

## The Quality of Batak Ulos Products in Affecting Buying Interest

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**ABSTRACT:** The purpose of this study was to find out how the influence of the quality of Batak Ulos products from UD Bah Pison on buying interest from consumers or customers. Data testing was carried out on 44 customers of UD. Bah Pison Pematangsiantar with the help of questionnaires, then it was found that the data were valid and reliable. The results of the analysis show that the research variables are normally distributed with the provision of asymp values. sig. (2-tailed) > 0.05, then the value of the coefficient of determination is 43% while the remaining 57% is influenced by other variables that are not discussed in this study. For the results of the regression equation, it was found that the results of the equation were positive for product quality on buying interest and the partial test showed that product quality had a positive and significant effect on buying interest. If the quality of the product is good, buying interest will occur, because quality is the foundation of the company's survival.

**KEYWORDS:** Quality produk; batak ulos; buying interest.

### INTRODUCTION

In today's era of increasingly fierce global business competition, making companies engaged in the industrial world to produce products and services always strive to maintain the viability of their business by using all their capabilities to keep trying to maintain and develop their market share against competitors in the market. , because with the emergence of intense competition, companies are required to offer products that have more quality and value so that they are different from competing products (Muliasari, 2019); So that the company can maintain the market, the company must be able to show the results of the products it produces with good product quality so that it is in demand by consumers or customers, because a company will not survive if there are no consumers who use or use the products produced (Santa, 2015) with the hope that the product has a good quality. This is because product quality is the main element that must be considered by business actors, especially for companies that want to maintain their business and even make the business grow (Pamungkas, 2021); with the hope that the ability of products that have quality will foster buying interest for consumers or customers.

Consumers will buy something when it feels right; and therefore products must be made on the basis of the desires and needs of buyers (Rukaiyah, 2020), because products are not only real goods but also finished goods, products can provide different satisfactions so that companies are required to be more creative and have a broad view of the product (Ahidin, 2020). Buying interest is present as part of consumption behavior (Kotler and Keller, 2006) argues that buying interest is a behavior that appears as a response to an object that shows a desire to make a purchase, in asking to buy there are 1) attention, that basic consumers of our products, 2) interest, reasons for buying the products offered, 3) action, consumers take action to buy products, 4) satisfaction, consumers are satisfied with purchasing products and will repurchase (Karmela and Juaedi, 2009) and every consumer will definitely have an interest in buying then will make a purchase if the product is in accordance with his expectations. Likewise, UD Bah Pison which is an individual business, is engaged in the textile industry and songket handicrafts with the basic ingredient of ulos. Ulos is a kind of traditional cloth which is the result of traditional crafts from the Batak tribe (Rudiyanto, 2005) where in Batak traditional beliefs there are three sources of warmth, namely sun, fire and ulos, and has a sacred value which is a symbol of blessing, affection and unity (Simarmata, 2016), for this reason the company makes efforts to expand its business with the presence of customers as the main factor for the company's sustainability and customer buying interest becomes the center of attention for something accompanied by feelings of interest in the ulos product. Customer buying interest can be measured by transactional interest, referential interest, preferential interest and exploratory interest. The problem found that the product was not promoted to the surrounding community so that many residents were not familiar with the existence of the product, and there were still customers who did not know about the product information sold in the store so it could be said that the buying interest of customers at UD Bah Pison was not appropriate with expectations.

Buying interest can be influenced by several factors and one of them is product quality, this is in line with research (Prayogi and Santosa, 2019) because to be able to attract buying interest, the company must be able to show the best product quality and sometimes it always changes (Stankevich, 2017); product quality can be interpreted as an effort to meet consumer needs and desires and its accuracy exceeds consumer expectations (Kumalasari, Wardoyo and

Rusdianti, 2019) for that when marketers pay attention to product quality, consumers will be happy to buy products or services, and when marketers do not pay attention to product quality, then consumers will be disloyal (Amron, 2018); it is expected that marketers are able to offer products that have quality and have more value than competing products (Arjuna and Ilmi, 2020). Product quality is the ability of a product to perform its functions, including durability, reliability, accuracy, ease of operation, repair and other valuable attributes (Andreasen and Kotler, 2007) and product quality can be measured by performance, features, reliability, conformance to specifications, durability and aesthetics (Tjiptono and Chandra, 2011) and when the sale is present, will the quality of the product perceived by the customer be forgotten because the main motive lies in minimizing costs (Shaharudin *et al.*, 2012); then if the product has expectations of the customer then customers will be happy and consider the product acceptable even those with high quality (Jahanshahi *et al.*, 2011) and with product quality will make consumers loyal (Iskandar, Nurmulina and Riani, 2015)

Problems that occur for product quality are found that the performance of the product is still not good because there are still threads produced / woven that are not neat in songket products. While the suitability is still not good, where there are still customers who complain when they see the results of the songket orders received because they are not in accordance with the promised design. This will have an impact on the process of buying interest expected by customers because customers will feel disappointed if the results of the product are not as expected and will inform other customers about the quality of the product.

