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STUDY PRODUCT QUALITY INFLUENCING CONSUMER PURCHASE INTENTION THROUGH THE ATTRACTIVENESS OF PROMOTION
(Case Study of Weng Coffee Powder)

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Abstract – The development of coffee shops in Pontianak city shows that there are still high opportunities for the coffee business coupled with the trend of 'coffee' culture in various circles, because coffee today is not only for sleepiness but also becomes part of the lifestyle of urban communities. Based on the above background, in this study the authors aim to test and prove the effect of product quality on consumer buying interest through promotional attractiveness. This test was conducted at CV. Cahaya Abadi Jaya in Pontianak city, using accidental sampling method with 165 respondents. This study uses analysis of moment structure (AMOS) version 24 software to test descriptive statistics, validity and reliability tests, normality tests and goodness of fit tests. Based on the research results, the validity and reliability tests produce valid and reliable data, in the normality test the data is declared normal, in the goodness of fit test the resulting data meets the criteria test results explain that product quality affects promotional attractiveness, but has no direct effect on buying interest, while on promotional attractiveness affects promotional attractiveness. As for testing the direct mediation effect through the sobel test, it explains that there is a mediating effect of promotional attractiveness on product quality on consumer buying interest. The results showed that the higher the quality of the product must be able to attract consumers to buy.

Keywords: Product Quality, Promotion Attractiveness, Consumer Purchase Intention.

Introduction

The development of Micro, Small, and Medium Enterprises (UMKM) in the coffee and restaurant sector in Pontianak has experienced significant growth. Moreover, numerous innovative products from café owners or managers have introduced a fresh dimension to the competitive business landscape in the coffee and restaurant industry. This trend compels entrepreneurs to think critically about enhancing product appeal and increasing customer value, ultimately becoming an attraction for customers that can enhance the marketing performance of the company.

The most competitive business in this era of globalization is coffee shops operating in the culinary sector. The current development of the culinary business is one of the rapidly growing industries, as evidenced by the increasing number of culinary businesses in Pontianak. Presently, the intention to purchase food and beverages is constantly changing and more aligned with preferences or trends that are emerging. The trend development in Indonesia, particularly in the city of Pontianak, is progressing rapidly. The proliferation of coffee shops in Pontianak aligns with the growing 'coffee culture' across various segments of society. Drinking coffee

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nowadays is not just a way to stay awake but has also become a part of the urban lifestyle. With the growth of coffee shops in Pontianak, the demand for coffee commodities is also increasing.

Coffee is a beverage made from steeping roasted and ground coffee beans. It is one of the commodities in the world cultivated in more than 50 countries. The coffee-making process, before it can be consumed, involves a lengthy series of steps. This includes harvesting mature coffee beans, either using machinery or by hand, followed by the processing and drying of the beans before they become green coffee. The subsequent step is roasting, which varies in degree. After roasting, the coffee beans are ground into coffee powder before the coffee can be consumed. Despite the lengthy process to turn it into coffee powder, coffee has become a daily necessity for people in every country.

The coffee beverage is not only favored by adults, but now it is widely enjoyed by various age groups, especially teenagers. Coffee is often processed with various mixtures such as milk, creamer, vanilla, or chocolate. The addition of these various ingredients makes the coffee beverage more delightful and appealing to a broad audience, creating significant business opportunities. In the current era, the beverage business is highly promising, with many entrepreneurs entering the market, including those in the coffee beverage industry. To compete effectively, business owners need to have the right strategies to market and enhance the quality of their products, making them more attractive to consumers and influencing their purchasing decisions (Hiong et al., 2020).

Purchase intention is something related to a consumer's plan to buy a particular product or service, as well as how many units of the product/service are needed within a specific period (Kumala, 2012). To determine whether consumers will purchase a product, researchers pay attention to influencing factors such as product quality and promotional attractiveness (Kumala, 2012).

