PRODUCT QUALITY ON CONSUMER PURCHASE INTEREST WITH CUSTOMER SATISFACTION AS A VARIABLE INTERVENING IN BLACK ONLINE STORE HIGH CLICK MARKET
(Case Study on Customers of the Tebing Tinggi Black Market Online Store)

Mangasi Sinurat, Mohd. Heikal, Amsal Simanjuntak, Rumiris Siahaan, Rico Nur Ilham

1. Introduction

Competition in the increasingly open business world makes entrepreneurs look for the right strategy to market their products. Buying interest is obtained from a learning process and a thought process that forms a perception. According to Sukmaawati and Suyono in Pramono quoted from Annafik and Rahardjo (2012), buying interest is part of the behavioral component in consuming attitudes. Consumer buying interest is the stage where consumers form their choices among several brands that are incorporated in the choice set. Then in the end make a
purchase on an alternative that he likes the most or the process that consumers go through to buy an item or service based on various considerations. This buying interest creates a very strong motivation and desire which ultimately causes a buyer to actualize the needs that are in his mind.

The following are the facts of consumer purchases through the black market, which are more every month than the overall percentage data with 1 High Cliff Black Market Consumer Data. Month/2019 Brand or type of item Quantity May Mobile 40% June Motorcycles 35% July Electronic equipment 50% August Mobile 60% September Mobile 50%, October Motorcycle 40%.

2. LITERATURE REVIEWS

2.1 Customer satisfaction
   Richard L. Oliver (in Fandy Tjiptono, 2015: 23) defines customer satisfaction as a feeling of pleasure or disappointment that a person gets from comparing the perceived performance (or result) of a product and its expectations.

2.2 Product quality
   Kotler & Keller translation Bob Sabran (2012:145) defines product quality as follows: "Product quality is the ability of a product to perform its functions, this includes overall durability, reliability, accuracy, ease of operation, and product repair as well as other product attributes.

2.3 Buying Interest
   According to Sukmawati and Suyono in Pramono dikutif from Annafik and Rahardjo (2012) buying interest is part of the behavioral component in the attitude of consuming.

3. RESEARCH METHODS
   He data collection technique is carried out by means of Questionnaires or questionnaires, which are a number of questions or written statements about factual data or opinions relating to the respondent, which are considered facts or truths that are known and need to be answered by the respondent. The data processing in this study used a Likert Scale. According to Sugiyono (2013:132), "Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. This study uses multiple regression method, to analyze the impact of the independent variable on the dependent.

4. DISCUSSION RESULT

4.1 Normality test
   Normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution (Ghozali, 2016).
It can be seen that the significance value (Monte Carlo Sig.) of all variables is 0.129. If the significance is more than 0.05, then the residual value is normal, so it can be concluded that all variables are normally distributed.

### 4.2 Heteroscedasticity Test

The heteroscedasticity test aims to test whether from the regression model there is an inequality of variance from the residuals of one observation to another observation. A good regression model is one with homoscedasticity or no heteroscedasticity.

The results of data processing using SPSS 25.00 show the results in the following table:

| Model       | Coefficientsa | Unstandardized Coefficients | Standardized Coefficients |
|-------------|---------------|-----------------------------|---------------------------|
|             | B             | Std. Error                  | Beta                      | T   | Sig.  |
| (Constant)  | 1.406         | .623                        |                           | 2.257 | .027 |
| Kualitas_Produk_X | -.112 | .053                       | -.413                     | -2.094 | .040 |
| Kepuasan_Pelanggan_Z | .069 | .063                        | .214                      | 1.088 | .281 |

a. Dependent Variable: Abs_RES

Source: Data processed by SPSS 25 (2020)

The table above shows how the significance value of product quality is 0.040 and 0.281, which means that the independent variable is not statistically significant in influencing the dependent variable, so there is no indication of heteroscedasticity.

