

The Effect of Product Quality on Consumer Purchase Interest in Azarine Sunscreen Products at the Hijrah Store in Lhokseumawe City

Zihan Fahra, Lisa Iryani *, Nanda Ameliany, Maisyura, Sufi

Prodi atau Jurusan Administrasi Bisnis, Fakultas Ilmu Sosial Ilmu Politik
Universitas Malikussaleh

Jl. Kampus Unimal Bukit Indah, Blang Pulo, Kec. Muara Satu, Kota Lhokseumawe, Aceh 24355, Indonesia

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ABSTRACT

Product quality is the ability of a product to carry out its function, including reliability, durability, accuracy, ease of operation, and product repair, as well as other valuable attributes. Product quality is something that needs to receive primary attention from the company or producer, considering that the quality of a product is closely related to consumer satisfaction, which is the goal of the marketing activities carried out by the company. This research uses a quantitative approach which aims to find out whether product quality has a positive and significant influence on consumer purchase interest. The population in this study are all consumers who have purchased and used Azarine sunscreen at the Hijrah Store Lhokseumawe City, which is not known for certain and the sample was determined using the "purposive sampling" method and the formula used in determining the number of respondents used the Lemeshow formula so that the number of respondents was as large as 96 respondents. In proving and analyzing this, validity and reliability tests, classical assumption tests, simple linear regression tests and t (partial) tests are used.

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Corresponding Author:

Lisa Iryani
Universitas Malikussaleh

INTRODUCTION

Indonesian people's interest in cosmetic products, especially among women, has experienced a significant increase. In recent years, the need for beauty products has become a priority for many women, especially for those who are aggressive in taking care of their body and appearance. This phenomenon is reinforced by technological developments and increased awareness of the importance of skincare, which drives the growth of the cosmetics industry in Indonesia. Skincare and cosmetic products, both locally and internationally made, are now a basic necessity, especially for women who want to keep their facial skin healthy and avoid various skin problems such as acne, blackheads, and dull skin.

One of the local brands that has managed to attract consumers' attention is Azarine, a brand established by PT Wahana Kosmetika Indonesia. Azarine offers a variety of skin and body care products, but the most popular are its sunscreen products. With various variants of sunscreen products that have a high SPF content, Azarine has managed to sell more than 10 million pcs of sunscreen throughout Indonesia. This achievement shows Azarine's existence in the skincare market, with awards such as "Top Favorite Local Brand" from Shopee and "Best Sun Care" from Tokopedia.

Increasing consumer awareness of the importance of skin protection from sun exposure in Indonesia, which is a tropical country with high UV intensity, is driving demand for sunscreen products. Excessive UV rays can cause various skin problems, ranging from premature aging to skin cancer. Therefore, the use of sunscreen is an important step in maintaining healthy skin.

Azarine's sunscreen products, especially the Hydrasoothe Sunscreen Gel SPF 45 variant, have managed to attract consumers because of its superior quality and affordable price. This product is also easily available both online and offline, making it even more popular among consumers. Based on sales data for the period May 17-31, 2022, Azarine leads the local sunscreen market with sales reaching 43.3%, showing the brand's dominance in the Indonesian cosmetics market.

Initial observations at Hijrah Store, Lhokseumawe City, showed increased consumer interest in Azarine sunscreen products. Consumers gave positive feedback on Azarine's new packaging innovation which is considered more practical and visually appealing. In addition, the quality of sunscreen products with new packaging is considered more effective and suitable for their skin conditions. This shows that innovations in product quality and packaging can influence consumer buying interest, encouraging them to remain loyal to the product.

Based on a pre-research survey of 30 respondents at Hijrah Store, the majority of consumers agree that the quality of Azarine sunscreen is to their liking. However, there are some consumers who feel that the quality of the product is not suitable for their skin type, which affects their purchase intention. Therefore, this study aims to explore how product quality can influence consumer buying interest at Hijrah Store, Lhokseumawe City, with a focus on Azarine sunscreen products.

LITERATURE REVIEW

Product Quality

According to Kotler in Rosnaini, Image, Product Quality and Customer Satisfaction (2010) Product quality is the ability of a product to carry out its functions, including reliability, durability, accuracy, ease of operation, and product repair, as well as other valuable attributes. operation, and product repair, as well as other valuable attributes.

