

The Influence of Product Quality on Purchasing Decision towards K-Pop Album and Merchandise

Candy Lo¹, Lisa Lisa^{2*}, Yuliana Yuliana³ Richard Wijaya⁴

^{1,2*}Company Management, Politeknik Cendana, Medan, Indonesia

^{3,4}International Marketing Management, Politeknik Cendana, Medan, Indonesia

Email: ¹ksjcandy16@gmail.com, ^{2*}lisazhang185@gmail.com, ³yuliana_njo@yahoo.com, ⁴rwijaya@gmail.com

Abstract

The purpose of this research is, author want to identify the problem of "Is there an influence of product quality on purchasing decisions for K-Pop album and merchandise?". The aim is to find out the partial influence of product quality on purchasing decisions for K-Pop albums and merchandise. Author use associative quantitative research methods. Associative research is a research method that asks questions between 2 or more variables. The data collection technique used by the author in this research was a questionnaire. The population used for this research was 68 K-Pop fans in Buddy Medan community. Based on the calculations using the SPSS version 22 program application, the coefficient of determination test result showed that product quality influences purchasing decision by 39,3% and the remaining 60.7% is influenced by other factors that were not tested in this research. Based on the T test result, it can be seen that product quality has a significant influence on purchasing decision with a significance value smaller than 0,05.

Keyword: Product Quality, Purchasing Decision

1. INTRODUCTION

As active musicians, K-Pop artists not only release music in digital form, but also release number of merchandises and music albums which are usually purchased by fans as a form of support for the singers or music groups they like. Therefore, entertainment companies in South Korea always try to release good quality, creative, and innovative music releases and albums every time they release a new album. The K-pop industry began to emerge in South Korea in 1992 and continues to grow until now. The influx of various influences from K-Pop, also known as the Korean Wave, entered Indonesia around the 2000s. As time goes by, with various advances in technology and the development of ideas and creativity, musicians in South Korea are competing to release beautiful and unique albums accompanied by adorable details that always attract fans to buy them even though the price is expensive. They can buy it through intermediaries such as online stores that specialize in selling K-Pop albums, or directly from sellers in South Korea.

According to (Razak, 2019), product quality is the superiority of the product offered by the company based on its suitability to consumer tastes or its suitability to consumer needs and requirements. The purchasing decision is the final stage where a consumer finally makes a decision after going through several considerations. According to Tjiptono (2010) quoted by (Ferdiana Fasha et al., 2022) purchasing decision is a process for consumers to facilitate recognizing problems, then looking for information for certain products and assessing how well each option can solve the problem, thus having an impact on purchasing decision.

Even though K-Pop fans can buy albums and merchandise of their favorite groups easily, they also think about the quality of the products they buy. Author observed many cases of product quality and unpleasant experiences when purchasing albums or releases from their favorite groups, such as products that were damaged, of low quality, and too expensive to be worth the price they paid.

Based on the problem described, the problem formulation that the author will discuss in this research is, is there a partial influence of product quality on purchasing decision for K-Pop album and merchandise? And the proposed solutions of this research is to find out the partial influence of product quality on purchasing decision for K-Pop album and merchandise. Author can conclude that if K-pop group companies can display good product quality and are consistent with their quality, then this will influence consumers' decisions to buy products.

The first related research that can be used as a reference for author to conduct this research is entitled "The Influence Of Product Quality, Product Innovation, And Promotion On Purchasing Decision For Hi-Jack Sandals Bandung Products", which was researched by Ernawati in 2019. Based on the research results, it shows that based on the results of research data analysis, the product quality variable (X) has a positive effect on purchasing decisions (Y). This is supported by the t-calculated value, where the t-calculated value of product quality is 5.426 with a significance level of $0.000 < 0.05$ and a regression coefficient value of 0.528, so this research proves that the product quality variable has a positive and significant effect on purchasing decision of Hi Jack Sandals Bandung products. (Ernawati, 2019)

(Ernawati, 2019) stated that a company must pay attention to the quality of the products it creates, because product quality is an important factor that influences consumers' decisions in purchasing a product or service. The better the quality of a product, the more consumers' interest in buying that product will increase. Product quality is one of the important factors that consumers consider when purchasing a product. Based on the this theory, the relationship between product quality (X1) and purchasing decision (Y) is that a consumer will consider the quality of a product to be purchased before deciding whether to buy it or not because if the quality is

low then the consumer's buying interest will be low so the consumer will make a decision to do not buy the product.