The quality of a product is one of the crucial factors and is the most observed aspect by consumers. The quality of a product can determine whether it is worthy or unworthy of purchase. Therefore, the influence of coffee quality significantly shapes consumer decisions, making their choice to buy a coffee product dependent on its quality (Chaerudin & Syafarudin., 2021; Ilham, et all., 2020). In the case of coffee commodities, where the difference in coffee quality can be discerned by taste, the quality of coffee becomes a paramount consideration. Coffee experts often conduct cupping tests to define the characteristics of each coffee, focusing on three categories that determine the quality of coffee products: aroma (flavor), acidity, and body (Petrescu, et all.,2020).

The promotional appeal is another factor that can influence consumer purchase intention (Kuncoro, & Kusumawati.,2021; Tarigan, et al., 2020). Promotion is carried out to disseminate information about the product, and through promotions, the public can become familiar with the offered products. Therefore, the appeal of promotions should be able to capture the consumer's interest in the offered product. In the coffee commodity, promotional appeal is also one of the crucial aspects (Shen., et all 2021). By creating unique promotions that are liked by the public, it can enhance consumer interest and stimulate purchases. By considering both factors, the researcher aims to examine whether there is an influence on consumer purchase intention at the company CV. Cahaya Abadi Jaya with its coffee powder brand, Weng Coffee.

Weng Coffee is one of the renowned coffee powders in Pontianak. Weng Coffee has been around since 1970, with a long history that has made the name Weng Coffee familiar to the people of Pontianak. The Weng Coffee powder utilizes high-quality coffee beans, resulting in a delightful aroma and taste that resonates well with the residents of Pontianak. Despite having a quality product, it is not always sufficient to capture the attention of Pontianak's population (Wahyuni., & Ginting., 2017). Therefore, through promotional activities, researchers aim to assess whether the community will be interested in the product, ultimately increasing the purchase intention for the product.

Product quality

Product quality is the ability of a product to perform its functions; this includes overall durability, reliability, accuracy, ease of operation, and product repair, among other product attributes (Kotler, 2012). Product quality is one of the determinants of purchase decisions because good product quality creates, maintains, and fosters consumer loyalty. Product quality is the characteristic of a product in its ability to meet specified and latent needs (Hallak., 2006; Ilham., et al., 2020). A product is defined as anything that can be offered to the market to gain attention, expertise, utility, or consumption that satisfies desires or needs (Anggita & Ali, 2016).

Product quality holds significant importance for a company because without it, the company cannot achieve anything from its efforts. Essentially, when purchasing a product, a customer is not just buying the product itself; instead, they are also purchasing the benefits or advantages that can be obtained from the product they are buying (Aditia et al., 2020; Hiong et al., 2020; Chaerudin., & Syafarudin., 2021).

Product's objective is to fulfill the needs of society. Although each segment of society has different needs to sustain their lives. This is what drives producers to engage in production

activities to generate products so that the needs of the community can be adequately met. Furthermore, by selling products to consumers or individuals in need, these producers naturally expect profits from all the production activities they undertake. The indicators used in this study are flavor, durability, and raw materials (Ong & Sugiharto, 2013; Tantangin et al., 2017; Ilham., et all., 2020). Based on the findings, the following hypotheses are proposed in the research;

H^1: The quality of the product significantly influences the attractiveness of promotions.

H^2: The product quality significantly influences consumer purchase intention.

H^3: The product quality significantly influences consumer purchase intention through the attractiveness of promotions.

Promotional Attraction

The attraction of promotions is a series of attributes or activities used to attract the attention of consumers in a promotional activity (Meiliani & Ferdinand, 2015). According to Susanto (2017), promotional attraction is marketing conducted to capture the attention of consumers in making purchasing decisions for the offered products. A promotion must have its own attraction in conveying messages to consumers. Attractive promotions will grab consumers' attention and become one of the factors influencing consumer purchasing decisions (Kuncoro., & Kusumawati.,2021).