According to Kotler in Rosnaini, Image, Product Quality and Customer Satisfaction (2010) Product Quality Indicators consist of:

1. Form
2. Product characteristics
3. Performance
4. Accuracy/fitness
5. Durability
6. Reliability
7. Ease of repair

Purchase Intention

According to Ferdinand in Gogi, Consumer Behavior (2014) Purchase interest is an interest that arises in making purchases creating a motivation that continues to be recorded in his mind and becomes a very strong desire and in the end when a consumer has to meet his needs, the consumer will actualize what is in his mind.

According to Ferdinand in Gogi, Consumer Behavior (2014) Purchase Interest Indicators consist of:

1. Tractional Interest
2. Referential Interest
3. Preferential Interest
4. Explorative Interest

RESEARCH METHODS

The research location chosen in this study is at the Hijrah Store Lhokseumawe City Jl. Listrik, Tumpok Teungoh, Kec. Banda Sakti, Lhokseumawe City, Aceh. The reason the researchers took this location is because the Hijrah Store sells the most complete range of beauty products in Lhokseumawe City, making it easier for researchers to conduct surveys and researchers have conducted pre-research surveys at these locations in accordance with the character of the problems that researchers raise. Sunscreen Azarine is a lightweight formulated sunscreen that can help protect facial skin from sun exposure. Sunscreen from Azarine is made in the form of a gel with a cool and light sensation. The benefits of Azarine sunscreen are that it can moisturize, soothe facial skin and be able to protect the face from the bad effects of sunlight.

In this study Researchers apply nonprobability sampling techniques, namely samples that are taken by not giving each element of the population the same chance to be selected. taken by not giving each element of the population the same opportunity to be selected as a sample. chosen as a sample. The research used purposive sampling technique, namely sample method used based on certain criteria in accordance with the research objectives. research objectives. The Lemeshaw formula (Slamet Riyanto, 2020: 13) will be used:

$$n = \frac{z^2 p(1-p)}{d^2}$$

$$n = \frac{1,96^2 \times 0,5(1-0,5)}{0,10^2} = \frac{0,9604}{0,01} = 96,04$$

From the calculation results using the Lemeshaw formula above, the minimum sample needed for this study is 96. obtained the minimum sample needed in this study is 96 respondents.

RESULTS

This research was conducted at the Hijrah Store is one of the stores that sells the most complete skin care and cosmetic equipment ranging from Wardah, Pixy, Somethinc, Scarlett brands, Azarine, Emina, Make Over, Skintific, Y.O.U, Citra, Ms. Glow, Purbasari, Madame Gie and others. Which is located in Lhokseumawe City on Jl. Listrik, Tumpok Teungoh, Banda Sakti sub-district, Lhokseumawe City, Aceh. One of the skin care brand that is in great demand by consumers at the Hijrah Store is the Azarine brand, one of its products is Azarine sunscreen. This research was conducted on 96 respondents who are consumers at the Hijrah Store.

Description of Respondents

In this study, the number of female respondents is more than the male gender, this is because visitors or consumers at the Hijrah Store in Lhokseumawe City are more likely to be female than male because beauty is synonymous with women. or consumers at the Hijrah Store Lhokseumawe City store are more likely to be women than men because beautiful is synonymous with women. Respondents aged 17-25 years were the largest group in this study. And the group of respondents 26-30 years old became the least group, this is because consumers aged 17-25 years tend to be more responsive to facial care. Consumers who are students are the most dominant because they are students. most dominant because as a Student / Student / I really need sunscreen because they have more outdoor activities.

Simple Linear Regression Analysis

Before conducting simple linear regression analysis, instrument tests were carried out, namely validity and reliability tests. Based on the validity test, all instruments (question items / indicators) are declared valid, so they are suitable for use as research instruments. Meanwhile, based on the reliability test, the questionnaire used by each variable is declared reliable or reliable as a variable measuring instrument.