2. RESEARCH METHODS

2.1 Product Quality

According (M. Anang, 2019) product quality is the ability of a product to perform its function, this includes overall durability, reliability, accuracy, ease of operation and repair of products as well as other product attributes. The quality of this product as well as other product attributes. The quality of this product is an important consideration for potential consumers when making a decision to purchasing a product. The indicator of Product Quality according to (M. Anang, 2019) are: (1) Durability; (2) Additional Privileges; (3) Reliability; (4) Conformity to Specifications; (5) Endurance; (6) Aesthetics (7) Impression of Quality.

2.2 Purchasing Decision

Purchasing decision according to (Kotler & Armstrong, 2021) is consumers' decisions about whether to buy the product they want to buy. Usually consumers will buy products with the most preferred brand, but two factors can arise between purchasing intentions and purchasing decisions, the first is due to other people's attitudes and the second is unexpected situations. The indicator of Purchasing Decision process according to (Kotler & Armstrong, 2021) are: (1) Recognition of Needs (2) Information Search (3) Evaluation of Alternatives (4) Purchasing Decision; (5) Post-purchasing Behavior.

2.3 Population and Sample

According to (Arikunto, 2019), the population is the entire research subject. If someone wants to research all the elements in the research area, then the research is population research. The population in this research will be taken from the K-Pop fan community of a group with a total of 688 followers until June 15 2023. According to (Sugiyono, 2019), the sample is part of the number and characteristics of the population. If the population is large and it is impossible for researchers to study everything in the population, for example due to limited funds, energy and time, then researchers can use samples taken from the population. For this reason, samples taken from the population must be truly representative. In this research, researchers used a purposive sampling technique, where the sampling technique was chosen with certain considerations. Researchers took a sample of 10% of people from the population of K-Pop fans in a community of 688 people, namely 68 active respondents, considering that the respondents had knowledge and also liked things about K-Pop.

2.4 Data Analysis Methods

Data analysis methods used in this research :

1. Normality Test, according to (Priyatno, 2018) the residual normality test is used to test whether the residual values resulting from regression are normally distributed or not. Author used Kolmogorov-Smirnov to test the data normality. If it is significant >0.05 means data is normally distributed
2. Simple Linear Regression Analysis, according to (Suyono, 2018), simple linear regression is a probabilistic model that states a linear relationship between two variables where one variable is considered to influence the other variable. The probabilistic model for simple linear regression is:

$$Y = \alpha + \beta_1 X + e$$

Information:

Y = Purchasing Decision **X** = Product Quality **α** = Constant **β_1** = Coefficient regression **e** = Error percentage

3. Correlation, according to (Ghozali, 2018), correlation analysis aims to measure the strength of the linear association (relationship) between two variables. In the Pearson Product Moment correlation test, if the sig. (2-tailed) < 0.05 then it can be concluded that there is a significant relationship.
4. Coefficient Determination, according to (Ghozali, 2018), the coefficient determination essentially measures how far the model's ability to explain variations in the dependent variable. The coefficient of determination can be formulated as follows:

$$D = r^2 \cdot 100\%$$

Information: **D** = Coefficient of Determination **r^2** = Correlation Coefficient

5. T Test, according to (Ghozali, 2018), the T test is used to partially test the influence of each independent variable used in this research on the dependent variable. Acceptance or rejection of the hypothesis is based on if the significance value < 0.05 then partially the independent variable has influence on the dependent variable.

3. RESULT AND DISCUSSION

3.1 Normality Test

The result of the normality test :

**Table 1. Normality Test
 One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		68
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	5.88042139
Most Extreme Differences	Absolute	.148
	Positive	.092
	Negative	-.148
Test Statistic		.148
Asymp. Sig. (2-tailed)		.001 ^c
Monte Carlo Sig. (2-tailed)	Sig.	.087 ^d
	99% Confidence Interval	
	Lower Bound	.080
	Upper Bound	.095

a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.
 Source: SPSS (2023)

Based on the Table.1 data, the level of significance value for product quality and purchasing decisions shows a value of 0.087, where the value is greater than 0.05. This states that the data is normally distributed.

