
The Effect of Product Quality towards Repurchase Intention “Roti Kembang”

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ABSTRACT

This study tries to measure the level of interest in buying food "Roti Kembang" influenced by product quality. This research uses quantitative. The data collection method uses the survey method. The target population is "Roti Kembang" consumers who have consumed "Roti Kembang" products, with the sample for this study being 82 respondents. Respondent characteristics that determine this researcher are people who have already consumed "Roti Kembang". Based on the research results on the quality of bread products, positive convex toward repurchase intention has a significant total effect. Improving the quality of this product will enhance product quality. Therefore, it is necessary to strengthen product quality supported by selecting the right ingredients and making product differentiation.

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INTRODUCTION

Business development in the culinary sector is growing rapidly with a variety of products that are the necessities of life in the food sector. Business development in Indonesia resulted in the Indonesian economy experiencing a 5.03% increase in 2017 to 5.17%, in 2018. The increase in the economy is inseparable from the magnitude of the growth of the food and beverage industry in Indonesia which amounted to 2.03% (Kementerian Pendidikan Tinggi, 2017). This is believed to be the culinary sector priority. Culinary businesses try to offer their products with a variety of flavors that spoil the tongue of consumers (Utami & Lantu, 2013) and (Hulu et al., 2018). The number of culinary businesses makes business people innovate with creative ideas so consumers are interested in buying and still

choosing their products. Bloated bread is one of many businesses in the culinary sector (Hamdani & Maulani, 2018).

Products in a company are very important because the absence of the company's products will not run. The product is as much an attribute both tangible and intangible, including the problem of colour, price, proper name of the factory, good name of the shop that sells, and factory service and retail service, which is received by the buyer to satisfy his desires (Harahap et al., & Muftiadi, 2017). Bread is classified as a substitute product from the main food, which is one of the important products for the lives of consumers. Product quality is the totality of product characteristics which include product performance, product function, product reliability, and so on to

satisfy the needs and desires of consumers (Phillips & Peterson, 2004).

Product quality is a set of characteristics and characteristics of goods and services that have the ability to meet the needs, is a combined understanding of the reliability, accuracy, convenience, maintenance and other attributes of a product (Saleem et al., 2015). Product quality becomes important in increasing interest in buying puffed bread so that consumers feel satisfied. This consumer satisfaction makes the interest in buying "Roti Kembang" increase. The bloated bread company must maintain the quality of the "Roti Kembang" product by selecting good and halal raw materials and maintaining the production process so that the hygiene is maintained so that the hygienic and the product are not defective. That way, we can see the quality of the product can influence the interest in buying "Roti Kembang" in Garut Regency

Interest is something personal and related to the attitude of individuals who are interested in an object will have the strength or drive to perform a series of behaviors to get close to or get the object (Hamdani & Maulani, 2018). Consumer buying interest can be influenced by product quality, price, location and service quality (Ruhamak & Rahayu, 2016). Product is anything that can be offered to the market to get attention, be bought, used, or consumed that can satisfy wants or needs (Kotler & Keller, 2012) and (Ateba et al., 2015). Repurchase intention is a consumer's decision to repurchase a product or service based on experience by spending money to obtain goods or services, and tends to be made periodically. Repeated purchases can be interpreted that the quality of the product can affect buying interest (Hamdani & Maulani, 2018).

This led researchers to take the topic of the influence of product quality on the interest in buying products using the "Roti Kembang" object located in Garut district under the title Effect of Product Quality on Interest in Purchasing "Roti Kembang"

Products in Garut Regency. This study aims to measure the level of interest in repurchasing "Roti Kembang" in Garut Regency influenced by product quality. The formulation of the problem of this study was to determine the effect of product quality on repurchase interest in "Roti Kembang" in Garut Regency.

LITERATURE REVIEW

Industry companies will provide services to report these products. The product is the result of the production process and a tool to achieve its target. Products as goods provided by consumers good service is industrial, good products should have a comparison compared to existing products thought, good in quality, taste, and contains guarantees so that products made from the company can be accepted and less consumer (Hendra & Lusiah, 2017). Perceptual products are goods that must be offered to the market to be viewed, used, or consumed in a way that suits the needs (Kotler & Keller, 2012). Products are also the result of production that will be delivered to consumers for distribution and consumers to complete consumers and leads (Foster & Johansyah, 2019). A product or service is something that the consumer offers the customer to get attention, to own, use or consume in the best interests and wants of the customer. Common products are a variety of goods that must be offered to the market to get attention, let alone, requested or consumed, and meet the needs and desires (Kotler & Keller, 2012).

