

## RELATIONSHIP PRODUCT QUALITY AND PRICE WITH CONSUMER BUYING INTEREST IN OLE-OLE FUTSAL BUNG TOMO SURABAYA

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### ABSTRACT

This research was conducted with the aim of knowing the relationship between product quality and price with the interest of buying consumer Ole-Ole Futsal Bung Tomo. This type of research uses a quantitative approach. The sample in this study were 30 respondents taken by the snowball effect method. The data analysis technique in this study used correlation test analysis Spearman rank. The calculation process was aided by the application program Statistical Package for the Social Sciences (IBM SPSS Statistics 20). The results of this study indicate that a correlation of 0.877 means that it is very strong and based on calculations, the product quality variable with consumer buying interest has a sig value of  $0.000 < 0.05$ , so  $H_0$  is rejected, the product quality is significantly associated with consumer buying interest. And the price variable shows that there is a correlation of 0.738 which means strong and based on calculations, the price variable with consumer buying interest has a sig value of  $0.000 < 0.05$  so  $H_0$  is rejected, then the price is significantly associated with consumer buying interest.

**Keywords:** Product Quality, Price, Consumer Buying Interest

### 1. INTRODUCTION

Sports are basically the needs of every human being in life so that their physical and health conditions are well maintained. Public awareness of the importance of sports in the present makes people interested in going to service centers in the field of sports, as is well known that with a fit body the activity becomes smooth. In addition, many people feel that their level of confidence will increase if they have an ideal posture. The ideal posture will be obtained by exercising regularly at fitness centers or places that provide services in the field of sports, adequate nutrition patterns, and balanced sleep patterns. Today's life requires that people spend more time working which causes a person to rarely engage in sports activities. The need for health becomes a very important and valuable thing in human life. Therefore, humans want to try to maintain their health. One way to maintain good health is through sports activities. Of the many sports, futsal is an option to spend free time after a full day of work. In 2002, futsal began to spread to Indonesia. The official national level competition in Indonesia began in 2008 by the National Futsal Agency (BFN), an institution specifically established by PSSI to manage futsal in Indonesia. Quickly, futsal has a place for soccer lovers. Starting from the school environment, campus to the company. Not infrequently certain parties hold futsal tournaments in their environment to establish intimacy among fellow employees or fellow citizens in the area.

Futsal is a soccer game played by two teams, each of which consists of 5 players (4 players 1 goalkeeper). The goal of futsal is to put the ball into the opponent's goal. Using feet, head and all body parts except the hands. Unlike soccer, futsal is played in a closed room and in a flat place. With smaller field sizes and fewer players than soccer. The duration of the futsal match is 2 times 20 minutes. If the result is still a draw then it is added with an extension of 2 times 5 minutes.

The standard futsal field generally has a width of 18-25 meters and a length of 38-42 meters. The field boundary is 8cm, which is the touch line on the side, the goal line at the ends, and the middle line of the field, and the circle line in the middle 3cm. The size of the penalty area, the first penalty point is 6 meters from the midpoint of the goal line, the second penalty is 10 meters from the midpoint of the goal line, the arc is 6m from each goalpost. Substitution zone in the futsal game area 5 meters (5 meters from the center line of the field) on the side of the stands from throwing. The size of the futsal goal has a width of 3 meters and a height of 2 meters.

Entrepreneurs who are careful about the current situation will allocate their capital by competing to establish and repair a futsal field business place. One of them is located in Surabaya. the increasing number of rental businesses of futsal courts in Surabaya and surrounding areas has also increased competition between entrepreneurs in this futsal field rental. At this time consumers faced are consumers who have a high sensitivity to the goods and services used, will move to another futsal field rental company if it is not in accordance with the interest of the rental. The extent to which a product service center pays attention to product quality will always be an evaluation material for consumers so that they are interested in coming. In addition, in the increasingly tight marketing conditions, the role of product quality will be even greater in the development of a company (Purwati, 2012). It is very important for companies to know consumer behavior that is always evolving by understanding consumer behavior because this will determine the interest in buying / interest in consumer rental.

In addition to product quality, employers can set prices that are commensurate with the quality of the grass and so on with the aim that consumers have a relationship with entrepreneurs. The quality of the grass is one of the measuring instruments for consumers to evaluate their decisions in renting the field. According to Wyckof in Tjiptono (2005: 260) argues that service quality is the superior level (excellence) expected in controlling the superiority to fulfill customer desires. Price is also a benchmark for consumers to decide on renting the field. If the price offered is very significant with the services provided, then it can be an interest in leasing for consumers. Price is a monetary unit or other measure including goods from other services that are exchanged in order to obtain ownership rights or users of goods and services (Tjiptono, 2005).

