



## Influence of Product Quality and Brand Equity on Buying Interest in Zoya Products in Botique, Tambun

**Luciana Mia Kurniawati**

*Faculty of Economics and Business, Universitas Muhammadiyah Prof. Dr. Hamka Jakarta, Indonesia*

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### **ABSTRACT**

This research aims to review the influence of the quality of products and brand equity in a partial and simultaneous against the interest of consumers to buy products fashion zoya. Over the withdrawal of funds the sampling method of uses the method random sampling, by smeru within the of this research is there were thousands of visitors zoya boutique in the stall for as many as 154 respondents in the present study. The results of the study and reason 5 percent significance finds that: (1) product quality has a positive effect on buying interest, (2) brand equity has a positive effect on buying interest, and (3) product quality and brand equity have a positive and significant effect on buying interest.

### **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk dan ekuitas merek secara parsial dan simultan terhadap minat beli konsumen pada produk fashion Zoya. Kemudian data diproses menggunakan analisis regresi linier berganda dengan diolah menggunakan SPSS 20.0. Hasil penelitian dengan taraf signifikansi 5% menemukan bahwa: (1) kualitas produk berpengaruh positif terhadap minat beli, (2) ekuitas merek berpengaruh positif terhadap minat beli, dan (3) kualitas produk dan ekuitas merek secara bersama-sama berpengaruh positif dan signifikan terhadap minat beli.

\* Corresponding author. email: [Lucianamia22@gmail.com](mailto:Lucianamia22@gmail.com)

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## **Introduction**

In connection with the era of globalization and free trade, business competition is becoming increasingly competitive. Facing current business conditions, every company must use the best strategies and resources to survive and thrive in doing business. Entrepreneurs compete to create creative products and create innovative and creative products to meet customer demand needs. The more in accordance with the established standards, the quality of the product will be assessed. The public as consumers are now more selective and careful to select products. Customers see the product has a strong connection. With the quality of the product itself, quality is the main factor the customer customers will consider before deciding to buy the product. Product quality is the key for some consumers in choosing a product to meet their needs and desires.

Fashion products that are currently on the rise is the veil or commonly called the hijab. Nowadays, there are so many women who are interested in wearing the hijab to carrying out God's commands and they looks more confident with trendy, stylish, and also shar'i and they are not breaking the rules of the hijab (Maia, 2015).

In the business standpoint, the phenomenon of hijabers has great potential in the fashion industry especially in the veil fashion industry. Automatic veil manufacturers compete and innovate to meet the desires and needs of their consumers. Zoya was founded in 2005 as an affordable alternative to Muslim clothing for the middle class, as well as an alternative to quality and up-to-date Muslim clothing.

Zoya products have a variety of veil products and the company continues try to provide the best for customer satisfaction, so they are not move to competitors such as Rabbani, Ezatta, etc,which are increasingly aggressively promoting their products. In its effort to retain consumers needs , they should introduce the products through a marketing communication that is called promotion. Promotion is a communication of seller and buyer information that aims to change the attitudes and behavior of buyers, who were previously unfamiliar so they become buyers and keep in mind the product, (Saladin, 2013). Brand equity can affect the perception of consumers in making a purchase decision either because there is experience in the past in using the brand and proximity to the brand and its characteristics. Strong brands can lead excellence in competition (Lee and Ki, 2013).

ZOYA has now evolved with a brand and quality known to true Muslim and Muslim communities, because with dozens of types of categories that are presented have always been the brands demanded. Today, the development of fashion for adult women, children, and men is growing. With good promotion it is expected that communication will occur between producers and consumers. The good communication is expected to obtain new customers and retain old customers. In buying a product, consumers must be in accordance with economic conditions. With various considerations, consumers decide to buy goods according to the needs and prices offered. Adjustment of prices in the market is not easy because it must be in accordance with the current economic situation. That's way companies know the prices that are ongoing in the market, so that consumers also reconsider the

price with the quality of the product obtained. Consumer buying interest refers to efforts to buy products or services (Diallo, 2014).

In 2014, a survey of the top brands of Muslim women's clothing was conducted. In this category Rabbani and Zoya are included as brand nominations and deserve to be taken into account and compete with several other Muslim fashion brands. The result according to Frontier Consulting Group, the Top Brand Award winner for Muslim women's clothing, is Rabbani which is superior to ZOYA and other Muslim fashion brands. (Source: [www.topbrand-award.com](http://www.topbrand-award.com) 2018, accessed December 25, 2018).

**Table 1. Results of the 2018 Top Brand Award Survey of Muslim Fasions**

MERЕК	TBI	TOP
Rabbani	22.2%	TOP
Zoya	15.4%	TOP
Almadani	9.4%	
Azka	9.3%	
Attena	5.4%	

Source: [www.topbrand-award.com](http://www.topbrand-award.com), 2018

Frontier Consulting Group survey results indicate Rabbani is ranked first meaning Rabbani as a Top Brand of Muslim clothing that is in demand by the people of Indonesia. In the category of Muslim clothing, ZOYA ranks second with an index number of less than 20%. This shows that ZOYA has not become the top of mind of the people in Muslim fashion brands. (Source: [www.topbrand-award.com](http://www.topbrand-award.com), 2018).