### 4.3 Coefficient Of Determination Test

The value used to see the coefficient of determination in this study is in the adjusted R square column. This is because the adjusted R square value is not susceptible to the addition of the independent variable.
Table 4.3. Coefficient Of Determination

Model Summary

| Model | R       | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|---------|----------|-------------------|---------------------------|---------------|
| 1     | .904\(^a\) | .817     | .812              | .922                      | 1.495         |

\(^a\) Predictors: (Constant), Kepuasan_Pelanggan_Z, Kualitas_Produk_X

\(^b\) Dependent Variable: Minat_Beli_Y

Source: Data processed by SPSS 25 (2021)

Based on table 4.15, it can be seen that the adjusted R square value is 0.812 or 81.2%. This shows that Customer Satisfaction (Z) and Product Quality (X) can explain Purchase Interest (Y) of 81.2%, the remaining 18.8% (100% - 81.2%) is explained by other variables outside the model, this research. Such as the price which is the amount of money charged for a product or service from the value that consumers exchange for the benefits of having the product or service as well as the quality of service and brand.

4.4 Pengujian Regresi Linier Berganda

Multiple linear regression testing explains the magnitude of the role of Product Quality (X) and Customer Satisfaction (Z) on Purchase Interest (Y). Data analysis in this study used multiple linear regression analysis using SPSS 25.0 for windows.

Table 4.4. Multiple Linear Regression Results

Coefficients

| Model | Unstandardized Coefficients | Standardized Coefficients | T      | Sig.  | Collinearity Statistics |
|-------|-----------------------------|---------------------------|--------|-------|------------------------|
|       | B              | Std. Error | Beta   |       | Tolerance     | VIF   |
| 1 (Constant) | 1.156 | .973      | 1.188  | .239  |             |       |
| Kualitas_Produk_X | .638  | .084      | .670   | 7.644 | .000        | .355  | 2.814 |
| Kepuasan_Pelanggan_Z | .307  | .098      | .273   | 3.121 | .003        | .355  | 2.814 |

\(^a\) Dependent Variable: Minat_Beli_Y

Source: Data processed by SPSS 25 (2020)

Based on these results, the multiple linear regression equation has the formulation: \[ Y = a + b1X + b2Z + E \], so that the equation is obtained: \[ Y = 1.156 + 0.638X + 0.307Z + E \]

4.6 Partial test (T)

The t statistic test is also known as the individual significance test. This test shows how far the influence of the independent variable partially on the dependent variable.

In this study, partial hypothesis testing was carried out on each independent variable as shown in Table 4.16 below:
Hypothesis Testing the effect of Product Quality variable (X) on Customer Satisfaction variable (Z). The form of hypothesis testing based on statistics can be described as follows: Decision Making Criteria:
1) Accept H0 If tcount < ttable or -tcount > -ttable or Sig value. > 0.05.
2) Reject H0 If tcount ttable or -tcount - ttable or Sig. < 0.05.

From table 4.16, the tcount is 11.107. With = 5%, ttable (5%; nk = 68) the ttable value is 1.995. From the description it can be seen that tcount (11.107) > ttable (1.995), as well as the significance value of 0.000 < 0.05, it can be concluded that the first hypothesis is accepted, meaning that the Product Quality variable (X) has a positive and significant effect on Customer Satisfaction (Z). In line with research conducted by.

Hypothesis Testing the Effect of Product Quality (X) on Purchase Intention (Y) The form of hypothesis testing based on statistics can be described as follows: Decision Making Criteria:
a) Accept H0 If tcount < ttable or -tcount > -ttable or Sig value. > 0.05
b) Reject H0 If tcount ttable or -tcount - ttable or Sig. < 0.05

From table 4.17, the tcount value is 7.644. With = 5%, ttable (5%; nk = 68) the ttable value is 1.995. From the description it can be seen that tcount (7.644) > ttable (1.995), and the significance value is 0.000 < 0.05, it can be concluded that the second hypothesis is accepted, meaning that Product Quality (X) has a positive and significant effect on Purchase Interest (Y). In line with
From Table 4.17, the tcount value is 3.121. With α = 5%, ttable (5%; nk = 68) the ttable value is 1.995. From the description it can be seen that tcount (3.121) > ttable (1.995), and the significance value is 0.003 < 0.05, it can be concluded that the third hypothesis is accepted, meaning that Customer Satisfaction (Z) has a positive and significant effect on Purchase Interest (Y). In line with research on customer satisfaction is a person's feeling of pleasure or disappointment that comes from the comparison between his impression of the performance (results) of a product and his expectations. Satisfied consumers will buy other "products" sold by the company, as well as become effective "marketers" through positive word of mouth.

