

THE INFLUENCE OF PRODUCT QUALITY AND SERVICE QUALITY ON PURCHASE INTEREST

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Abstract

This research aims to investigate and analyze the influence of product quality and service quality on customer purchasing interest at Apotek K24. This research method uses a quantitative approach by taking questionnaires to respondents who are customers of the K24 Pharmacy in Cimahi City. This research used a sampling technique using a purposive sampling method with a sample size of 50 respondents. Data collection was carried out through questionnaires and analysis was carried out using regression analysis with the help of SPSS 25.0 software. The results of this research show that partially product quality and service quality have a significant influence on purchasing decisions at K24 Cimahi pharmacies. Furthermore, product quality and service quality simultaneously have a significant influence on purchasing decisions at K24 Cimahi pharmacies. The influence of product quality and service quality on purchasing decisions is 50.4%, while the remaining 49.6% is explained by variables not explained in this research.

Keywords: Product Quality, Service Quality, Purchase Interest

A. INTRODUCTION

Increasing Indonesian people's awareness of the importance of health in line with developments in science and technology is a necessity (Pribadi, 2021). The Covid-19 pandemic that has hit the entire world has increasingly emphasized the urgency of health as a top priority in everyday life. Indonesian people are increasingly realizing that maintaining health is not just a lifestyle, but a basic, primary need (Mboi et al., 2018). Moreover, the easier accessibility of information through the development of information technology makes people more interested and try to understand health-related information in depth (Alpay et al., 2009).

In the regulatory context, Law of the Republic of Indonesia no. 36 of 2009 concerning Health provides a strong legal basis regarding health efforts (Agustina et al., 2019). Health efforts are realized through integrated, integrated and sustainable activities which include disease prevention, health improvement, disease treatment and health restoration. This shows the government's commitment to providing holistic health services, not only focusing on the treatment aspect, but also on prevention and improving overall public health (Mahendradhata et al., 2017). Thus, public knowledge about health does not only include understanding the treatment of disease, but also involves active participation in implementing a healthy lifestyle and preventing disease to improve the overall health status of the community (Adams, 2010).

Effective health efforts require a holistic approach, and one of the key elements is improving the quality of health workers (Hillier et al., 2005). Through training and development

of health workers, both doctors and pharmacists, we can ensure that the health services provided to the community reach the highest standards. Increasing the competence of pharmacists is very important, considering their role in providing accurate drug information, handling prescriptions carefully, and providing consultations to patients. Apart from that, health services that reach the community are also a priority (Dalton & Byrne, 2017). The government needs to ensure that health facilities, including pharmacies, are easily accessible to the public. By providing pharmacies that are evenly distributed, the government can increase the availability of medicines and provide better access to the community, especially in hard-to-reach areas (Hargie et al., 2000).

Adequate health facilities, including pharmacies, are also a crucial element in maintaining public health. By ensuring pharmacies are equipped with adequate equipment and stock of medicines, the government can effectively support prevention, treatment and health restoration efforts (Burns, 2008). Regarding the policy for establishing pharmacies, the lack of restrictions in licensing the establishment of pharmacies, as regulated by the Republic of Indonesia Government Regulation No. 51 of 2009, is a strategic step. This policy creates opportunities for the growth of pharmacies, increases the availability of medicines, and directly supports the government's efforts to provide equitable and quality health services to all levels of society (Widowati & Zamroni, 2023).

The increasing number of business activities in the pharmacy sector, as is happening throughout Indonesia, has created a high level of competition (Hermansyah et al., 2020). This intense competition makes companies think about the right strategy in competence so that they can meet the varied desires and needs of consumers (Woodruff, 1997). Companies must try to learn the needs and desires of consumers. Due to the tight competition, every pharmacy business needs to maximize the strengths within its company by providing excellent product quality and service quality so that consumer buying interest is always maintained and continues to increase (Clemons, 1986).