One of the rental businesses in the futsal field in Surabaya is Bung Tomo Ole-Ole Futsal which is located at Jl. Bung Tomo No.6 Surabaya. In its development, Ole-Ole Futsal Bung Tomo Surabaya is required to remain able to exist by getting and retaining customers. One method that is used is to provide good quality grass field by taking into account the factors that influence the price so that it can give birth to the decision to buy / lease the field in Ole-Ole Futsal Bung Tomo Surabaya.

In Ole-Ole Futsal Bung Tomo Surabaya there is a phenomenon that can make its business progress and can also make its business decline due to this phenomenon. According to the results of the interviews conducted, there was a phenomenon of grass quality and prices towards the interest of leasing consumers to rent a field in Ole-Ole Futsal Bung Tomo Surabaya.

The quality of grass is often considered by consumers to use the Bung Tomo Surabaya Ole-Futsal field service. Consumers often compare the quality of the grass at other field rental sites, so employers must improve the quality of the grass or they will lose their loyal customers.

The success of a business is greatly influenced by how the company can encourage consumers to buy or rent a field in Ole-Ole Futsal, Bung Tomo Surabaya. One way that is used is by improving the quality of grass and stabilizing the rental price to consumers. Consumer decisions themselves are difficult to achieve because of the diversity of consumer desires and the many alternatives that consumers choose to fulfill their needs, for example going to another futsal field rental company that guarantees the quality of the grass and the price that arises because the brand is well known to the community.

Consumer decisions are processes or activities when a person relates to the search, selection, purchase, use and evaluation of products and services in order to meet their needs and desires. The company's goal is to find out what the needs and desires of consumers are. Factors that influence purchasing decisions are service quality, trust and pricing. To fulfill consumer purchasing decisions for an item, the company must provide good and quality service to maintain consumers and provide affordable prices. Kotler (2007: 201) explains that purchasing decisions are an individual, group or organizational way in which to choose, buy, use and utilize goods or services of ideas and experiences in order to satisfy the needs of desire. An understanding of customer desires and customer satisfaction is very important in determining the success of the business owner. For this reason, research is needed that connects business owners and customers or service users. This in turn requires customer behavior data that can be obtained through both qualitative and quantitative marketing research.

## **2. LITERATURE REVIEW**

### **Marketing**

The definition of marketing is an organizational function and a series of processes of creating, communicating, and conveying value for customers, as well as providing benefits to organizations and stakeholders (Marknesis Team, 2009: 1) Whereas (Tjiptono, 2008: 5) Marketing is a function which has

the greatest relationship with the external environment, even though the company only has limited control over the external environment.

### **Product Quality**

According to Kotler and Armstrong, (2008), product quality is a potential strategy weapon to defeat competitors. Capability of product quality to show various functions including durability, reliability, accuracy and ease of use. and According to Fandy Tjiptono (2008) Product quality is a consumer assessment of the superiority or privilege of a product.

Dimensions of Product Quality According to Kotler and Armstrong (2012) if the company wants to maintain its competitive advantage in the market, the company must understand what dimensions are used by consumers to differentiate the products the company sells from competing products. The dimensions of product quality are:

1. Performance (performance), related to the basic operating characteristics of a product.
2. Durability, which means how long or the age of the product in question lasts before the product has to be replaced. The greater the frequency of consumer use of the product, the greater the durability of the product.
3. Conformance to Specifications (conformity to specifications), namely the extent to which the characteristics of the basic operation of a product meet certain specifications of the consumer or whether defects in the product are found.
4. Features (features), are product characteristics that are designed to enhance product functions or increase consumer interest in products.
5. Reliability (reliability), is the probability that the product will work satisfactorily or not in a certain period of time. The less likely the damage is, the product is reliable.
6. Aesthetics, related to how the appearance of a product can be seen from the appearance, taste, smell, and shape of the product.
7. Perceived Quality (impression of quality), often said to be the result of the use of measurements made indirectly because there is a possibility that consumers do not understand or lack information on the product in question. So, consumer perceptions of the product are derived from price, brand, advertising, reputation, and country of origin.

### **Price**

Kotler and Armstrong (2001: 339) say that price is the amount of money charged for a product or service. More broadly, price is the amount of value that consumers exchange to get the benefits of owning or using a product or service. Whereas according to Lamb et.al (2001: 268), Price is what must be given by consumers (buyers) to get a product.