4.7 Path Analysis

In order to prove that whether a variable is capable of being a variable that mediates the relationship between the independent variable and the dependent variable, the direct and indirect effects of the independent variable on the dependent variable will be calculated. If the indirect effect of the independent variable on the dependent variable through the intervening variable is greater than the direct effect of the independent variable on the dependent variable, then that variable can be a variable that mediates between the independent variable and the dependent variable (Ghozali, 2016). To perform the calculation directly and indirectly, it is carried out from the following standardized coefficients of regression equations I and II:

Tabel 4.18 Nilai Standardized Coefficients Model I

| Model | Coefficients<sup>a</sup> | Unstandardized Coefficients | Standardized Coefficients |
|-------|-------------------------|----------------------------|---------------------------|
|       | B                       | Std. Error                 | Beta                      |
| 1 (Constant) | 5.104                  | 1.026                      |                           |
| Kualitas_Produk_X | .681                  | .061                      | .803                      |

<sup>a</sup> Dependent Variable: Kepuasan_Pelanggan_Z

Tabel 4.19 Nilai Standardized Coefficients Model II

| Model | Coefficients<sup>a</sup> | Unstandardized Coefficients | Standardized Coefficients |
|-------|-------------------------|----------------------------|---------------------------|
|       | B                       | Std. Error                 | Beta                      |
| 1 (Constant) | 1.156                  | .973                      |                           |
| Kualitas_Produk_X | .638                  | .084                      | .670                      |
| Kepuasan_Pelanggan_Z | .307                  | .098                      | .273                      |

<sup>a</sup> Dependent Variable: Minat_Beli_Y

Source: Data processed by SPSS 25 (2020)

Furthermore, the standardized coefficients beta values will be entered into the path analysis image as follows:
4.1.1 Hypothesis Development Results
1. Based on the results of the study, the researcher concluded that the quality of the products at the Tebing Tinggi Black Market Online Store was descriptively in the high classification or in the good category. It can be seen from the product quality variable (X) has a significant effect on customer satisfaction (Z). In theory, customer satisfaction needs an effort to improve the quality of a good product when customer satisfaction decreases by providing the right product quality that will increase customer satisfaction.
2. Based on the results of the study, the researchers concluded that the product quality at the Tebing Tinggi Black Market Online Store was descriptively classified as high or had a lot of influence on buying interest. Where product quality (X) has a significant effect on buying interest (Y).
3. Based on the results of the study, the researchers concluded that the customer satisfaction shown to the Tebing Tinggi Black Market Online Store was descriptively classified as high or in customer satisfaction and was well received. It can be seen from customer satisfaction (Z) has a significant effect on buying interest (Y).

5. CONCLUSION
To complete this research, there are several additional aspects that are proposed in the suggestions in this study, namely as follows:

1. Further research is recommended to consider variables not examined in this study such as price variables and purchasing decisions.
2. It is expected that the Tebing Tinggi Black Market Online Store will always maintain the satisfaction of its customers, and this research should be a strategy or consideration so that the Tebing Tinggi Black Market Online Store pays attention to product quality in carrying out sales. This means that the Tebing Tinggi Black Market Online Store, while maintaining good product quality and customer satisfaction. This is to increase customer buying interest.
3. In this study, it is confirmed that customer satisfaction needs efforts to improve good product quality when customer satisfaction decreases by providing the right product quality will be able to increase customer satisfaction.
4. It is recommended for further researchers to expand the scope of the object of research so that later the results of this study can contribute thoughts, information and considerations to the Tebing Tinggi Black Market Online Store in determining policies,
in making product quality strategies and customer satisfaction so that companies can improve customer buying interest.

6. SUGGESTIONS AND ACKNOWLEDGMENTS

It is recommended for further researchers to expand the scope of the object of research so that later the results of this study can contribute thoughts, information and considerations to private banks in determining policies, on the use of cash flows so that companies are able to improve financial performance.

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