Purchase interest can be explained as the level of interest that arises in consumers towards a product, influenced by surrounding attitudes and internal factors within the consumer himself (Groening et al., 2018). The purchasing interest stage is a critical step before consumers create purchasing interest, where consumers begin to feel interested in a shop and feel interested in trying and buying the products offered. In the context of pharmacy companies, the key factors that influence consumer purchasing interest involve aspects of excellent service quality and competitive prices (Frambach et al., 2007). Pharmacy companies strive to create excellent service to effectively communicate information related to product quality and merchandise availability to consumers. Thus, focusing on service quality and competitive prices is an important strategy for pharmacies to attract consumer buying interest and encourage purchasing interest (Bery & Parasuraman, 2004).

Quality, according to the definition from Hoyer et al (2001), refers to the overall latent characteristics and characteristics of a product or service, measured by its ability to meet predetermined needs. Meanwhile, according Berry & Waldfogel (2010), product quality is the totality of features and characteristics contained in a product or service, depending on its capacity

to satisfy expressed or implied needs. The importance of quality lies in its ability to encourage customers to form strong relationships with the company. In a long-term perspective, this relationship allows companies to more closely understand customer expectations and needs, creating a solid foundation for building customer loyalty and the sustainability of mutually beneficial business relationships (Sebastianelli & Tarmimi, 2002). By focusing on product and service quality, the company not only meets current customer needs, but also builds the foundation for sustainable and mutually beneficial relationships in the future.

Apart from product quality, another factor that is thought to be able to attract consumers' interest in making purchases is service quality. According to Gronroset (1998), service quality refers to the level of expected desires and control over this level of excellence in order to fulfill customer desires. The process of taking purchasing interest does not only include the purchase transaction, but also involves the post-purchase behavior stage. At this stage, consumers experience a level of satisfaction or dissatisfaction that influences subsequent behavior (Seth et al., 2005). Consumer satisfaction plays an important role, where feelings of satisfaction can encourage opportunities to repurchase or acquire other products from the same company in the future. Moreover, satisfied consumers tend to be carriers of positive messages about products and companies to others, being the most effective form of promotion (Yeo, 2009). By focusing on service quality, companies can create positive customer experiences, build loyalty, and gain support from satisfied consumers as natural promoters of the company's products and brands.

Apotek K-24 was founded by dr. Gideon Hartono on October 24 2002 in Yogyakarta, K-24 itself is an abbreviation of *Komplet 24 Jam*. Complete in the sense of complete medicine and open 24 hours a day all year round. Apotek K-24 comes with 5 definite guarantees: complete 24 hours, morning, day and night, holidays are the same, only sells original medicines, free pharmacist consultation service, and delivery service available. This concept is considered very necessary so that it can be well accepted by society. The first outlet was established on Jl. Magelang received an extraordinary response so the next outlet was established on March 24 2003 on Jl. Gejayan and on 24 August 2003 the third outlet was established on Jl. Kaliurang and in 2004 the k-24 pharmacy opened its third outlet on Jl. Gondomanan and the fourth outlet were established in Semarang City on Jl. Gajah Mada. PT. K-24 Indonesia continues to innovate, so that in early 2016, Apotek K-24 introduced K24Klik.com, the first online pharmacy in Indonesia that provides 24-hour non-stop purchasing and delivery of medicines. This service can be accessed via the website or download the application on the Play Store or App Store.

Based on this, the formulation of the problem found in this research is whether product quality influences consumer purchasing interest at K24 Pharmacy in Cimahi City, whether service quality influences consumer purchasing interest at K24 Pharmacy in Cimahi City.