According to Zulqurnain (2017), promotional attraction serves not only as a communication tool between the company and consumers but also as a means to influence consumers in the purchasing or service utilization process according to their desires and needs. Factors influencing promotions when marketing a product using the four promotional mix combinations above pose numerous challenges for companies. The complex constraints involved in the process lead to varying choices of promotional strategies based on the current circumstances and are influenced by many factors affecting the implementation of the promotional mix. Some of the influencing factors include market nature, product characteristics, product life cycle, and available funds (Sari et al., 2019; Shen., et all., 2021).

The purpose of promotional attraction is to inform about a product, help increase sales, differentiate the product from competitors, create a product's image, and influence customers in their purchasing decisions (Tarigan., et all., 2020). Well-designed advertising promotions will capture consumers' attention. This means that the attractiveness of an advertisement can be seen in the characteristics of the audience. Advertisements that attract emotionally are different from those designed for a rational audience (Meiliani & Ferdinand, 2015). The indicators used to demonstrate promotional attractiveness are the uniqueness of the concept, promotional

attributes, provocative promotions, and the effectiveness of sales promotions (Meiliani & Ferdinand, 2015; Tarigan., et all., 2020). Based on the study's findings, the following hypotheses are proposed for the research:

H^4: Promotional Attraction significantly influences Consumer Purchase Interest.

Consumer Purchase Interest

Consumer purchase interest is the intention that arises from within an individual to make a purchase of a product or service, considering factors before the purchase process takes place (Bakti et al., 2016). Essentially, interest is an attitude that can make an individual feel pleased with a particular object, typically followed by feelings of joy and a tendency to seek the liked object. Someone with an interest in a particular object will exhibit attention, positive feelings, and a positive attitude toward that thing (Pramono, 2012; Tarigan., et all., 2020).

According to Anwar & Adidarma (2016), consumer purchase interest is a plan that consumers make when considering four aspects before buying a product. These aspects include the quantity of product components needed within a specified time frame, the brand, and the consumer's perspective when using the product. On the other hand, Nugraha (2013) explains that purchase interest is obtained through a learning process and thinking processes that shape perception. The interest that arises during a purchase creates continuous motivation stored in the mind, becoming a powerful activity. Ultimately, when a consumer needs to fulfill their requirements, they actualize what is stored in their mind.

The indicators of purchase interest used in this research are transactional interest, referential interest, preferential interest, and explorative interest (Ferdinand in Pramono, 2012). Based on the previous theoretical framework, the researcher constructs the conceptual framework as follows:

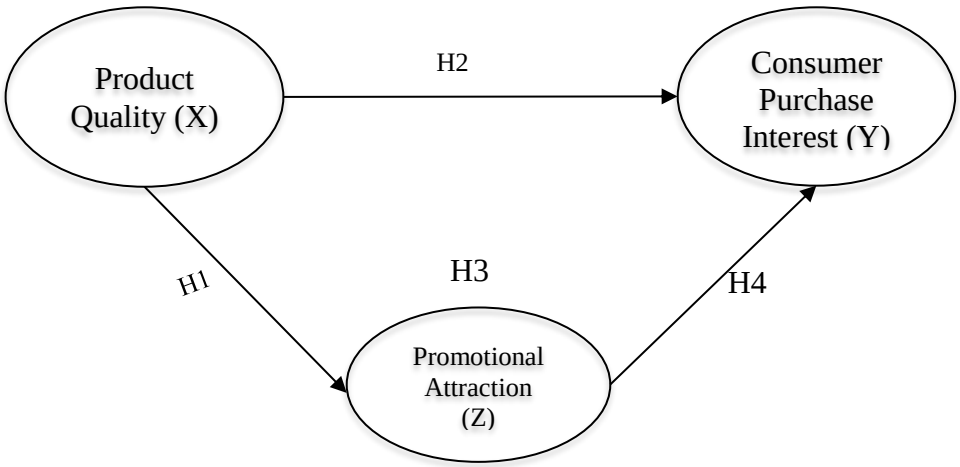

Figure 1: Conceptual Framework of the Study

Research Methodology

In this study, the population consists of customers who have made purchases at Weng Coffee in the city of Pontianak, and the exact population size is unknown. To determine the sample size, the researcher used the accidental sampling method, where all customers who have shopped at Weng Coffee in Pontianak are eligible to be respondents if they are willing to fill out the questionnaire. According to Ferdinand (2014), in multivariate research, the minimum sample size is determined as 25 times the number of independent variables, making the minimum sample size 50 respondents. To manage data more efficiently, the researcher decided on a sample size of 165 respondents.

Data collection is the activity of gathering information in the field that will be used to address the research problem. To obtain data and information from Weng Coffee customers in the city of Pontianak, the researcher collected data by distributing questionnaires to them during their shopping at Weng Coffee. The researcher aims to understand the cause-and-effect relationship between the product quality variable and consumer purchase interest through the promotional attraction of Weng Coffee Powder at CV. Cahaya Abadi Jaya in the city of Pontianak.

Research Results

The validity and reliability tests in this study indicate valid and reliable results. The validity test aims to determine whether the questionnaire used by the researcher is valid or not. The questionnaire data can be considered valid if the Average Variance Extract (AVE) value is above 0.50. Meanwhile, the reliability test aims to measure a questionnaire that is an indicator of a variable or construct. The questionnaire data is considered to meet reliability requirements if the construct reliability (CR) value of the variable in the table is above 0.70. Below are the results of the Variance Extract calculation and the construct reliability values. The results can be seen in Table 1.

Based on the table above, it can be observed that the Variance Extract values for the variables of product quality, promotional attraction, and consumer purchase interest are high, exceeding the cut-off value of 0.50. The Variance Extract value for the product quality variable is 0.921, and for promotional attraction, it is 0.924. Meanwhile, the Variance Extract value for the consumer purchase interest variable is 0.879. Based on the calculations in the table, it can be stated that all indicators of the endogenous constructs used in this study meet the required Variance Extract.

Table 1 Construct Reliability and Variance Extract of Endogenous Constructs

Construct	Product Quality			Promotional Attraction			Consumer Purchase Interest		
Item	Std. Loading	(Std. Loading)^2	Std. Error	Std. Loading	(Std. Loading)^2	Std. Error	Std. Loading	(Std. Loading)^2	Std. Error
KP1	0.731	0.534	0.052						
KP2	0.7	0.490	0.05						
KP3	0.806	0.650	0.042						
DTP1				0.776	0.602	0.046			
DTP2				0.748	0.560	0.046			
DTP3				0.766	0.587	0.051			
MB1							0.504	0.254	0.088
MB2							0.73	0.533	0.053
MB3							0.773	0.598	0.049
$\Sigma\lambda$	2.237			2.29			2.007		
$\Sigma\varepsilon j$	0.144			0.143			0.19		
$(\Sigma\lambda)^2$	5.004			5.244			4.028		
$(\Sigma\lambda)^2+\Sigma\varepsilon j$	5.148			5.387			4.218		
AVE	0.921			0.924			0.879		
CR	0.972			0.973			0.955		

Source: Amos, 2023.

Furthermore, the results of the construct reliability calculations for the endogenous constructs presented in Table 1 indicate that the construct reliability values for the product quality, promotional attraction, and consumer purchase interest variables are high, exceeding the cut-off value of 0.70. The construct reliability value for the product quality variable is 0.972. The construct reliability value for the promotional attraction variable is 0.973. The construct reliability value for the consumer purchase interest variable is 0.955. Therefore, based on the construct reliability calculations, it can be stated that the indicators of the endogenous constructs used in this study meet the criteria for reliability. Here are the results of the goodness-of-fit index testing in Table 2:

Tabel 2 Hasil Uji Goodness of Fit Index

Goodness of fit index	**Research Results**	**Cut of Value**	**Conclusions**
Chi-Square (df=24)	31,524	≤ 46,194	Good
Probabilitas	0,139	≥ 0,05	Excellent
CMIN/DF	1,313	≤ 2	Good
RMSEA	0,044	≤ 0,08	Excellent
AGFI	0,921	≥ 0,90	Good
GFI	0,958	≥ 0,90	Good
CFI	0,991	≥ 0,95	Excellent
TLI	0,987	≥ 0,95	Excellent

Source: Amos, 2023.