## RESULTS AND DISCUSSION

### Validity and Reliability Testing

#### Validity test

Table 1. Validity Test

Variable	Corrected Item-Total Correlation	r critical	Criteria
Product Quality	0,628	0,30	Valid
Buying Interest	0,545	0,30	Valid

Source: Data processing, 2021

Table 1 shows that the value of the total correlation of product quality variables is 0.628 and buying interest is 0.545 > from critical 0.30. Thus the conclusion of the validity test is declared to have valid criteria.

#### Reliability Test

Table 2. Reliability Test

Variable	Cronbach's Alpha if Item Deleted	r critical	Criteria
Product Quality	0,950	0,70	Reliable
Buying Interest	0,951	0,70	Reliable

Source: Data processing, 2021

The results for table 2 show the results of the value of Cronbach's alpha if the item deleted for each variable > from the critical value and these results indicate the conclusion that the results of the study have reliable or reliable criteria.

#### Coefficient of Determination

Table 3. Coefficient of Determination Summary model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,656 <sup>a</sup>	0,430	0,417	6,84738

Predictors: (Constant), Product Quality

Source: Data processing, 2021

The results for table 3 on the coefficient of determination show the RSquare value of 0.43 or 43%, which means the ability of the product quality variable to explain buying interest is 43% while the remaining 57% is influenced by other variables that are not discussed in this study, such as price, promotion. and so on, while the R value or correlation shows a strong value = 0.65.

**Normality****Table 4. Normality Test One-Sample Kolmogorov-Smirnov Test**

		Product Quality	Buying Interest
N		44	44
Normal Parameters <sup>a,b</sup>	Mean	75,2273	45,6818
	Std. Deviation	15,60689	8,96705
Most Extreme Differences	Absolute	0,122	0,107
	Positive	0,087	0,085
	Negative	-0,122	-0,107
Test Statistic		0,122	0,107
Asymp. Sig. (2-tailed)		,102 <sup>c</sup>	,200 <sup>c,d</sup>

Source: Data processing, 2021

Explanation of table 4 shows that the value of asymp. sig. (2-tailed) of the product quality variable 0.102 and buying interest 0.200, the conclusion is that all research variables are normally distributed with the provision that the value of asymp. sig. (2-tailed) > sig 0.05.

**Regression Equation****Table 5. Simple Regression Equation**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	17,324	5,138		3,372	0,002
Product quality	0,377	0,067	0,656	5,634	0,000

**Dependent Variable: Interest\_Buy**

Source: Data processing, 2021

Table 5 shows the results for the regression equation with the model  $Y = 17.324 + 0.377 X$ , which means that when the value of the product quality constant is considered zero (0) then the result of buying interest is 17.324. Then if the value of the coefficient of product quality direction is 0.377, which means that when the value of product quality increases by 1 (one) unit, then the value of buying interest (Y) can change with a value of 0.377 units, assuming the others are fixed. Furthermore, the coefficient results are positive which can be seen from the results of the above equation, which means that product quality has a positive influence on buying interest.

**Partial Test (t Test)****Table 6. Partial Test**

Model	t	Sig.
1 (Constant)	3,372	0,002
Product quality	5,634	0,000

Source: Data processing, 2021

Table 6 shows the results that the tcount value from the study shows the result = 5.634 for the product quality variable, then for ttable it is determined by  $df (n-k) = 44 - 2 = 2.018$  and the significance level <0.05. The results of the table translation found that the value of tcount 5.634 > ttable 2.018 and the value of arithmetic significance < significance 0.05, thus that product quality has a positive and significant effect on buying interest.

**Product quality affects buying interest.**

Superior and good product quality from the flavors offered, attractive packaging variations will be able to provide interest to customers and of course will result in a buying process (Setiawan, 2020), because there are service characteristics that provide the ability to meet customer needs (Khoironi, Syah and Dongoran, 2018), product quality greatly influences consumers in choosing a product and subsequently affects purchases (Saputra, Waluyo and Listyorini, 2014) and is able to make consumers loyal (Iskandar, Nurmalina and Riani, 2015); because many people expect to get products that quality that is able to meet their needs (Hidayat, 2015). For this reason, it is necessary to have a good understanding of consumers that allows marketers to influence consumers in their buying decisions (Eka,

2019).. Research from (Kurniawati, 2020) shows that there is a positive influence on buying interest but opinions (Foster and Johansyah, 2019); (Karundeng, Kalangi and Walangitan, 2019) that product quality has no influence on buying interest. This occurs when the quality of the product does not match the desired expectations, so that buying interest in the future will no longer be carried out. Because if customers find products that match and exceed their expectations, then they have the potential to become their ambassadors for other customers (Stankevich, 2017).

## CONCLUSIONS

The results show that product quality has a positive and significant effect on buying interest at UD Bah Pison Pematangsiantar, this shows that when consumers or customers come to buy their business products, in this case Batak ulos, the quality of the Batak ulos products is very much a concern of consumers, because consumers always want the best quality products.

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