B. LITERATURE REVIEW

1. Product quality

According to Kotler & Armstrong (2012), product quality is defined as "the ability of a product to carry out its function, including overall durability, reliability, accuracy, ease of

operation and repair, as well as other valuable attributes." It refers to a product's ability to meet consumer needs and includes overall aspects, such as durability, reliability, precision, ease of operation and repair, and other value attributes. Dimensions of product quality according to Mullins, Orville, Larreche, and Boyd (2005) include performance, durability, conformity to specifications, features, reliability, aesthetics, and impression of quality. Performance is related to the basic operating characteristics of the product, durability includes the life of the product before it needs to be replaced, conformity to specifications refers to the extent to which the product meets standards (Murthy et al., 2008), features involve characteristics that enhance function or consumer appeal, reliability is the probability of the product performing satisfactorily within a given period, aesthetics relates to the appearance of the product, and perceived quality involves consumer perceptions that may not always be directly measurable (Dale et al., 19990).

2. Service quality

According to Zeithaml & Parasuraman (2004) service quality is an aspect that is perceived by customers. Customers' assessment of service quality is based on what they describe or imagine. Customers tend to switch to other service providers who can better understand their specific needs and provide better service. Parasuraman et al. (1991) identified five dimensions of service quality, including Tangibles (Physical Evidence) which focuses on physical elements that represent services, including physical facilities, location, equipment and equipment. Reliability highlights the ability to provide services as promised, involving timeliness, consistency of service, sympathetic attitude and high accuracy. Responsiveness shows a willingness to provide fast and responsive service with clear information. Assurance (Guarantee) includes the ability to foster customer trust through employee knowledge, politeness and ability to create trust. Lastly, Empathy emphasizes treating consumers as individuals, including care, understanding specific needs, and comfortable operational times. These dimensions help in understanding and improving the quality of services provided to customers (Parasuraman et al., 2005).

Purchase Interest

According to Kotler, quoted in Adawiyah et al (2021), purchasing interest refers to consumer behavior where consumers show a desire to choose and consume a product. This purchase interest arises when consumers have considered the quality and quality of the product and have obtained sufficient information about the product. Engel, as expressed in Tauber (1973), describes buying interest as a driving force or intrinsic motive that can encourage someone to pay attention without coercion to a product, on the grounds that it is compatible with personal interests and provides satisfaction. Kotler, Bowen, and Makens (2014) added that purchase interest arises after an alternative evaluation process, where consumers make a series of choices based on brand and purchase intention. Thus, according to Novianty (2022), consumer buying interest reflects the desire and desire to buy a product. From these various definitions, it can be concluded that purchasing interest is consumer behavior that involves the desire to choose and consume products with different brands, followed by making a preferred choice and carried out through payment or sacrifice.

A. METHOD

This research adopts a quantitative approach, in line with the numerical nature of research. Based on the philosophy of positivism, this method is used to investigate certain populations or samples. Data collection was carried out through research instruments, data analysis was carried out quantitatively and statistically, and aimed to test the hypothesis that had been formulated. The research population includes all buyers at the K24 Pharmacy, Cimahi City. The use of the purposive sampling method determined a sample of 50 respondents, considered to represent the entire relevant population. Data collection was carried out through questionnaires, a technique that requires respondents to answer a set of written statements. This questionnaire includes statements covering each relevant indicator. Data analysis was carried out using a quantitative approach using SPSS 25.0 statistical software, processing the collected quantitative data for further testing and analysis.

B. RESULTS AND DISCUSSION

1. Validity test

The validity test is used to see whether the question items exist. the questionnaire can describe the variables being measured accurately. Validity testing in this research was carried out by calculating the correlation between items with the total score (corrected item - total correlation). The criterion for testing validity is if the correlation between the question item score and the total score of a variable is equal to 0.3 or more (at least 0.3).