Based on the output of the path diagram, it can be observed that there is a Chi-Square value with df = 24 resulting in a value of 31.524, which is smaller than the cut-off value of 46.194, indicating that it meets the goodness of fit criteria. Furthermore, the CMIN/DF value is 1.313, which is smaller than the cut-off value of 2.00, indicating that it meets the goodness of fit criteria. Additionally, the RMSEA value of 0.044 is smaller than the cut-off value of 0.08,

meeting the goodness of fit criteria. The AGFI and GFI values of 0.921 and 0.958, respectively, are greater than the cut-off value of 0.90, indicating that they meet the goodness of fit criteria. The Tucker Lewis Index (TLI) and Comparative Fit Index (CFI) values of 0.987 and 0.991, respectively, are greater than the cut-off value of 0.95, indicating that the model meets the goodness of fit criteria. Therefore, overall, this model can be considered fit or very good.

The hypothesis testing in this study uses regression weight. If the critical ratio (C.R) value is greater than 1.96 and has a p-value with a significance level below 0.05, it can be stated that the exogenous variable influences the endogenous variable. However, if the C.R value is less than 1.96 and the p-value with a significance level is above 0.05, it can be stated that the exogenous variable does not influence the endogenous variable. If there are asterisks (***) present, it means the value is very low, typically below 0.001. Below is the table of regression weight results:

Table 3 Hypothesis Testing Results

Hypothesis	C.R	Cut of Value	P	Cut of Value	Conclusion
H_1: The influence of product quality on promotional attractiveness	10.162	≥ 1,96	***	≤ 0,05	The higher the product quality, the higher the promotional appeal.
H_2: The influence of product quality on consumer purchasing interest	.617	≥ 1,96	0, 537	≤ 0,05	Product quality does not have a significant influence on consumer buying interest
H_3: The influence of promotional attractiveness on consumer purchase interest	3.872	≥ 1,96	***	≤ 0,05	The higher the promotional attractiveness, the higher the consumer buying interest.

Source: Amos, 2023.

Hypothesis 1 (H1) in this study is that product quality has a positive and significant effect on promotional attractiveness. Based on the test results that have been carried out, it is known that the resulting critical ratio (CR) value is 10.162 while the probability value (P) is *** which means below <0.001. The criteria required are C.R> 1.96 and a significant level of P < 0.05, so based on these results it can be concluded that the product quality variable has a positive and significant effect on promotional attractiveness and it can be stated that hypothesis 1 in this study is accepted. The results of this study are in line with several previous researchers who explained that product quality is highly dependent on the company's ability to explain and provide information to customers regarding the level of product differences with competing products. (Banerjee., 2009; Janssen., et all., 2022; Rivaldo, et all., 2022; Sinha., & Verma., 2020). The attractiveness of promotion is a factor that can attract consumer attention, so that consumers try to find and get information about product quality.

Hypothesis 2 (H2) in this study is that product quality has no significant effect on consumer buying interest. Based on the test results that have been carried out, it is known that

the resulting critical ratio (CR) value is 0.617 while the probability value (P) is 0.537. The criteria required are C.R> 1.96 and a significant level of P <0.05, so based on these results it can be concluded that the product quality variable has no significant effect on consumer buying interest and it can be stated that hypothesis 2 in this study is not accepted. Product quality does not always have an impact if the value of the product is not well known and accepted by consumers, the results of this study are in line with several previous researchers who explained that the low performance of product quality if it cannot provide the value of differences in product quality with competitors to influence consumer buying interest (Wahyuni., & Ginting., 2017; Zaman, et al., 2021).

