

The Effect of Product Quality and Brand Image on Purchase Interest in Benessy Clothing Products

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ABSTRACT

The objective of the inquiry is to look at and analyze, impact item and brand picture quality towards buying intrigued taken by the respondent. The examination utilized an autonomous variable of item buying quality and brand picture. The subordinate variable is buying interest..The populace of the investigate is a client of Benessy Clothing Bandung. Test of the inquiry comprised of 95 respondents, taken by non-likelihood inspecting. Information collection utilizing surveys that are conveyed straightforwardly to respondents. Factual strategies that utilize increased investigation straight relapse, with theories testing of F-tests and t-tests. The comes about of the ponder appear that item quality and brand picture measurably have a positive and noteworthy impact, both somewhat and at the same time, on acquiring intrigue in Benessy Clothing Bandung.

Keywords: *product quality, brand image and Purchase Interest.*

1. INTRODUCTION

Bandung City is one of the cities that includes a expansive potential as a inventive city. Since long back, Bandung City has been known as a center for materials, design, craftsmanship, culture and not to disregard its traveler goals. These things back Bandung City's mission as a imaginative city where Bandung City will gotten to be a central point in future financial improvement based on the imaginative industry (Bandung City Exchange and Industry Office).

Table 1. Contribution of top 10 Creative Industry Subsectors in Bandung City 2023

No	Creative Industry	Subsector GDP	Percentage (%)
1	Fashion	45.803.769.843	54,40
2	Advertising	8.305.034.367	9,87
3	Crafts	6.159.598.596	7,32
4	Design	6.072.583.329	7,21
5	Publishing and Printing	4.283.989.793	5,09
6	Architecture	4.134.446.695	4,91
7	Music	3.824.179.411	4,54
8	Television and Radio	2.136.827.023	2,53
9	Computer Services and Software	1.040.637.861	1,23
10	Research and Development	969.493.823	1,15

Based on data from Table 1, according to Kompas sources, among the 14 existing sub-sectors, the GDP of the creative industry in Bandung City is largely contributed by the fashion industry, amounting to 54.40% because fashion

is a type of business that in recent years has been used as a business field for entrepreneurs and also influences the trend of young people in various cities in Indonesia, one of which is in Bandung. As of now, mold is the foremost vital part of modern society, this is often demonstrated by the foundation of numerous boutiques, manufacturing plant outlets, distros and clothing in Bandung. The improvement of the fashion world among youthful individuals is now not fair a joy that's sought after on the premise of a leisure activity alone. Design has developed into an industry, from a little scale to a decently huge scale. Presently the imaginative industry trade within the mold division is additionally progressively mushrooming, nearly in all corners of Bandung City can be found with different brands and topics. Within the city of Bandung itself, it is celebrated as a put to shop for up-to-date and new dress, there are around 574 distros and this makes Bandung the center of the imaginative industry economy within the mold plan segment in Indonesia.

The expanding development of unused competitors within the design sector that proceeds to develop and develop, this circumstance has moreover had an affect on making numerous ancient clients who don't delay to switch to competitors who are able to fulfill their wants indeed in spite of the fact that there are modern clients who too proceed to develop. In reality, "Benessy Clothing" itself has made endeavors to alter a few viewpoints to win the competition. For illustration, in terms of highlights on the "Benessy Clothing" product itself, which at first did not have pockets on t-shirts, presently there are, at that point those who at first never supported popular specialists presently begin to create popular craftsmen their models or support popular specialists, so that the brand benefits & competence of "Benessy Clothing" begin to be felt by customers by feeling confident in consuming "Benessy Clothing" products. However, in reality it still causes the amount of income at "Benessy Clothing" to be unstable in recent years.

Table 2. "Benessy Clothing" Sales Data 2021-2023

Month	Year 2021	Year 2022	Year 2023
January	Rp . 7.000.000	Rp. 8.492.000	Rp. 8.381.700
February	Rp. 6.458.800	Rp. 7.540.500	Rp. 6,304,200
March	Rp. 7.685.900	Rp. 7.920.300	Rp. 7.179.200
April	Rp. 5,609.300	Rp. 6.270.000	Rp. 7.968,800
May	Rp. 7.158.800	Rp. 8,902.850	Rp. 9.695,370
June	Rp. 9,962.000	Rp. 12.466.800	Rp.10.933.705
July	Rp. 7.386.400	Rp. 11.624.000	Rp.9.345.000
August	Rp. 6.864.000	Rp. 9.280.200	Rp.7.070.500
September	Rp.6.355.300	Rp. 8.435,100	Rp. 8.571.800
October	Rp.7.949.000	Rp. 8.437,000	Rp. 6.948.000
November	Rp.7.709.700	Rp. 7.875.000	Rp. 6.787,200
December	Rp.8.992,800	Rp. 10.430.500	Rp. 10.322.400
TOTAL	Rp. 89.132.000	Rp.184,102.250	Rp. 99,507,875

Based on Table 2, it can be seen that sales fluctuate every month, the data above shows that the number of sales has decreased. This is due to the increasing number of distros within the city of Bandung with different competitions, to be specific colored by different products, attractive display designs conjointly the most excellent quality materials. The rise and drop of deals of "Benessy Clothing" items cannot be isolated from the Buy Intrigued prepare carried out by customers. In common, there are numerous things that impact shoppers in Buy Intrigued , According to Kotler and Keller (2020) a brand is: "A name, term, sign, symbol, design, or a combination of all of them, intended to identify the goods or services of a seller or group of sellers to differentiate them from the goods or services of competitors. "