Table 1 Validity Test results

Variable	Code	Mark	Information
Product Quality (X1)	X1.1	0.656	Valid
	X1.2	0.670	Valid
	X1.3	0.676	Valid
	X1.4	0.602	Valid
	X1.5	0.712	Valid
	X1.6	0.611	Valid
Service Quality (X2)	X2.1	0.578	Valid
	X2.2	0.632	Valid
	X2.3	0.594	Valid
	X2.4	0.668	Valid

	X2.5	0.578	Valid
Purchase Interest (Y)	Y1	0.618	Valid
	Y2	0.591	Valid
	Y3	0.667	Valid

The results of the validity test of the product quality variables (X1), service quality (X2), and purchase interest (Y) using the SPSS 25 program show that each statement in the product quality variable has a correlation greater than 0.3. This indicates that all statement items used to measure the product quality variable (X1) have been proven valid. Likewise, the statements in the service quality variable (X2) also show a correlation greater than 0.3, confirming that all statement items in the service quality variable (X2) have passed the validity test well. Likewise with the purchase interest variable (Y), where each statement shows a correlation that meets the specified validity criteria. Thus, the results of this validity test provide confidence that the research instruments used are reliable and capable of measuring these variables accurately .

2. Reliability Test

The results of the reliability test on the statements for each variable in this study are as follows:

Table 2 Reliability Test

Variable	Cronbach Alpha	Information
Product Quality (X1)	0.721	Reliable
Service Quality (X2)	0.710	Reliable
Purchase interest (Y)	0.708	Reliable

From the Cronbach's alpha analysis in the table, it can be concluded that the Cronbach's alpha value for each variable, namely product quality (X1), service quality (X2), and purchase interest (Y), all exceed the value of 0.7. This shows that all the answers given by respondents to the statements in each variable are reliable or have a good level of reliability. With a Cronbach's alpha value that meets these standards, it can be assumed that the research instrument has provided consistent and reliable results in measuring the variables of product quality, service quality and purchase intention. The reliability of this instrument provides a strong basis for continued data analysis and more in-depth interpretation of research results.

3. Classic assumption test

Normality test

The normality test aims to test whether in the regression model the confounding or residual variables have a normal distribution or not.

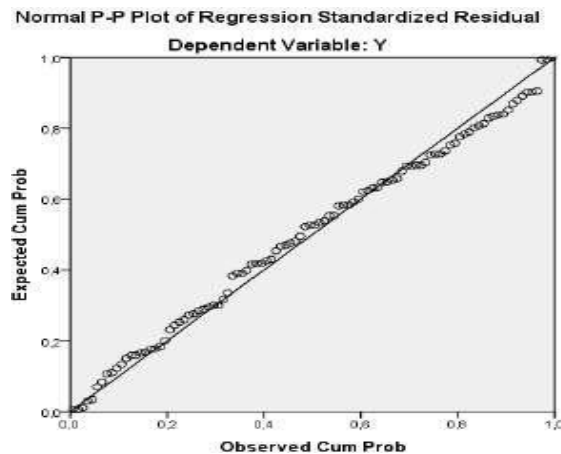


Figure 1 PP Plot Normality Graph

From the normal probability plot graph above, it can be seen that the data is spread around the diagonal line and follows the direction of the diagonal line, so the data in this study meets the assumption of normality.

Multicollinearity Test

The purpose of the multicollinearity test is to assess whether there is a correlation between the independent variables in the regression model. A good regression model should not show any correlation between the independent variables. Multicollinearity can be identified through tolerance values and variance inflation factor (VIF). In measuring using SPSS 25, it was found that the product quality (X1) and service quality (X2) variables had a tolerance value greater than 0.1 and a VIF smaller than 10. This shows that this research is not affected by multicollinearity, so it can be considered that the independent variables in the regression model are not significantly correlated with each other.

Heteroscedasticity Test

The Heteroscedasticity Test aims to determine whether in a regression model there is inequality in the residual variance from one observation to another.

