

**PRODUCT QUALITY ON CONSUMER PURCHASE INTEREST WITH
CUSTOMER SATISFACTION AS A VARIABLE
INTERVENING IN BLACK ONLINE STORE
HIGH CLICK MARKET
(Case Study on Customers of the Tebing Tinggi Black Market Online Store)**

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ABSTRACT

Product Quality on Consumer Buying Interest with Customer Satisfaction as an Intervening Variable at the Tebing Tinggi Black Market Online Store (Case Study on Customers of Tebing Tinggi Black Market Online Store), Product Quality on Consumer Buying Interest with Customer Satisfaction as an Intervening Variable at the Tebing Tinggi Black Market Online Store. The research method used is the data method. qualitative and quantitative data. While the data used is primary data. The data analysis method in this study uses simple linear regression analysis to obtain a comprehensive picture of the effect of product quality variables on consumer buying interest using the SPSS 25 for Windows program. To find out whether there is a significant effect of the independent variable on the dependent variable, a simple linear regression model is used. The results of hypothesis testing using simple regression analysis and t-test show that: the t-table value of the Product Quality variable is $7.644 >$ the t-table value (df: : 68%) of 1.995 so it can be concluded if Product Quality has a positive effect and significant to Consumer Buying Interest.

Keywords: Product Quality On Consumer Purchase Interest With Customer Satisfaction

1. INTRODUCTION

Competition in the increasingly open business world makes entrepreneurs look for the right strategy to market their products. Buying interest is obtained from a learning process and a thought process that forms a perception. According to Sukmawati and Suyono in Pramono quoted from Annafik and Rahardjo (2012), buying interest is part of the behavioral component in consuming attitudes. Consumer buying interest is the stage where consumers form their choices among several brands that are incorporated in the choice set. Then in the end make a

purchase on an alternative that he likes the most or the process that consumers go through to buy an item or service based on various considerations. This buying interest creates a very strong motivation and desire which ultimately causes a buyer to actualize the needs that are in his mind.

The following are the facts of consumer purchases through the black market, which are more every month than the overall percentage data with 1 High Cliff Black Market Consumer Data. Month/2019 Brand or type of item Quantity May Mobile 40% June Motorcycles 35% July Electronic equipment 50% August Mobile 60% September Mobile 50%, October Motorcycle 40%.

2. LITERATURE REVIEWS

2.1 Customer satisfaction

Richard L. Oliver (in Fandy Tjiptono, 2015: 23) defines customer satisfaction as a feeling of pleasure or disappointment that a person gets from comparing the perceived performance (or result) of a product and its expectations.

2.2 Product quality

Kotler & Keller translation Bob Sabran (2012:145) defines product quality as follows: "Product quality is the ability of a product to perform its functions, this includes overall durability, reliability, accuracy, ease of operation, and product repair as well as other product attributes.

2.3 Buying Interest

According to Sukmawati and Suyono in Pramono dikutip from Annafik and Rahardjo (2012) buying interest is part of the behavioral component in the attitude of consuming.

3. RESEARCH METHODS

He data collection technique is carried out by means of Questionnaires or questionnaires, which are a number of questions or written statements about factual data or opinions relating to the respondent, which are considered facts or truths that are known and need to be answered by the respondent. The data processing in this study used a Likert Scale. According to Sugiyono (2013:132), "Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. This study uses multiple regression method, to analyze the impact of the independent variable on the dependent.

4. DISCUSSION RESULT

4.1 Normality test

Normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution (Ghozali, 2016).

Table 4.7 Uji One Sample Kolmogorov Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		70	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	1.12739404	
Most Extreme Differences	Absolute	.142	
	Positive	.142	
	Negative	-.099	
Test Statistic		.142	
Asymp. Sig. (2-tailed)		.001 ^c	
Monte Carlo Sig. (2-tailed)	Sig.	.129 ^d	
	99% Confidence Interval	Lower Bound	.026
		Upper Bound	.232

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Based on 70 sampled tables with starting seed 2000000.

Source: Data processed by SPSS 25 (2021)

It can be seen that the significance value (Monte Carlo Sig.) of all variables is 0.129. If the significance is more than 0.05, then the residual value is normal, so it can be concluded that all variables are normally distributed

4.2 Heteroscedasticity Test

The heteroscedasticity test aims to test whether from the regression model there is an inequality of variance from the residuals of one observation to another observation. A good regression model is one with homoscedasticity or no heteroscedasticity.

The results of data processing using SPSS 25.00 show the results in the following table:

Table 4.2. Glejser Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error			
1	(Constant)	1.406	.623		2.257	.027
	Kualitas_Produk_X	-.112	.053	-.413	-2.094	.040
	Kepuasan_Pelanggan_Z	.069	.063	.214	1.088	.281

a. Dependent Variable: Abs_RES

Source: Data processed by SPSS 25 (2020)

The table above shows how the significance value of product quality is 0.040 and 0.281, which means that the independent variable is not statistically significant in influencing the dependent variable, so there is no indication of heteroscedasticity.