In addition to conducting instrument tests, classical assumption tests were also carried out, including normality and heteroscedasticity tests. Based on the classical assumption test, it is concluded that the data is normally distributed and there is no heteroscedasticity. The table below shows the results of simple linear regression:

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	.449	1.555		.289	.77
	Kualitas Produk	.426	.042	.721	10.097	.00

a. Dependent Variable: Minat Beli Konsumen

The table above shows a constant value of 0.449 (Unstandardized Coefficients column part B), which means that when X is 0, then Y is 0.449, meaning that if Product Quality does not work, Consumer Purchase Interest will be achieved is 0.449. While the coefficient value of Product Quality is 0.426. It means that for every increase in the value of X by 1, Y will increase by 0.426, meaning that if Azarine sunscreen implements product quality by one unit, consumer buying interest will increase by 0.426. Based on the information above, a regression equation model is obtained:

$$Y = a + b X \text{ or } 0.449 + 0.426X$$

From the table above, it can be concluded that Product Quality has a significant effect on Consumer Purchase Interest which can be determined by tcount. The Product Quality variable (X) has a value of 10.097 and the Ttable value is 1.986 so that $(10.097 > 1.986)$ so it can be concluded that Product Quality has a positive and significant effect $(0.000 < 0.05)$ significantly on Consumer Purchase Interest in Azarine Sunscreen Products at the Hijrah Store. In Lhokseumawe City.

Correlation Coefficient

		Kualitas Produk	Minat Beli Konsumen
Kualitas Produk	Pearson Correlation	1	.721**
	Sig. (2-tailed)		.000
	N	96	96
Minat Beli Konsumen	Pearson Correlation	.721**	1
	Sig. (2-tailed)	.000	
	N	96	96

** . Correlation is significant at the 0.01 level (2-tailed).

Based on Sugiono's opinion, it states that the strength of the relationship expressed by the correlation coefficient (r) between 0.700 - 1.00 is very strong. So from the table above it can be concluded that the relationship between Product Quality (X) and Consumer Purchase Interest (Y) is very strong and the influence is very strong.

Product Quality (X) with Consumer Purchase Interest (Y) the effect is very strong and significant at the 98% confidence rate. To determine the magnitude of the influence of the independent variable (X) on the independent variable (Y), it can be done by squaring the correlation coefficient (r), which is 0.721 or 0.515, in other words, it can also be seen from the Coefficient of Determination (R²).

Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.721 ^a	.520	.515	1.790

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: Minat Beli Konsumen

Sumber : Output SPSS 20 (2024)

Based on the table above, it can be concluded that:

1. R = 0.721 shows the influence between Product Quality (X) on Consumer Purchase Interest (Y) is 72.1%. This shows that Product Quality (X) and Consumer Purchase Interest (Y) have a very high influence.
2. The R Square number of 0.520 shows that Product Quality (X) affects consumer buying interest by 52%. While the remaining 48% can be explained by factors not examined in this study.

CONCLUSION

The product quality variable has a positive and significant effect on consumer buying interest in Azarine sunscreen products at the Hijrah Store in Lhokseumawe City. This result is evidenced by $t_{hitung} > t_{tabel}$, which is equal to $10.097 > 1.986$ and a significance value of $0.000 < 0.05$ so that H_0 is rejected and H_a is accepted. This means that product quality has a role in influencing consumer buying interest in Azarine sunscreen products at the Hijrah Store in Lhokseumawe City. The better the product quality, the more consumer buying interest in Azarine sunscreen will increase. The magnitude of the effect of product quality on consumer buying interest in Azarine sunscreen products at the Hijrah Store in Lhokseumawe City is 52%, while the remaining 48% of consumer buying interest in Azarine sunscreen products at the Hijrah Store in Lhokseumawe City is influenced by other factors not included in this study.

Suggestion

1. Azarine needs to develop sunscreens with lightweight formulas, make sure to choose products that are alcohol-free and contain safe ingredients that are suitable for sensitive, dry, oily, or combination skin, and need to create Azarine variants for different skin types. Azarine sunscreen needs to conduct dermatological testing to ensure that it is safe for all skin types. Not only the quality, Azarine needs to innovate in packaging design, such as colors, fonts, and information. packaging design, such as colors, fonts, and information that is easy to read in order to attract consumer buying interest.
2. From the results of this study, it is hoped that it can be used as input by further researchers and can add other variables such as consumer reviews, brand awareness, promotions and others, so that they can compare with this study and get better research results.

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