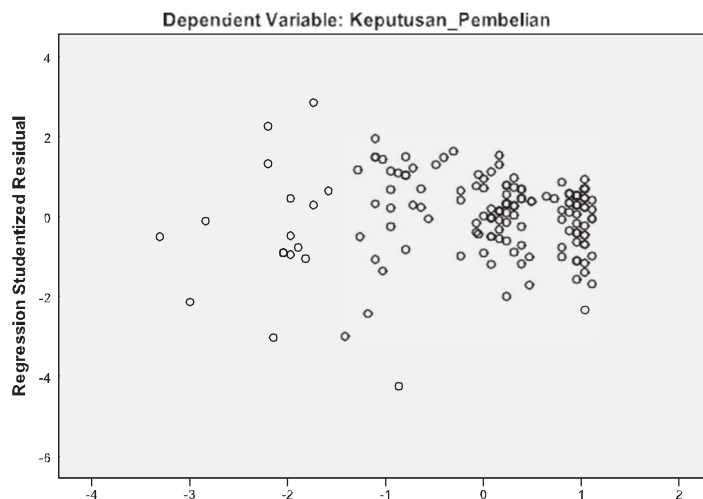


Figure 3 Heteroscedasticity Test Scatterplot Graph

From the measurement results it is known that the data points are spread in the area between 0 – Y and do not form a particular pattern, so this research does not occur heteroscedasticity.

4. Multiple Linear Regression Analysis Test Results

Multiple linear regression analysis in this research was used to measure the magnitude of the influence between product quality (X1) and service quality (X2) variables on purchasing interest (Y). The multiple linear regression equation obtained from data processing using the SPSS 25 program is:

Table 3 Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.121	.445		2.499	.012
Servant Quality	.268	.069	.408	3.724	.000
Product quality	.458	.108	.450	4.108	.000

The multiple linear regression equation obtained from the table above is:

$$Y = 1.121 + 0.268X1 + 0.458X2$$

From the multiple linear regression equation, it can be interpreted as follows:

1. The constant value is 1.121. This means that if the product quality (X1) and service quality (X2) coefficients are zero, then the purchase interest (Y) value is 1.121 units.
2. The product quality coefficient (X1) value is positive, namely 0.268. This means that product quality (X1) has a positive effect on purchasing interest (Y). If product quality (X1) increases by one unit, then purchase interest (Y) will also increase by 0.268 units and conversely if product quality (X1) decreases by one unit, then purchase interest (Y) will also decrease by 0.268 units. assuming the service quality variable (X2) is a fixed size.
3. The service quality coefficient (X2) value is positive, namely 0.458. This means that service quality (X2) has a positive effect on purchasing interest (Y). If service quality (X2) increases by one unit, then purchase interest (Y) will also increase by 0.458 units and conversely if service quality (X2) decreases by one unit, then purchase interest (Y) will also decrease by 0.458 units. assuming the product quality variable (X1) is a fixed size.

5. Analysis of the Coefficient of Determination (R²)

Analysis of the coefficient of determination (R²) is used to measure how much the product quality (X1) and service quality (X2) variables can explain or influence the purchase interest variable (Y). The coefficient of determination (R²) value obtained from the results of data processing using the SPSS 25 program is:

Table 3 Determination Coefficient Test Results
Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.710 ^a	.504	.484	.19672

From the table above it can be seen that the coefficient of multiple determination (R Square) is 0.504 or 50.4%. This shows that the percentage of influence between product quality (X1) and service quality (X2) on purchasing interest (Y) is 50.4% while the remaining 49.6% is influenced by other variables outside the research.

6. Hypothesis test

f Test (Simultaneous)

From the results of data processing using the SPSS program, the following results were obtained:

Table 4 f Test Results (Simultaneous)

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1.874	2	9.35	24.284	.000 ^a
Residual	1.814	47	.035		
Total	3.694	49			

From the table above it can be seen that the significance value is smaller than 0.05, namely 0.000. This shows that simultaneously product quality (X1) and service quality (X2) influence purchasing interest (Y).

t test (Partial)

The t test is used to determine the partial influence between product quality (X1) and service quality (X2) variables on purchasing interest (Y).

Table 5 T Test Results (Partial)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.121	.445		2.499	.012
Servant Quality	.268	.069	.408	3.724	.000
Product quality	.458	.108	.450	4.108	.000

From the table above it can be seen that:

1. The significance value of the product quality variable (X1) is smaller than 0.05, namely 0.000. This means that product quality partially influences purchasing interest.
2. The significance value of the service quality variable (X2) is smaller than 0.05, namely 0.000. This means that service quality partially influences purchasing interest.