Price Indicator according Kotler and Ketler (2012) in the existing price variable element bebearapa main activities include the price list prices, discounts, rebates, and the repayment period. In this study, the measurement of prices is measured by indicators as follows:

1. Conformity of Product Prices to Quality Products  
consumers will see in advance the prices listed on a product, because before buying consumers have thought about the price offered has conformity with the product that has been purchased. (Schiffman and Kanuk in Rahma, et, al., 2012, p4).
2. Special Price Discounts (Allowance)  
Special price discounts by discounted prices given by producers / sellers to consumers at certain events. (Kotler and Kevin Lane Keller, 2009, p63).
3. Price Perceived  
That is the customer's perception of the price that is accepted, whether high, low, or fair. (Schiffman and Kanuk in Rahma, et, al., 2012, p4).

### **Buying Interest**

Buying interest is a desire that arises in consumers of a product as an impact of a process of observation and learning of consumers or individuals to a product. According to Durianto (2013: 58) that buying interest is the desire to buy products, buying interest will be generated if a consumer has been affected by the quality and quality of a product, information about the product, for example: prices and buying and weaknesses and product superiority other branding. Whereas according to Simamora (2011: 106) that buying interest towards products arises because of the basis of trust in products accompanied by the ability to buy products. In addition, buying intention for a product can also occur with the influence of

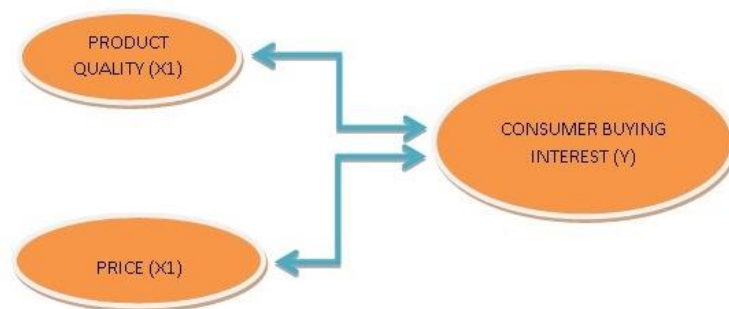
other people who are trusted by prospective customers. Buying intention can also arise if a consumer feels very interested in a product.

Indicators of Buying Interest according to Ferdinand (2006):

1. Transactional interest  
The tendency of someone to buy.
2. Refractive interest  
A person's tendency to refer products to others.
3. Preferential interest  
The behavior of someone who has the main preference for the product.
4. Explorative Interests  
Behavior of someone who is always looking for information about the product that he is interested in and looking for information to support the positive nature of the product.

### Research Concept Framework

**Figure 2.1 Concept Thinking Framework**



Source : Researcher (2019)

### Hypothesis

1. H1 : Between product quality variable (X1) has a significant positive relationship with consumer buying interest (Y)
2. H2 : Between the price variable (X2) has a significant positive relationship with consumer buying interest (Y)

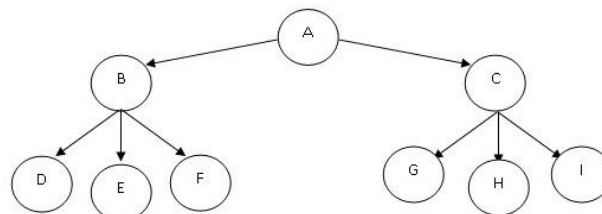
## 3. RESEARCH METHODOLOGY

### Type of Research

The type of research used is to use a quantitative approach to

### Population, Sample and Teknik Penarikan Sampel

The population in this study were consumers who had rented a futsal field at Ole-Ole Futsal Bung Tomo. The determination of the sampel in this study using the Snowball Effect, techniquenamely the technique of determining the sample which is initially small in number, then enlarges. Like a rolling snowball, which eventually became big, Sugiyono (2010: 68). Based on the sampling above, samples will be taken from a population of less than 30 people. In retrieving the data there are criteria for customers who can fill out the questionnaire. Must be a user / tenant in the field at Ole-Ole Futsal Bung Tomo Surabaya.



**Figure 3.1 Snowball Effect Sampling**

Source : Sugiyono (2010:69)

### Types and Sources of Data

The type of data used is quantitative and in this study the data needed is primary data. Primary data is data obtained directly from the source of the research. Primary data was obtained from consumers who rented the field at Ole-Ole Futsal Bung Tomo. Primary data is known through a questionnaire, using survey techniques using a questionnaire.

