	0.30	Valid
X_6	0.361	0.30	Valid
X_7	0.488	0.30	Valid
X_8	0.426	0.30	Valid
X_9	0.567	0.30	Valid
X_10	0.800	0.30	Valid

As seen in table 3, it is known that overall statement regarding variable business marketing can declared valid where *Corrected Item-Total Correlation* more big from 0.30. then than That all over statement Can used more carry on into the stages data processing .

Table 4 Validity Test Interest Buy (Y)

Statement	Corrected Correlation	Item-Total	Standard Measurement	Conclusion
Y_1		0.537	0.30	Valid
Y_2		0.459	0.30	Valid
Y_3		0.420	0.30	Valid
Y_4		0.582	0.30	Valid
Y_5		0.601	0.30	Valid
X_6		0.313	0.30	Valid
Y_7		0.414	0.30	Valid
Y_8		0.335	0.30	Valid
Y_9		0.743	0.30	Valid
Y_10		0.518	0.30	Valid

Based on Table 4 concludes that all of them statement related variable interest buy proven valid, because mark Item-Total Correlation that has been corrected more big from 0.30 . Therefore that , all statement the can used in stage further data processing .

Table 5 Test Validity Test Reliability

No	Variables Study	<i>Cronbach's Alpha</i>	<i>Role of Thumb</i>	Conclusion
1.	Quality Product (X1)	0.851	0.60	Reliable
2.	Marketing Effort (X2)	0.871	0.60	Reliable
3.	Interest Buy (Y)	0.720	0.60	Reliable

According to the reliability test in table 5, it shows that Cronbach's Alpha value on the variable quality product of 0.851, business marketing 0.871, and interest buy 0.720. The questionnaire is reliable if mark *Cronbach's Alpha* > 0.60. Viewed from results table show that *Cronbach's Alpha* more big from 0.60, so that can taken conclusion that variables X1, X2 and Y are variable with level reliability high , then can Keep going to be continued into the stages data processing .

Table 6 One-Sample Kolmogorov-Smirnov Test of Normality

		Product_Quality_ X1	Marketing_Effort_ X2	Interest_To_Buy _Y
Normal Parameters ^{a,b}	N	60	60	60
	Mean	40.18	40.32	39.35
	Std.	6,947	7.151	6,824
	Deviation			
	n			
	Most Absolute	.109	.130	.137
Extreme Differences	Positive	.086	.092	.093
	Negative	-.109	-.130	-.137
	Kolmogorov-Smirnov	.842	1.008	1.061
Z				
	Asymp. Sig. (2-tailed)	.478	.262	.210

a. Test distribution is Normal.

b. Calculated from data.

Based on the output above , it is obtained Asymp . Sig. (2-tailed) quality product (X1) is 0.478 or mark probability $0.478 > 0.05$, Marketing Effort (X2) is 0.262 or mark probability $0.262 > 0.05$, and Interest Buy (Y) for 0.210 or mark probability $0.210 > 0.05$ so that can withdrawn conclusion that the data is processed distributed norms .

Table 7. Multicollinearity Test

Model	Coefficients ^a				
	Correlations			Collinearity Statistics	
	Zero order	Partial	Part	Tolerance	VIF
X1_Product_Qualit	-	-	-	.9	1,01
y	.008	.039	.038	.85	5
X2_Marketing	.23	.	.	.9	1,01
Efforts	9	241	241	.85	5

a. Dependent Variable: Y_Interest Buy

Based on table 7 is known that variable quality product (X1) has VIF value $1.105 < 10$ and tolerance value $0.985 > 0.1$; variable business marketing have VIF value $1.105 < 10$ and tolerance value $0.985 > 0.1$. Based on variable free and bound the can seen that VIF value 1.015, then Can taken A conclusion that the regression model This free from multicollinearity and feasible used .

Table 8. Heteroscedasticity Test

Model	Coefficients ^a			
	Unstandardized Coefficients		Standardized Coefficients	Sig.
	B	Std. Error	Beta	
(Constant)	15	4.27		.
	.113	3		,537
X1_product_quality	-	.100	-.038	.
	.028			,276
X2_marketing_busi	.3	.184	.243	.
ness	27			,776

a. Dependent Variable: Y_interest_beli

Viewed from heteroscedasticity test results show value significance variable quality products 0.986 more big from 0.05, variable business marketing 0.08 > 0.05 , so concluded study This No happen heteroscedasticity in regression models so that's it For researched .

Coefficient Test Determinant (R^2)

This test aiming use For know strength *independent variable* explain *dependent variables* . In other words, the coefficient determination done For see how much big ability variable *independent* n in a way together capable give explanation to variable *dependent* .

Table 9 Coefficient Test Results Determination R

Model Summary ^b								
Model	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
				R Square Change	Change	f1	f2	Sig. F Change
1	.837 ^a	.700	2,200	.14	.794		2	.163

a. Predictors: (Constant), product_quality_marketing_business

b. Dependent Variable: interest_in_purchase

Based on table 9 above can known that R value = 0.837 or R Square = 0.700. This means variable quality product (X1), and effort marketing (X2) can influence interest buy consumers at the Piang City bakery by 83.7%. Meanwhile the rest influenced by variables other .

Hypothesis Test (t-Test)

Formula For find $t_{table} df = (nk)$, where n = number of Respondent while k = number independent variable , then $df = 54-4 = 50$, so t_{table} value with significant 0.05 is 2.012.

