

The Influence of Testimonials, Price and Product Quality on Consumer Purchase Interest in Hanasui Products Online

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| Article Information | | Abstract |
|---------------------|------------|--|
| Submission date | 30/07/2024 | Research aim : Aims to determine the significant influence between testimonial, price and product quality variables partially and simultaneously regarding consumer interest in purchasing Hanasui products online. Design/Method/Approach : This case uses quantitative methods collection techniques distributing questionnaires respondents. Data analysis used descriptive statistical testing, This case focuses on multiple linear regression analysis. The sample consists of 40 respondents who have purchased and used Hanasui products online. Research Finding : Testimonial, price not partially significant effect on interest in buying Hanasui products. Meanwhile, product quality has a partially significant effect on purchase interest in Hanasui products. Testimonials regarding price and product quality simultaneously have a significant effect on interest in purchasing Hanasui products. Research limitations : The limitation case is the difficulty of collecting respondent data. Keywords : Testimonials, Prices, Product Quality, Purchase Interest |
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1. Introduction

Now world is increasingly fierce, both in domestic and international markets. This phenomenon is mainly caused by the emergence of various new brands and innovative products that continue to appear on the market. Technological developments and internet accessibility have enabled cosmetic industry players, such as Hanasui products, to more effectively develop and market their products to consumers. This has changed the traditional landscape of how the cosmetics industry operates, with more companies seeking to capture consumer attention through product innovation, smart digital marketing, and evolving sales strategies. The aim is to more effectively and efficiently, utilizing digital platforms and technology to reach a wider audience and reach a larger market globally.

However, when purchasing Hanasui products online, consumers often face a dilemma in determining which product suits their needs and preferences. Determining is price and product

quality. Affordable prices can be an attraction for consumers, but good product quality is also very necessary to ensure that the product can provide optimal results, so the company must have good quality and must always maintain the product in good condition.

In recent years, research has shown that have a significant influence consumer purchasing innterest. Therefore, this research aims to test how prisce and produsct qualadity testimonials influence consumer. Thus, this case can contribute to further understand of the factors that influence consumer buying interest and help the Hanasui brand in improving its marketing and product sales strategies and the following is a picture of Hanasui product sales in 2023.



Figure 1. Beauty and Care Band That Maximizes Customer Engagement Through Multichannel Marketing in 2023

Source: <https://kompas.co.id/article/brand-experience-ilah/>

Based on figure 1, Hanasui has the highest sales among the N PURE and NIVEA brands. Sold up to 63 thousand pcs of lip stain products compared to N PURE and Nivea products. Through market insight data, business owners can see online shop clearer thaata online shops have an important role for business people.

To increase consumer buying interest, companies must create a good impression on consumers through testimonials. Testimonials are consumer responses to a product. The existence of testimonials is a factor that helps consumers buy products. The more positive the testimonials given, it is believed that the greater the buying interest among consumers. It is proven from the search results that the more trustworthy the testimonial, the higher the consumer's purchasing preference. So, to maintain a good product, consumers must pay attention to reviewss of various exisisting advertisements and use them as testiconials.

Consumer testimonials are diverse and very positive, this helps increase their knowledge, important in attracting. Factors that can increase interest be. Consumer is not only limited to testimonials, others also include just the price. Price is an agreed value which is a condition of exchange in a sales transaction. Prices can also be understood what do you have to pay to receive the product. In case terms, prices can be understood such as quantity (monetary) or other aspects non-monetary) that require certain uses or benefits in obtaining a product.

Apart from testimonials and price, product quality also influences consumer buying interest. Quality is a series of characteristics of a product or service that depend on its ability to satisfy expressed or implied needs.

A product is anything that can be offered to the market for attention, purchase, use or consumption that can satisfy a want or need. Apart from quality, price is also a factor that influences consumer buying interest, because price can be a benchmark for the quality of a product.

The case of previous research shows that testimonials have a significant positive effect on interest in being consumer's interest in the product. The results of previous research prove that price has a positive influence to interest consumer's interest in the product Hanasui online.

1.1. Statement of Problem

Does the influence of testimonials, price and product quality have a significant partial and simultaneous effect on consumer buying interest in Hanasui products online?