Product quality is a set of characteristic features of goods and services that have the ability to meet the needs that is an understanding of the combination of durability, reliability, accuracy, ease of maintenance and other attributes of a product. products are everything that can be offered to the market to satisfy desires or needs (Kotler & Keller, 2012). Product quality is the fit for product use (fitness for use) to meet the needs and satisfaction of consumers (Prayogi &

Santosa, 2019). Product quality is a dynamic condition related to products, people / labor, processes and tasks, as well as environments that meet or exceed Consumer or consumer expectations. Quality as the expected level of quality and control of diversity in achieving that quality to meet the needs of consumers

Product quality is an important factor in determining the choice of a product by consumers. The product offered must be a product that is truly well tested in terms of quality. Because for consumers the priority is the quality of the product itself. Consumers will prefer and choose products with better quality compared to similar products that can meet their needs and desires. There are several dimensions are used as a reference that the product is quality: (1) Shape (form), is the size, shape, or physical structure of the product, (2) Features (feature), is a product characteristic designed to increase consumer interest in the product, (3) Conformance quality, is the level at which all units produced are identical and meet, (4) Promised specifications, (5) Durability, which is related to how long the product can last, (6) Reliability, is a measure of the probability that the product will not be multifunctional or fail within a certain period of time, (7) Repair ability, is a measure of the ease of repair of the product when the product does not work or fail, (8) Style (style), is the appearance and taste of the product to the buyer, (9) Design (design), is the totality of features that affect the appearance, taste, and product function based on customer needs (Kotler & Keller, 2012).

One of the reactions to buying a product is repurchasing or repurchasing. Repurchase intention is to make a repurchase, which will produce two or more, both for the same or different products This repurchase contains 2 characteristics, namely intention (intention) and behavior (behavior). The intention to repurchase is closely related to consumers' attitudes towards objects and consumers' attitudes towards previous behavior (Hellier et

al., 2003). Consumer Buying Interests are respondents respondents in making decisions to buy products. Repurchase intention is the purchase intention of consumers who have bought a product and intends to repurchase the product to satisfy their needs. Repurchase interest in indicators through indicators. 1) Transactional interest, i.e. the purchase of someone to buy a product. 2) Referential interest, namely a person's preference for referring to others. 3) Preferential interest, a preference that describes the preferences of someone who has a preference for the product. This preference can only be replaced if something happens with the product of his preference. 4) Explorative interest, this interest considers couples who are always looking for information about the product they are interested in and are looking for information to support the positive qualities of the product

Product quality has an influence on repurchase intention on beverage packaging products (Hulu et al., 2018). Several studies mention the effect of product quality on repurchase intention among them (Girsang et al., 2020), (Lestari & Ellyawati, 2019) and (Rizqia & Hudrasyah, 2015). There are also some studies that explain the insignificant relationship between product quality and repurchase intention including opinions (Ariffin et al., 2016). The hypotheses in this study are based on the results of previous research and relevant theories. Thus, the research hypotheses proposed are:

Ha: The quality of the product affects the interest in repurchasing "Roti Kembang" products

Ho: The quality of the product has no effect on the repurchase intention of "Roti Kembang" products.

RESEARCH METHODS

This research uses a causal quantitative approach. The quantitative approach can be interpreted as a research method based on the

philosophy of positivism, used to examine a particular population or sample, collecting data using research instruments, analyzing quantitative or statistical data, to test established hypotheses. In causal research, independent variables are cause variables, and dependent variables are effect variables. This study aims to determine the influence of the variable (x) on the effect of product quality on (y) buying interest in "Roti Kembang"

The data collection method uses the survey method. Research with this survey method is a study that takes samples from a population and uses a questionnaire as a primary data collection tool. The census is a data collection tool that is done by giving a set of questions or written statements to respondents to answer. The questionnaire is a data collection technique. It distributes a list of items directly to the object of research so that the data the author collects is really by the actual situation at the time of the study. The target population is "Roti Kembang" consumers who have consumed "Roti Kembang" products. The observation unit of this research is the consumer of Garut Cabanag Bloated Bread. The number of samples for this study amounted to 82 respondents. The characteristics of the respondents determined by this researcher were the Garut community who had consumed Bloated Bread.