In 2018 Frontier Consulting Group added a new category besides Muslim clothing, the branded veil category. In both of these categories Rabbani and ZOYA re-entered into a nomination along with several other brands that are also on the market. Zoya entered as the "TOP

1" in the Brand Veil category with a market share of 24.9%. Market share calculation is based on the brand that was last used by consumers in a certain period of time. Despite being included in the category of Muslim Clothing and winning the Top Brand Award for Branded Veil, ZOYA continues to strengthen its marketing to be accepted in a wider market.

**Table 2. The results of the 2018 Top Brand Award surveybranded hoods**

MERЕК	TBI	TOP
Zoya	24.9%	TOP
Rabbani	24.5%	TOP
Elzatta	19.8%	TOP
Azzura	4.6%	
Hijup	0.9%	

Source: [www.topbrand-award.com](http://www.topbrand-award.com), 2018

## Literature Review

### Product quality

Quality in the view of consumers has different characteristics between one consumer with other consumers. The product is the most basic marketing mix tool, where consumers have expectations of meeting the needs and desires through a product. So that the fulfillment of the needs and desires of consumers has a quality product. According to Handoko in Prajati (2013: 16), "product quality is a condition of an item based on research on its conformity with established standards of measurement. The more appropriate the standard is applied, the more quality the product will be assessed. According to Kotler and Armstrong (2014: 230), "product quality is characteristic of a product or service that supports its ability to satisfy customer needs". Meanwhile, according to Tjiptono (2014: 4) "quality is a dynamic condition associated with products and services, people, processes and the

environment that meets or exceeds expectations".

### **Brand Equity**

According to Supranto and Limakrisna (2015: 132), "brand equity is the value determined by consumers in a brand above and beyond the functional characteristics / attributes of the product". According to (Kotler and Keller 2013: 263), "brand equity is the added value given to products and services. Brand equity can be reflected in the way consumers think, feel, and act in relation to the brand, and also the price, market share, and profitability that the brand provides to the company. " Meanwhile, according to Aaker (2013: 23), "brand equity is a series of assets and obligations related to the brand. The value of brand equity depends on the market relationship with the brand ".

### **Purchase Interest**

According to Devonalita and Yohanes (2014) "buying interest is defined as a sense of attraction that gives rise to an impetus to buy certain products. Someone who has the desire to buy will show attention or interest in the product. Interest in buying will be followed by actions namely buying behavior. According to Ferdinand (2014: 130) "buying interest is something that arises after receiving a stimulus from the product he sees, from there arises an interest in trying the product until it finally arises the desire to buy in order to have it". Meanwhile, according to Simamora (2014: 131) "buying interest is

something that is personal and related to attitude, individuals who are interested in an object will have the power or drive to do a series of behaviors to approach or obtain the object".

### **Hypothesis**

(H1): Partially there is an influence between Product Quality on Purchase Interest of Zoya products. (H2): Partially, there is an influence between Brand Equity on Zoya's Purchase Interest. (H3): Simultaneously there is an influence between Product Quality and Brand Equity on the Purchase Interest of Zoya products.

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### **Method, Data, and Analysis**

This study is a quantitative research institution. Research is carried out on Boutique Zoya customers, Tambun. There were 154 non-preconditions with data collection using questionnaires analyzed using multiple linear regression analysis.

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### **Result and Discussion**

#### **Multiple Linear Regression Analysis**

Regression analysis is basically a study of the dependent variable dependent (bound) with one or more independent variables (independent variables), with the aim of estimating and predicting the population average or the average value of the dependent variable based on the value of known independent variables (Ghozali, 2016).

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	Constant)	,413	,555		,744	,458
	KualitasProduk	,185	,105	,131	1,751	,082
	EkuitasMerek	,662	,117	,421	5,633	,000

a. Dependent Variable: MinatBeli

Source: *Output* SPSS 20.0 (2019)

Then the values of the multiple linear regression equation are obtained as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2$$

$$\hat{Y} = 0,413 + 0,185 X_1 + 0,662 X_2$$

From the results of calculations using SPSS 20 above, we can get a regression coefficient of 0.413,  $b_1 = 0.185$  and  $b_2 = 0.662$ . And these values can be explained as follows:

A constant of 0.413 mathematically states that if the value of the independent variable  $X_1$  and  $X_2$  equals zero then the value of  $\hat{Y}$  is 0.413. In other words, buying interest without product quality and brand equity is 0.413.

Product quality variable regression coefficient ( $X_1$ ) of 0.185 means that each increase in product quality by one unit, the purchase interest will increase by 0.185 units or the product quality variable is able to explain buying interest.

The regression coefficient of the brand equity variable ( $X_2$ ) of 0.662 means that for each increase in brand equity of one unit, the buying interest will increase by 0.662 units.