4.3 Coefficient Of Determination Test

The value used to see the coefficient of determination in this study is in the adjusted R square column. This is because the adjusted R square value is not susceptible to the addition of the independent variable

**Table 4.3. Coefficient Of Determination
Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.904 ^a	.817	.812	.922	1.495

a. Predictors: (Constant), Kepuasan_Pelanggan_Z, Kualitas_Produk_X

b. Dependent Variable: Minat_Beli_Y

Source: Data processed by SPSS 25 (2021)

Based on table 4.15, it can be seen that the adjusted R square value is 0.812 or 81.2%. This shows that Customer Satisfaction (Z) and Product Quality (X) can explain Purchase Interest (Y) of 81.2%, the remaining 18.8% (100% - 81.2%) is explained by other variables outside the model. this research. Such as the price which is the amount of money charged for a product or service from the value that consumers exchange for the benefits of having the product or service as well as the quality of service and brand

4.4 Pengujian Regresi Linier Berganda

Multiple linear regression testing explains the magnitude of the role of Product Quality (X) and Customer Satisfaction (Z) on Purchase Interest (Y). Data analysis in this study used multiple linear regression analysis using SPSS 25.0 for windows.

**Table 4.4. Multiple Linear Regression Results
Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.156	.973		1.188	.239		
	Kualitas_Produk_X	.638	.084	.670	7.644	.000	.355	2.814
	Kepuasan_Pelanggan_Z	.307	.098	.273	3.121	.003	.355	2.814

a. Dependent Variable: Minat_Beli_Y

Source: Data processed by SPSS 25 (2020)

Based on these results, the multiple linear regression equation has the formulation: $Y = a + b_1X + b_2Z + e$, so that the equation is obtained: $Y = 1.156 + 0.638 X + 0.307 Z + e$

4.6 Partial test (T)

The t statistic test is also known as the individual significance test. This test shows how far the influence of the independent variable partially on the dependent variable.

In this study, partial hypothesis testing was carried out on each independent variable as shown in Table 4.16 below:

Table 4.16 Partial Test (t) Equation 1

Model		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Tolerance	VIF
B	Std. Error	Beta						
1	(Constant)	5.104	1.026		4.974	.000		
	Kualitas_Produk_X	.681	.061	.803	11.107	.000	1.000	1.000

a. Dependent Variable: Kepuasan_Pelanggan_Z
Source: Data processed by SPSS 25 (2020)

Hypothesis Testing the effect of Product Quality variable (X) on Customer Satisfaction variable (Z). The form of hypothesis testing based on statistics can be described as follows: Decision Making Criteria:

- 1) Accept H₀ If $t_{count} < t_{table}$ or $-t_{count} > -t_{table}$ or Sig value. > 0.05 .
- 2) Reject H₀ If $t_{count} > t_{table}$ or $-t_{count} < -t_{table}$ or Sig. < 0.05 .

From table 4.16, the t_{count} is 11.107. With $\alpha = 5\%$, t_{table} (5%; $n_k = 68$) the t_{table} value is 1.995. From the description it can be seen that t_{count} (11.107) $> t_{table}$ (1.995), as well as the significance value of $0.000 < 0.05$, it can be concluded that the first hypothesis is accepted, meaning that the Product Quality variable (X) has a positive and significant effect on Customer Satisfaction (Z). In line with research conducted by.

Tabel 4.17 Partial Test (t) Equation 2

Model		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
B	Std. Error	Beta						
1	(Constant)	1.156	.973		1.188	.239		
	Kualitas_Produk_X	.638	.084	.670	7.644	.000	.355	2.814
	Kepuasan_Pelanggan_Z	.307	.098	.273	3.121	.003	.355	2.814

a. Dependent Variable: Minat_Beli_Y
Source: Data processed by SPSS 25 (2020)

a. Hypothesis Testing the Effect of Product Quality (X) on Purchase Intention (Y) The form of hypothesis testing based on statistics can be described as follows: Decision Making Criteria:

- a) Accept H₀ If $t_{count} < t_{table}$ or $-t_{count} > -t_{table}$ or Sig value. > 0.05
- b) Reject H₀ If $t_{count} > t_{table}$ or $-t_{count} < -t_{table}$ or Sig. < 0.05

From table 4.17, the t_{count} value is 7.644. With $\alpha = 5\%$, t_{table} (5%; $n_k = 68$) the t_{table} value is 1.995. From the description it can be seen that t_{count} (7.644) $> t_{table}$ (1.995), and the significance value is $0.000 < 0.05$, it can be concluded that the second hypothesis is accepted, meaning that Product Quality (X) has a positive and significant effect on Purchase Interest (Y). In line with

b. Hypothesis Testing the influence of Customer Satisfaction (Z) on Purchase Interest (Y) The form of hypothesis testing based on statistics can be described as follows: Decision Making Criteria:

- a) Accept H₀ If $t_{count} < t_{table}$ or $-t_{count} > -t_{table}$ or Sig value. > 0.05
- b) Reject H₀ If $t_{count} > t_{table}$ or $-t_{count} < -t_{table}$ or Sig. < 0.05

From table 4.17, the tcount value is 3.121. With $\alpha = 5\%$, $t_{table} (5\%; nk = 68)$ the t_{table} value is 1.995. From the description it can be seen that $t_{count} (3.121) > t_{table} (1.995)$, and the significance value is $0.003 < 0.05$, it can be concluded that the third hypothesis is accepted, meaning that Customer Satisfaction (Z) has a positive and significant effect on Purchase Interest (Y). In line with research on customer satisfaction is a person's feeling of pleasure or disappointment that comes from the comparison between his impression of the performance (results) of a product and his expectations. Satisfied consumers will buy other "products" sold by the company, as well as become effective "marketers" through positive word of mouth.