Hypothesis 3 (H3) in this study is that promotional attractiveness has a positive and significant effect on promotional attractiveness. Based on the test results that have been carried out, it is known that the resulting critical ratio (CR) value is 3.872 while the probability value (P) is *** which means below <0.001. The criteria required are C.R> 1.96 and a significant level of P < 0.05, so based on these results it can be concluded that the promotional attractiveness variable has a positive and significant effect on consumer buying interest and it can be stated that hypothesis 3 in this study is accepted.

The results of this study are in line with previous research which explains the important role of promotion to increase consumer purchasing decisions, because through an attractive promotional strategy it can have an impact on consumers' desire to seek information about the products offered, so that it can influence consumer decisions to buy, several study results emphasize the importance of promotional strategies that can have an impact on consumer buying decisions (Farhat., & Marnas., 2022; Lestari., & Wahyono., 2021; Prianggoro., & Sitio., 2020; Sujarwo., & Matruty., 2021).

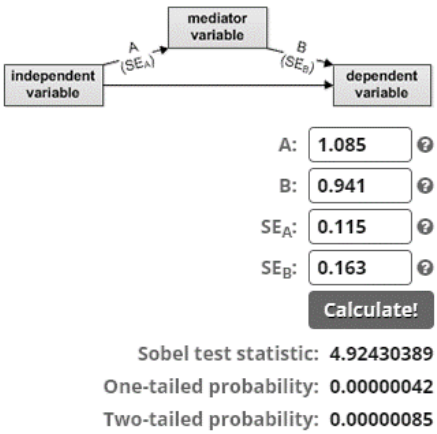

Figure 2; Sobel Test Calculation Results The Role of Promotion Attractiveness in Mediating Product Quality on Consumer Purchase Interest

Based on Figure 2, it can be seen that the Sobel test results are the resulting value of 4.92430389 where the Sobel test has conditions or criteria, namely the test results or the Z value test results must be above 1.90 with a p-value of 0.00000085 which must be below the significance value of 0.05. The results of this test indicate that the promotional attractiveness variable has a significant role in connecting product quality to consumer buying interest indirectly.

Based on the results of testing the mediation effect directly explains how the process of product quality can attract consumer attention so that purchasing decisions are formed, it depends on the company's ability to improve attractive promotional strategies, so that information about product quality can influence consumer purchasing decisions (Banerjee., 2009; Lestari., & Wahyono., 2021; Lamasi., & Santoso., 2022; Sujarwo., & Matruty., 2021; Wangsa., et all., 2022). Product quality is highly dependent on consumer perceptions of the value of the product to be received, the higher the perception the better, and this depends on how much interesting information about the product consumers get (Farhat., & Marnas., 2022; Janssen., et all., 2022).

Research conclusion

Based on the results of the analysis and discussion that the researchers have carried out, it can be concluded that this study has three hypotheses, namely the promotional attractiveness variable has a positive and significant effect on consumer buying interest and the product quality variable has no effect on consumer buying interest. In addition, the product quality variable that has a positive and significant effect on mediation is promotional attractiveness. For this reason, if business actors set a strategy for determining product quality and attractiveness that is good, appropriate and in accordance with consumer expectations, the level of consumer buying interest will increase because they feel that the quality provided is in accordance with the expenditure provided, thereby increasing consumer buying interest in buying products. Then, there are test results from the sobel test conducted to determine the role of mediating variables and the results obtained that promotional attractiveness has a significant role in connecting product quality variables to consumer buying interest indirectly.

Suggestions and research results can help increase consumer buying interest, namely, based on the results of the study, it shows that companies must increase the attractiveness of promotions, namely always expanding the introduction of promoted products. with the limitations carried out in this study, it is hoped that further research will direct research to a wider research object, to obtain more general results on influential factors in increasing

consumer buying interest that are not discussed in this study.

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