In quantitative research, data analysis techniques use statistics, using simple regression-based on functional or causal relationships of one independent variable with a dependent variable. The program used to conduct data analysis with a simple linear regression method is Statistical Product and Service Solution (SPSS). The measurement scale used is the interval scale. Interval scale as a scale that allows researchers to carry out arithmetic calculations on data collected from respondents.

RESULTS AND DISCUSSION

Product quality variables have eight dimensions, namely shape, features, conformity quality, durability, reliability, ease of repair, style, and design. Questionnaire data will be explained in the Table 1.

Table 1. Average Value of Indicator Quality "Roti Kembang"

Indicator	Average	Category
Shape	3,875	High
Feature	3,875	High
Quality of Conformity	3,906	High
Durability	3,9375	High
Reliability	3,84375	High
Ease of Repair	3,65625	High
Style	4,1875	High
The design	3,9375	High
Total	31,1875	

Based on the results of processing on 82 respondents, the average value of the variable quality of "Roti Kembang" products is high. The shape that describes the size of bloated bread according to the needs of consumers. Soft puffed bread. The best quality according to the demand of all bakery products according to specifications offered. The "Roti Kembang" product lasts for 3 days with no preservatives. How do you solve the problem of bakery products? Ease of repairing "Roti Kembang" products by improving the taste. In order to facilitate the appearance and taste of puffed bread products, the flavor of "Roti Kembang" flavors adjusts. Unique "Roti Kembang" display design.

The repurchase intention variable has 4 dimensions, namely transactional interest, referential interest, preferential interest, and explorative interest. Questionnaire data will be explained in Table 2.

Table 2. Average Value of Indicator Repurchase Intention "Roti Kembang"

Indicator	Average	Category
Transactional	4,3	High
Reference	3,84	High
Preferential	3,75	High
Explorative	3,8125	High
Total	15,7	

Based on the results of data processing on 82 respondents, the average value of repurchase interest in flat bread products is high. Transactional interest illustrated a person's tendency to buy bloated bread products. Referential interest illustrated a tendency for someone to recommend bloated bread products to others. Preferential interest is illustrated by the behavior of someone who has a preference for "Roti Kembang" products. Explorative interest describes the behavior of someone who is looking for information about a "Roti Kembang" product of interest.

Table 3 show the constant value from Unstandardized Coefficients. In this case the value is 0.561. This value is a constant number, which means that if there is no "Roti Kembang" products' strength, the consistent value of repurchase interest of puffed bread products is 0.561. The regression coefficient value is 0.476. This value explains that every 1% increase in the quality level of bloated bread products, the interest in repurchasing bloated bread products increases by 0.476. The value of the coefficient is a plus, thus it can be said that product quality has a positive effect on repurchase interest. Product quality has a positive and significant effect on repurchase interest (Ariffin et al., 2016)

Table 3. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.561	2.020		.278	.783
Product Quality	.476	.064	.805	7.433	.000

Based on the output known significant value (sig). equal to 0,000 less than the probability of 0.05, so it can be concluded that Ho is rejected and Ha is accepted, which means that the quality of the product influences the

repurchase intention of bloated bread products. The results of this study have similarities with research conducted by Siti Ainul Hidayah and Apriliani, entitled Analysis of the influence of brand image, price, product quality, and promotional attractiveness towards the repurchase interest of Perkalongan batik consumers that the quality of the product influences the repurchasing interest of consumers in Pekalongan Batik (Ainul & Apriliani, 2019).

Table 4 explain that R Square value of 0.648 is known. This value implies that the effect of product quality on repurchase interest is 64.8% while 35.2% of product quality is influenced by other variables.

Table 4. R Square

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.805 ^a	.648	.636	1.69774

a. Predictors: (Constant), Product Quality

CONCLUSIONS

It can be concluded that the quality of "Roti Kembang" products has a positive effect on repurchase interest with a total effect of 64.8%. This positive effect means that the increasing quality of the product will affect the increase in interest in repurchasing products. After analyzing the theory and the results of previous studies, researchers get results to answer the research problem formulation, this research wants to see how the influence of product quality on the interest to buy back "Roti Kembang" in Garut Regency. Improving the quality of this product will enhance product quality. Therefore, it is necessary to strengthen product quality supported by selecting the right ingredients and making product differentiation.

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