### Data Collection Techniques

The method used by researchers in this study was the survey method, using a questionnaire. Scale scaling method uses ascale Likert. The details of the scale used are as follows :

- 1 = Strong Disagree (STS)
- 2 = Disagree (TS)
- 3 = Neutral (N)
- 4 = Agree (S)
- 5 = Strongly Agree (SS)

### Data Analysis Techniques

Data analysis techniques used in this study is the rank spearman correlation test.

## 4. RESEARCH RESULT AND DISCUSSION

### Research Results

#### Rank Spearman Correlation Test

In testing this hypothesis the statistical test "Rank Spearman" was used. This test aims to determine the relationship between the variables of product quality and price with consumer buying interest. By using the application program IBM SPSS Statistics20 for windows.

#### Product Quality Correlation Test Results With Consumer Purchase Interest

Correlation test aims to determine whether the independent variable has a relationship with the dependent variable. If the spearman correlation is  $> 0.05$ , the independent variable has a relationship with the dependent variable.

**Table 4. 1 Product Quality Correlation Test Results with Consumer Buying Interests**

Correlations		X1	Y
Spearman's rho	X1		
	Correlation Coefficient	1,000	,877**
	Sig. (2-tailed)	.	,000
	N	30	30
Y	Correlation Coefficient	,877**	1,000
	Sig. (2-tailed)	,000	.
	N	30	30

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

Based on the table, the Spearman correlation value rank of  $0.877 > 0.05$  indicates that there is a relationship between product quality and Bung Tomo's Ole-Ole Futsal consumer buying interest. Significant value of  $0,000 < 0,05$  indicates a significant relationship between product quality variables and consumer buying interest in Ole-Ole Futsal Bung Tomo.

#### Price Correlation Test Results with Consumer Buying Interest

Correlation test aims to determine whether the independent variable has a relationship with the dependent variable. If the spearman correlation is  $> 0.05$ , the independent variable has a relationship with the dependent variable.

**Table 4. 2 Price Correlation Test Results with Consumer Buying Interests**  
**Correlations**

			X2	Y
Spearman's rho	X2	Correlation Coefficient	1,000	,738**
		Sig. (2-tailed)	.	,000
		N	30	30
	Y	Correlation Coefficient	,738**	1,000
		Sig. (2-tailed)	,000	.
		N	30	30

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

Based on the table, the Spearman correlation value rank of  $0.738 > 0.05$  indicates that there is a relationship between the price and the buying interest of Ole-Ole Futsal Bung Tomo. The significance value of  $0,000 < 0,05$  indicates a significant relationship between the price variable and consumer buying interest in Ole-Ole Futsal Bung Tomo.

## A. Discussion

### Relationship of Product Quality with Consumer Interests

PurchasingBased on the results of the study, it is known that the value of the correlation is Spearman rank  $0.877 > 0.05$ . This shows that the first hypothesis reads "Product Quality has a relationship with the Interest of Buying Consumer Ole-Ole Futsal Bung Tomo" can be accepted. Thus, the better the customer's view of the quality of products owned by Ole-Ole Futsal Bung Tomo, the higher the consumer's buying interest will be. The results of this study are in line with the results of research conducted by Manus, Fanly W; Lumanauw (2015) shows that product quality is significantly associated with Tri prepaid card customer satisfaction. Management of PT. Hutchison 3, should not be satisfied with the achievements, but continue to innovate in order to be able to improve product quality and services so that the company can survive given the increasingly fierce competition in the telecommunications sector, also due to increasing consumer tastes as a result of increasingly modern developments.

### Relationship between Price and Consumer Purchase Interest

The results of the study show that the Spearman correlation value is rank  $0.738 > 0.05$ . This shows that the second hypothesis which reads "Price has a relationship with consumer buying interest in Ole-Ole Futsal Bung Tomo" can be accepted. It means that the more stable the price given by Bung Tomo Ole-Futsal to customers, it will increase consumer buying interest. The results of this study are in line with the results of research conducted by Gunadi et al (2018) which states that there is a relationship between price and customer satisfaction. Considering the better the customer's view of the price set by the M-Sport Futsal Center, the customer satisfaction will be higher.

## 5. CONCLUSION

Product quality has a significant relationship with consumer interest in buying Ole-Ole Futsal Bung Tomo. Because the product quality variable is very strong in giving results to consumers' buying interest. Product quality has an important influence and role in increasing consumer buying interest. While the price also has a significant relationship with the interest in buying consumers of Ole-Ole Futsal Bung Tomo. Because the price variable has had an influence in increasing consumer buying interest, causing consumer attraction and increasing consumer buying interest.

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