Discussion

The Influence of Product Quality on Purchase Intention

Product quality (X1) has a significant influence on purchase intention (Y), as shown by the t test significance value of 0.000, which is smaller than the significance level of 0.05. These findings strongly support the research hypothesis which states that product quality has a positive impact on consumer purchasing interest. These results reflect that the higher the quality of the products presented by Apotek K24, the higher the likelihood that consumers will make a purchase. This research confirms that various aspects of product quality, such as the reliability of drug performance, the diversity of types of drugs available, as well as the replacement and return policy for expired or damaged drugs, along with the suitability of drugs with the properties stated on the

packaging, can have a positive influence on decisions. consumer purchases at Apotek K24. Thus, improving product quality at Apotek K24 can be an effective strategy to increase consumer interest and trust, so that the potential for product sales can be increased. . The research results are in accordance with research conducted by Arianto & Difa (2020), that product quality has a positive and significant effect on purchasing interest.

The Influence of Service Quality on Purchase Intention

Service quality (X2) has a significant impact on purchase intention (Y), as indicated by the t test significance value of 0.000, which is smaller than the significance level of 0.05. The results of this study confirm the hypothesis that service quality plays an important role in shaping consumer purchasing interest. In other words, the higher the quality of service provided by Apotek K24, the greater the likelihood that consumers will make a purchase. The findings of this research indicate that aspects of service quality, including facilities for serving consumers, speed of service, employee responsiveness, employee knowledge, and ease of communication, can positively influence consumer purchasing interest at Apotek K24 in Cimahi City. Therefore, improving the services provided can be an effective strategy to increase consumer interest and trust, which in turn can contribute to increasing the volume of product sales in the pharmacy. The results of this research are supported by the results of previous research by Mulyana (2019) which states that service quality has an influence on purchase intention.

The Influence of Product Quality and Service Quality on Purchase Intention

Based on the results of the Simultaneous Test, it was found that the two independent variables, namely Product Quality and Service Quality, had a significant influence on Consumer Purchase Interest at the K24 Pharmacy in Cimahi City. These findings indicate that both product quality and service quality have an important role in influencing consumer purchasing decisions at Apotek K24. Therefore, K24 Pharmacy management needs to pay special attention and strive to improve the quality of the products and services provided. It is important for K24 Pharmacy leaders to understand that product quality and service quality can be key factors that encourage consumer purchasing interest. In this context, the results of this research are in line with the findings of Ramadhan & Saputra (2022), who concluded that Product Quality and Service Quality significantly influence Purchase Intention at PT Hijrah Insan Karima Bekasi. Therefore, continuous improvement in these two aspects can increase consumer appeal and trust, which will ultimately have a positive impact on business growth and customer loyalty at Apotek K24.

C. CONCLUSION

This research resulted in the conclusion that the product quality variable has a significant influence on purchase intention, as indicated by the significance value of the t test on the product quality variable (X1) which is smaller than 0.05, namely 0.000. These results confirm that the level of product quality at Apotek K24 has a real impact on consumer purchasing interest. Likewise, the service quality variable also has a significant effect on purchase intention, with a significance value of the t test on the service quality variable (X2) of 0.000, which is smaller than 0.05. This shows that the high level of service quality at K24 Pharmacy makes a significant contribution to consumer

purchasing interest. Simultaneously, the research results show that the two independent variables, namely Product Quality and Service Quality, have a significant influence on Consumer Purchase Interest at the K24 Pharmacy in Cimahi City. The implication is that K24 Pharmacy management needs to pay attention to and improve these two aspects so that they can more effectively influence consumer purchasing interest. Finally, the results of the analysis show that the influence exerted by product quality and service quality variables on purchasing interest reaches 50.6%. This indicates that most of the variation in consumer purchasing interest at Apotek K24 can be explained by the level of product and service quality.

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