1.2. Research Objectives

The case is to assess significant impact of testimonials, price, and product quality, both individually or collectively, on consumer buying interest in Hanasui products online.

2. Method

This case employs a quantitative research approach focused on Hanasui products online. The sampling method used is non-probability with a purposive sampling technique, consisting of 40 respondents, and data collected via questionnaires. The analytical applied include classical assumptions, multiple linear regression, hypothesis testing (T test and F test), and coefficient of determination independent variables in this study are Testimonials (X1), Price (X2), and Product Quality (X3).

3. Results and Discussion

Multiple linear analysis is the method employed, and it uses IBM SPSS for Windows version 23 to provide a complete picture of the impact of the independent variables—testimonials, price, and product quality—on the dependent variable, purchase interest. Thus, multiple linear regression, hypothesis testing (T and F tests), determinant coefficients are performed as in order to satisfy the criteria of the classical assumptions of the provided model:

Classic assumption test

This case by regression model. A nice regression model must these and there are no problems with assumptions and classical models.

Normality Test

According normality test using the SPSS, by image is obtained:

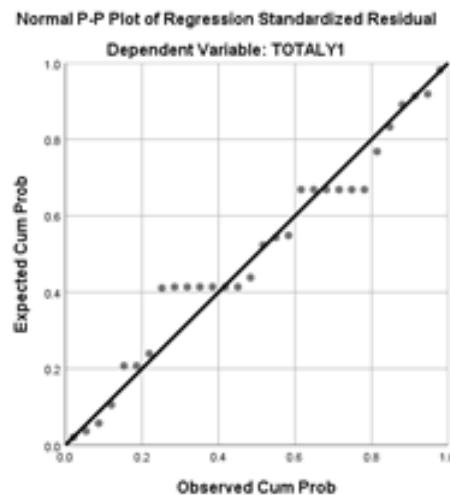


Figure 2. Normality Test Results

Source: Primary Data processed in 2023

It is seen in the picture above within study is normaally distributed according the findings of the normaliity. The Normal Probability Plot's that the data points are around the diagonal line in that direction.

Multicollinearity Test

Table 1. Multicollinearity Test Results

Coefficients^a

| Modell | Collinearity Statistics | |
|-----------------|-------------------------|--------|
| | Tolerrancel | VIF |
| 1 (Constant) | | |
| TELLSTIMONY | ,082 | 12,175 |
| PRICE | ,273 | 3,663 |
| PRODUCT_QUALITY | ,058 | 17,277 |

Source: Primary data processed in 2024

According results of the multicollineaarity test which caan be seesan in the tablee aboove, it is known that the tolerancce and VIF values for each variable are testimony of a toleracnce value of 0.802 and a VIF of 12.175. Price value of 0.273 and a VIF of 3.633 and product quality value of 0.058 and a VIF of 17.277. Of three variable values, the tolerancce value is > 0.10 and $VIF < 10.00$, which means that in this regression model there is no multicollineaarity between variables.

Heteroscedasticity Test

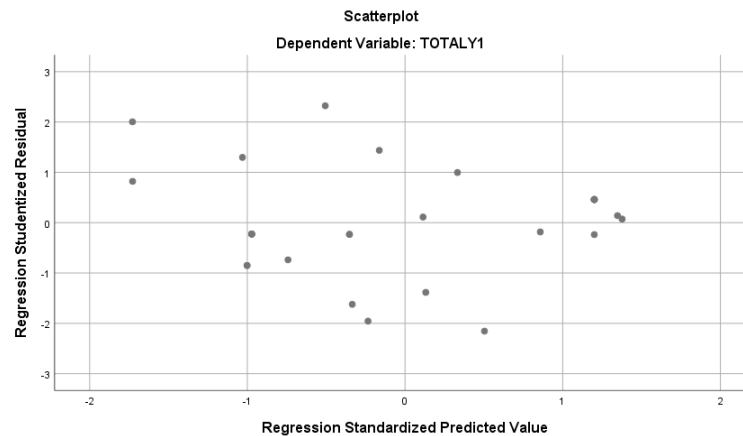


Figure 3. Heteroscedasticity Test Results

Source: Processed primary data, 2024

In case, the scatterplot points are spread randomly without showing a particular pattern, both above and below the number 0 on the Y axis. This means that heteroscedasticity does not occur in the regression model. Known that the regression model does not have heteroscedasticity.

Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression Analysis

| Model | Coefficients ^a | | | | |
|-----------------|-----------------------------|------------|---------------------------|-------|------|
| | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| | B | Std. Error | Beta | | |
| (Constant) | 4.282 | 3.084 | | 1.388 | .177 |
| TESTIMONI | -.057 | .575 | -.027 | -.099 | .922 |
| HARGA | -.095 | .145 | -.100 | -.657 | .517 |
| KUALITAS_PRODUK | .800 | .258 | 1.023 | 3.095 | .005 |

According to the multiple linear regression equation obtained from the analysis test results is as follows.

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e$$

$$Y = (4.282) X_1 + (-0.057) X_2 + (-0.095) X_3 + 0.800$$

The case has the following meaning:

- Constant 4.282. If the Testimonial (X₁), Price (X₂), Product Quality (X₃) variables have a value = 0, buying interest (Y) will increase by (4,282).
- Coefficient X₁. If the Testimonial (X₁) 1 unit, with Price (X₂) and product quality (X₃) remaining or unchanged, it will reduce purchasing interest (Y) -0.057.
- Coefficient X₂. Price coefficient (X₂) increases by 1 unit, assuming Testimonials (X₁) and Product Quality (3) remain or do not change, this will reduce interest (Y) -0.095.

- d. Coefficient X3. If the product quality coefficient (X3) increases by 1 unit, assuming Testimonials (X1) and Prices (X2) are fixed or do not change, this will increase purchasing interest (Y) 0.800.

Partial Test (t Test)

Table 3. Partial Test (t-test)

| Coefficients ^a | | |
|---------------------------|--------|------|
| Model | t | Sig. |
| (Constant) | 1,388 | ,177 |
| TELLSTIMONY | -.099 | ,922 |
| PRICE | -.657 | ,517 |
| PRODUCT_QUALITY | ,3,095 | ,005 |

Source: Processed primary data, 2024

Table above shows the results of variable significance value to 0.922 which more of 0.05, then H0 is are rejected. This matter variable meaning partial way not significance to interest. This means that the worse the online testimonials are, the more influential consumers' buying interest will be.

Base the calculation results in the table above, variable significance value price 0.517 more of 0.05, then H0 is and Ha are rejected. It variable price partial way not gross significance to interest. This means that the higher the prices available online, the more influential consumers' buying interest will be.

According the table above, product quality variable is 0.05, the same as 0.05, so Ho is accepted and Ha is accepted. This means that the more the quality of products available online increases, the more influence it will have on consumer buying interest.

Simultaneous Test (F Test)

The F test is utilized to assess how collectively affect the variable, which is purchase interest. The following presents the results of the simultaneous testing using the F test, with against significance level of 0.05, as indicated in the table:

Table 4. Simultaneous Test (F Test)

| ANOVA ^a | | |
|--------------------|--------|-------|
| Model | F | Sig. |
| Regression | 44,048 | ,000b |
| Residual | | |
| Total | | |

Source: Processed primary data, 2024

F test results above, the significance value p is obtained $p < 0.000$ which better of 0.05, so hypothesis H_0 is rejected and H_a . It means variable Testimonials, Prices and Product Quality has a significant effect on the variables Interested.

Coefficient of Determination

Table 5. Coefficient of Determination

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1 | .914a | .836 | .817 | 1.51185 |

Source: Primary data obtained in 2024

According it can be seen that the 0.817. This shows that the variable independent Price Testimonials, and product quality variable dependent Interest 81.7% and 18.3% variable else not this case.

4. Conclusion

The conclusion of this research is to determine the influence of testimonials, price and product quality on interest in buying products online. (1). Testimonials do not have a significant effect on happy in buying Hanasui products online partially with $0.922 > 0.05$. (2). Price does not have a significant effect on smile in buying Hanasui products online, partially $0.517 > 0.05$. (3) Product quality has a significant effect on happy in buying Hanasui products online, partially $0.05 = 0.05$. (4). Testimonials, price and product quality have a significant effect on interest buying Hanasui products online simultaneously, $0.00 < 0.05$.

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