3.2 Correlation

The result of the correlation :

Table 2. Correlation

		Product Quality	Purchasing Decision
Product Quality	Pearson Correlation	1	.627**
	Sig. (2-tailed)		.000
	N	68	68
Purchasing Decision	Pearson Correlation	.627**	1
	Sig. (2-tailed)	.000	
	N	68	68

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS (2023)

Based on Table 2 data, it can be concluded that variable X1 (Product Quality) and variable Y (Purchasing Decision) are related because the value shows a positive value. The correlation value of product quality with purchasing decisions is 0.627, which means product quality has a strong relationship with purchasing decisions.

3.3 Simple Regression Analysis

The result of the the simple regression analysis :

**Table 3. Simple Regression analysis
 Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	8.738	4.969		1.758	.083
	Product Quality	.543	.083	.627	6.540	.000

a. Dependent Variable: Purchasing Decision

Source: SPSS (2023)

$$\text{Purchasing Decision} = 8,738 + 0,543 \text{ Product Quality} + e$$

Based on the equation above, it can be described as follows:

1. Constant (α) = 8,738 shows a constant value, if the value of the independent variable (Product Quality) has a value of 0, then the Purchasing Decision is fixed at 8,738.
2. The coefficient $X_1(b_1) = 0,543$, this means that for every increase in Product Quality by 1 unit, it will influence the value of purchasing decision by 0,543.

3.4 Hypothesis Test

3.4.1 Coefficient of Determination

The result of the coefficient Determination :

**Table 4. Coefficient Determination
 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.627 ^a	.393	.384	5.925

a. Predictors: (Constant), Product Quality

Source: SPSS (2023)

Based on Table 4 data, it can be seen the product quality variable influences purchasing decisions by 39.3% and the remaining 60.7% is influenced by other factors that were not tested in this research.

3.4.2 T Test

The result of the T test :

Table 5. T Test Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	8.738	4.969			1.758	.083
	Product Quality	.543	.083	.627		6.540	.000

a. Dependent Variable: Purchasing Decision
 Source: SPSS (2023)

Based on Table 5 data, it shows that the significance value of product quality is 0,000, which means it is smaller than 0 .05. It can be concluded that product quality has a significant influence on purchasing decision.

4. CONCLUSION

Based on the research results, it can be concluded that Product Quality has partial influence on Purchasing Decision towards K-Pop album and merchandise by K-Pop fans in Medan. The coefficient of determination test result showed that product quality influences purchasing decision by 39,3% and the remaining 60.7% is influenced by other factors that were not tested in this research. From the correlation test, also can be concluded that product quality has a strong relationship with purchasing decision because the correlation value show is 0.627. Based on the T test result, it can be seen that product quality has a significant influence on purchasing decision with a significance value smaller than 0,05. So, if K-Pop entertainment companies can maintain and even improve product quality of the album and merchandise, it will influence customers to make product purchasing decisions without hesitation.

REFERENCES

- Arikunto, S. (2019). *Prosedur Penelitian : Suatu Pendekatan Praktek*. Rineka Cipta.
- Ernawati, D. (2019). Pengaruh Kualitas Produk, Inovasi Produk Dan Promosi Terhadap Keputusan Pembelian Produk Hi Jack Sandals Bandung. *JWM (Jurnal Wawasan Manajemen)*, 7(1), 17. <https://doi.org/10.20527/jwm.v7i1.173>
- Ferdiana Fasha, A., Rezqi Robi, M., & Windasari, S. (2022). Determinasi Keputusan Pembelian Melalui Minat Beli: Brand Ambassador Dan Brand Image (Literature Review Manajemen Pemasaran). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(1), 30–42. <https://doi.org/10.38035/jmpis.v3i1.840>
- Ghozali, I. (2018). *Analisis Multivariate Lanjutan Dengan Program IBM SPSS 25* (9th ed.). Badan Penerbit Universitas Diponegoro.
- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing, Seventeenth Edition*. In Pearson.
- M. Anang, F. (2019). Buku Pemasaran Produk dan Merek. *Buku Pemasaran Produk Dan Merek, August*, 143–144.
- Priyatno, D. (2018). *SPSS : Panduan Mudah Olah Data Bagi Mahasiswa dan Umum* (Giovanny (ed.); 1st ed.). Andi.
- Razak, I. (2019). Pengaruh Kualitas Produk terhadap. *Jurnal Manajemen Bisnis Krisnadwipayana*, 7(2), 7–8.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (28th ed.). Alfabeta.
- Suyono. (2018). *Analisis Regresi Untuk Penelitian*. Deepublish.