4.7 Path Analysis

In order to prove that whether a variable is capable of being a variable that mediates the relationship between the independent variable and the dependent variable, the direct and indirect effects of the independent variable on the dependent variable will be calculated. If the indirect effect of the independent variable on the dependent variable through the intervening variable is greater than the direct effect of the independent variable on the dependent variable, then that variable can be a variable that mediates between the independent variable and the dependent variable (Ghozali, 2016). To perform the calculation directly and indirectly, it is carried out from the following standardized coefficients of regression equations I and II:

Tabel 4.18 Nilai Standardized Coefficients Model I

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	5.104	1.026	
	Kualitas_Produk_X	.681	.061	.803

a. Dependent Variable: Kepuasan_Pelanggan_Z

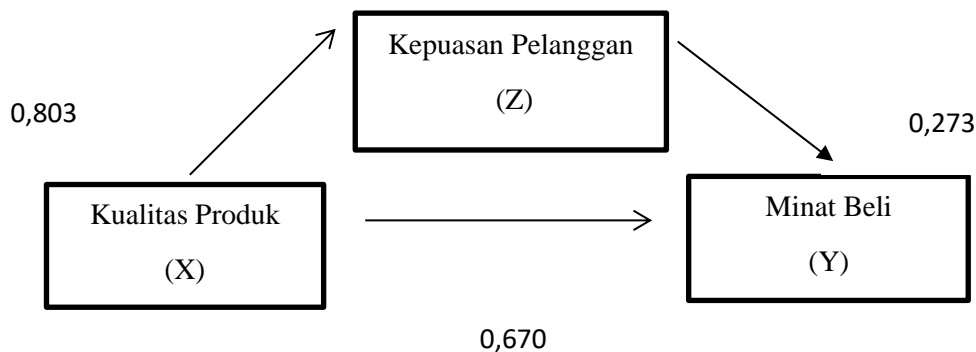
Tabel 4.19 Nilai Standardized Coefficients Model II

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	1.156	.973	
	Kualitas_Produk_X	.638	.084	.670
	Kepuasan_Pelanggan_Z	.307	.098	.273

a. Dependent Variable: Minat_Beli_Y

Source: Data processed by SPSS 25 (2020)

Furthermore, the standardized coefficients beta values will be entered into the path analysis image as follows:



4.1.1 Hypothesis Development Results

1. Based on the results of the study, the researcher concluded that the quality of the products at the Tebing Tinggi Black Market Online Store was descriptively in the high classification or in the good category. It can be seen from the product quality variable (X) has a significant effect on customer satisfaction (Z). In theory, customer satisfaction needs an effort to improve the quality of a good product when customer satisfaction decreases by providing the right product quality that will increase customer satisfaction.
2. Based on the results of the study, the researchers concluded that the product quality at the Tebing Tinggi Black Market Online Store was descriptively classified as high or had a lot of influence on buying interest. Where product quality (X) has a significant effect on buying interest (Y).
3. Based on the results of the study, the researchers concluded that the customer satisfaction shown to the Tebing Tinggi Black Market Online Store was descriptively classified as high or in customer satisfaction and was well received. It can be seen from customer satisfaction (Z) has a significant effect on buying interest (Y)

5.CONCLUSION

To complete this research, there are several additional aspects that are proposed in the suggestions in this study, namely as follows:

1. Further research is recommended to consider variables not examined in this study such as price variables and purchasing decisions.
2. It is expected that the Tebing Tinggi Black Market Online Store will always maintain the satisfaction of its customers, and this research should be a strategy or consideration so that the Tebing Tinggi Black Market Online Store pays attention to product quality in carrying out sales. This means that the Tebing Tinggi Black Market Online Store, while maintaining good product quality and customer satisfaction. This is to increase customer buying interest.
3. In this study, it is confirmed that customer satisfaction needs efforts to improve good product quality when customer satisfaction decreases by providing the right product quality will be able to increase customer satisfaction.
4. It is recommended for further researchers to expand the scope of the object of research so that later the results of this study can contribute thoughts, information and considerations to the Tebing Tinggi Black Market Online Store in determining policies,

in making product quality strategies and customer satisfaction so that companies can improve customer buying interest..

6.SUGGESTIONSAND ACKNOWLEDGMENTS

It is recommended for further researchers to expand the scope of the object of research so that later the results of this study can contribute thoughts, information and considerations to private banks in determining policies, on the use of cash flows so that companies are able to improve financial performance.

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