### Hypothesis testing

The results of the calculation of product quality variables obtained  $t_{count}$  of 1.751 with a significance value of 0.082 < 0.05 and degrees of freedom (df) with the provisions df

=  $n - k$  that is the number of samples (n) as many as 154 and the total number of variables (k) as much 3, so  $df = 154 - 3 = 151$ . From this provision, a table of 1.976 is obtained. So it can be concluded  $t_{count} > t_{table}$  (1.751 > 1.976), then there is no significant effect between product quality on buying interest.

The results of the calculation of brand equity variables obtained  $t_{count}$  of 5.633 with a significance value of 0,000 < 0.05 and degrees of freedom (df) with the terms  $df = n - k$  that is the number of samples (n) as many as 154 and the total number of variables (k) as many 3, so  $df = 154 - 3 = 151$ . From this provision, a table of 1.976 is obtained. So it can be concluded  $t_{count} > t_{table}$  (5.633 > 1.976), then there is a significant influence between brand equity on buying interest.

### Discussion

Product quality on Zoya products at Boutique Zoya Tambun can be known from the results of the respondents' statements on each statement as a whole. The highest score is at point 2 of 655 or an average value of 4.25 with the statement "Zoya products have durability in the fabric seams that are not easily damaged". While the lowest score results are at 4th point of 625 or an average value of 4.06 with the statement "Operational activities at the Zoya store are in accordance with the SOP". From the results of the

calculation of the t test, the product quality has a positive and significant influence on buying interest. This was obtained by  $t_{count}$  of 1.751 with a significance value of 0.082  $< 0.05$  and a table of 1.976. So it can be concluded that  $t_{count} > t_{table}$  ( $1.751 > 1.976$ ), then there is a significant influence between product quality on consumer buying interest in Zoya products at Boutique Zoya Tambun.

Brand equity in Zoya products at Boutique Zoya Tambun can be known from the results of respondents' statements on each statement as a whole. The highest score is on the 6th point of 674 or an average value of 4.38 with the statement "Zoya Product is the brand that favored more than other brands". While the lowest score results are at point 8 of 595 or an average value of 3.86 with the statement "Zoya products have characteristics in each product". From the results of the calculation of the t test, the brand equity has a positive and significant influence on buying interest. This was obtained by  $t_{count}$  of 5.633 with a significance value of 0.000  $< 0.05$  and a table number of 1.976. It can be concluded that  $t_{count} > t_{table}$  ( $5.633 > 1.976$ ), then there is a significant influence between brand equity on consumer buying interest in Zoya products at Boutique Zoya Tambun.

Based on the results of the f test, it is known that the product quality variable (X1) and brand equity variable (X2) influence simultaneously on consumer buying interest. It can be seen that the value of  $f_{count} > f_{table}$  ( $22.149 > 3.06$ ) with a significant level of 0.000  $< 0.05$ . In accordance with the hypothesis that is rejected and accepted, which means X1 (Product Quality) and X2 (Brand Equity) have a simultaneous effect on Y (Purchase Interest).

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## **Conclusion**

Based on the results of research and discussion, several conclusions can be drawn as follows:

The results of the study with a significance level of 5% found that: (1) product quality has a positive effect on buying interest, (2) brand equity has a positive effect on buying interest, and (3) Both of product quality and brand equity have a positive and significant effect on buying interest.

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## **Suggestion**

Based on the results of the research, discussion and conclusions obtained in this study, then there are some suggestions for this research to be useful, including:

Based on the distribution of answers, the points that get the first highest score with an average score of 4.25% are in the statement "Zoya products have durability in the fabric seams that are not easily damaged". Therefore, it is suggested by PT. Zoya still maintains the quality of the fabric seams to avoid damage. Then the points that get the lowest score with an average value of 4.06% are found in the statement "Operational activities at the Zoya store are in accordance with the SOP". For this reason, PT Zoya is advised to improve operational quality in accordance with SOPs that have been determined, so that consumers feel comfortable when shopping at Boutique Zoya.

Based on the distribution of answers, the points that get the first highest score with an average score of 4.38% are in the statement "Zoya products are the brands that I like the most compared to other brands". Therefore,



PT. Zoya should be maintains a well-known brand in order to continue become a favorite product of consumers in the Muslim fashion. Then the points that get the lowest score with an average value of 3.86% are found in the statement "Zoya products have characteristics in each product". For this reason, PT Zoya have to continue improve its own characteristics for the Zoya Brand, so that consumers are increasingly interested in the impression on Zoya.

Based on the distribution of answers, the points that get the first highest score with an average score of 6.71% are in the statement "I feel Zoya products are the brands that I hear the most". Therefore, it is suggested by PT. Zoya to maintain a brand that has known of public in order to continue to be a product of consumer pride. The points that get the lowest score with an average value of 3.83% are found in the statement "I always loyal to use Zoya products". For this reason, PT Zoya should continue to improve both in terms of material quality, neatness of the seams, and in packaging so that consumers become loyal to the products issued by PT Zoya.

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