In the event that a item is as of now known to the common open for its great quality, customers will be fascinated by buying it, agreeing to Kotler and Armstrong (2020) is: "Item quality is the characteristic of a item or benefit that bears on its capacity to fulfill expressed or inferred client needs" This means the character of a product that has the ability to meet consumer needs ", particularly for buyers who need the most excellent quality notwithstanding of the price of the item, of course, it'll decide the Buy Intrigued to execute exceptionally effortlessly. And brand picture is an important thing in consumer interest, According to Kotler and Keller (2020) a brand is: "A name, term, sign, symbol, design, or a combination of all of them, intended to identify the goods or services of one seller or group of sellers to differentiate them from the goods or services of competitors."

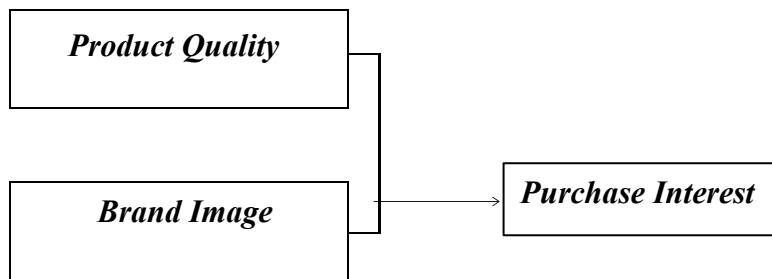


Figure 1. Research Design

Hypothesis

H1: There is an Influence of Product Quality on Purchase Interest.

H2: There is an Influence of Brand Image on Purchase Interest.

2. RESEARCH METHODS

In this research, the author chose "Benessy Clothing" as the object for conducting research because of a phenomenon or problem. There are several variable studies to find out what the picture is Kualitas Produk, brand image, to Purchase Interest. At "Benessy Clothing", the methods used are descriptive and verification methods. The technique used is probability sampling. Research analysis was carried out by hypothesis, and testing (F test) to test the goodness of fit model and t-test.

3. FINDING RESEARCH AND HYPOTHESIS

The results of the F test with the help of computer processing based on SPSS version 25.0 calculations obtained the F coefficient value_{count} as follows:

Table 1. F Test Model Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15,049	2	7,524	16,032	,000a
	Residual	43,178	92	,469		
	Total	58,226	94			

a. dependent variable: purchase interest. (y); b. predictors: (constant), product quality (x2), brand image (x1)

With the assistance of SPSS calculation preparation, the F tally is 16.032. Whereas the basic esteem of F_{table} with a degree of flexibility of numerator 2 and denominator 197 at α (0.05) is 3.10. Hence, F_{count} (16.032) > F_{table} (3.10), so it is obvious that H₀ is rejected and H₁ is acknowledged. This appears that item quality (X₁) and brand picture (X₂) have a concurrent impact on the Buy Intrigued handle (Y)

Hypothesis Test Results T-test

To discover out whether the theory is acknowledged or rejected, a two-party test is carried out with the taking after theory:

Table 1. T-test model test Hypothesis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
B	Std. Error			Beta	
1	(Constant)	1.975	0.299		6.611
Product Quality	0.238	0.105	0.281	2.272	0.025
Brand Image	0.236	0.107	0.273	2.212	0.029

Hypothesis 1: There is a significant impact of product quality on buying interest.

From the calculation of the t-test insights over, t check for item quality = 2.272 is more noteworthy than t table = 1.986, so H_a is acknowledged, and H_o is rejected. This implies that there's a positive impact between item quality and the Buy Intrigued handle.

Hypothesis 2: There is a significant impact of brand image on buying interest.

Based on the calculated t esteem = 2.212 is within the H_a acknowledgment zone. This implies that the theory proposed by the creator, to be specific "Brand picture impacts item by intriguing", can be acknowledged.

The comes about of the think about demonstrate that item quality has an impact on the buy intrigued of Benessy Clothing items and features a reasonably great evaluation. This appears that item quality is an imperative concern for Benessy Clothing item producers with respect to the Buy Interest process and there are a few components that have to be considered since they have destitute values. Benessy Clothing's brand picture is considered great based on respondents' reactions. In expansion, brand picture influences Benessy Clothing's Product Purchase Interest, although there are several elements that need to be considered because they have low value.

The results of this study can provide an overview of how product quality and brand image affect Benessy Clothing product purchase interest. Products received by consumers are products whose quality can satisfy consumers; products are very influential in convincing consumers to make purchasing decisions. In case the quality of a item is nice and can fulfill buyers, at that point it can be translated that it'll increase buy fulfillment for the item.

4. CONCLUSION

Item quality impacts Benessy Item Buy Intrigued by 21.90%, whereas the rest is affected by other components exterior the investigate. Directors in organizations choose to center on creating prevalent items and progressing their quality over time. They accept that buyers respect well-made items and can appreciate quality and execution.

Brand picture impacts Benessy item buy intrigued by 21.72%, whereas the rest is affected by other components exterior the investigate. Directors in organizations choose to center on creating prevalent items and moving forward their quality over time. They expect that buyers will appreciate well-made items and can appreciate quality and execution.

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