Table 10 Uji t Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		Std. Error				Zero order	Partial	Partial
(Constant)	.171	2,744		0.043	.000			
Kualitas_Product	.821	.111	.113	2,739	.034	.004	.113	.107
Marketing_Business	.429	.191	-.345	2.246	.030	.318	-.327	-.326

a. Dependent Variable: Interest_to Buy

Through the output of table 10 it is concluded that variable quality product own mark significant $0.034 < 0.05$ means significant . While mark $t_{count} 2.739 > 2.012$ So can concluded that variable product quality influential in a way partial to interest buy at home bakery. Variable business marketing own mark significant $0.030 < 0.05$ means significant . While mark $t_{count} 2.246 > 2.012$. So can concluded that variables X1 and X2 have an influence in a way partial Y.

Based on table 10 above can obtained the equation model regression as following :

$$Y = 1.171 + 0.821 (X1) + 0.429 (X2) \dots\dots\dots (1)$$

From the equation model regression mentioned , can be interpreted constant worth 1,171 units . that means If variable quality product (X1) and business marketing (X2) is assumed The same with zero. then interest buy worth of 1.171 units; Coefficient regression

quality product amounting to 0.821 units It means every improvement quality product as big as one unit means interest buy increase amounting to 0.821 units with assumption variable others are considered constant ; Coefficient regression business marketing amounting to 0.429 units It means every improvement business marketing as big as one unit means variable interest buy increase amounting to 0.429 units with assumptions of other variables are considered constant

Significance Test Simultaneous (F Test)

The F test aims to determine whether the independent variables used in the regression model are simultaneously able to explain the dependent variable. The formula for finding the F_{table} is $df_1 = (k-1)$ and $df_2 = nk$, where n = number of respondents while k = number of variables, then the $F_{table\ value}$ with a significance of 5% is $df_1 = (3-1) = 2$, and $df_2 = 54-2 = 52$, so the $F_{table\ value}$ is 3.191.

Table 11 F Test Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	26,045	3	8,682	7.94	.0063 ^b
Residual	203.281	52	4,840		
Total	229,326	55			

a. Dependent Variable: Purchase Interest

b. Predictors: (Constant), Product_Quality , Marketing_Effort

Based on Table 11 can withdrawn conclusion from mark $F_{count} = 7.94$ and $F_{table} = 3.191$, so $F_{count} > F_{table}$ It means variable quality products and business marketing influential to interest buy consumers in the bakery of pinang city . Significant value of $0.0063 < 0.05$, meaning variable quality products and business marketing influential in a way significant to interest buy consumers at the pinang city Rumah Roti.

Discussion

The results of this study indicate that product quality and marketing efforts have a significant influence on consumer purchase intention at Pabrik Rumah Roti in Kota Pinang. This section discusses the relationship between the variables based on the data collected and relevant theories.

1. The Influence of Product Quality on Consumer Purchase Intention

Based on statistical analysis, product quality has a positive and significant effect on purchase intention. This shows that the better the quality of the products offered by Pabrik Rumah Roti — in terms of taste, texture, packaging, and durability — the higher the consumer's intention to purchase.

This finding aligns with the theory proposed by Kotler & Keller (2016), which states that product quality is a major determinant in shaping consumer perception and purchasing decisions. Consistent product quality, both in taste and hygiene, helps build customer loyalty and increases repeat purchases.

2. The Influence of Marketing Efforts on Consumer Purchase Intention

The marketing efforts carried out by Pabrik Rumah Roti also show a significant influence on purchase intention. These include promotions, social media use, discount programs, and personalized customer approaches. Targeted and intensive marketing increases consumer awareness of the products offered.

In the local context of Kota Pinang, direct marketing strategies such as free samples in local markets, collaborations with local shops/cafes, and participation in community events proved to be effective. This supports the marketing mix theory, which emphasizes that promotion plays a crucial role in attracting consumer attention and encouraging product trials.

3. Simultaneous Influence of Product Quality and Marketing Efforts

Simultaneously, both independent variables — product quality and marketing efforts — significantly contribute to consumer purchase intention. The combination of high-quality products and effective marketing creates added value in the eyes of consumers. They are not only buying because the product tastes good, but also because they feel connected through the company's communication strategies. This reinforces the idea that increasing purchase intention requires not only maintaining product quality but also effectively communicating that quality to consumers.

CONCLUSION

Researcher formulate conclusion after consider statistical test results about influence Quality products and business marketing to interest buy Consumers in the Factory Pinang City Bread House , as following : The first hypothesis proposed by the author can be accepted because the Product Quality variable in the bakery partially has a positive and significant effect on consumer purchasing interest. The second hypothesis proposed by the author can be accepted because variable Marketing Efforts at the bakery in general partial has a positive and significant influence on interest buy consumers .The third hypothesis proposed the author can be accepted because quality products and business simultaneous marketing has a positive and significant effect on interest buy consumers value = 0.837 or R Square = 0.700. This means that the product quality variables (X1), and marketing efforts (X2) can influence consumer purchasing interest in the Piang City bakery by 83.7%. While the rest is influenced by other variables.

SUGGESTION

To expand reach and engage a broader audience, the business should amplify its promotional efforts across social media and digital platforms. Introducing special discounts and tailored promotional programs can be an effective strategy to attract new customers while also fostering loyalty among existing ones. Actively listening to customer feedback is essential for making meaningful improvements to both products and services, ensuring they align with consumer needs and expectations. Additionally, building strategic partnerships with local communities or participating in events in Kota Pinang can significantly boost brand visibility and enhance the company's reputation. Taking part in local bazaars or festivals also provides a valuable opportunity to directly introduce products to the community and strengthen local ties. Moreover, investing in employee training focused on customer service and in-depth product knowledge will help ensure positive and informed interactions with customers, ultimately contributing to overall customer satisfaction and business success.

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