
**THE EFFECT OF KINGCO PERFUME PRODUCT QUALITY AND PRICE ON
CUSTOMER BUYING INTEREST**

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ARTICLE INFO	ABSTRACT
Received: 2 March 2022 Revised: 30 March 2022 Approved: 15 April 2022	This study aims to analyze the quality and price of KingCo Perfume products on customer buying interest in the Dusun V Community, Patumbak District, Deli Serdang Regency, North Sumatra. This is a descriptive quantitative study that employs observation, interviews, and questionnaires to collect data. The sample size for this study was 37 customers. The sampling strategy employed in this study was saturation sampling, which entails taking a sample from the entire population. Multiple linear regression with the SPSS program was used to conduct the research analysis. With a significant value of 0.002, the partial test results demonstrate that the quality (X ₁) has a t-count value (3.356) > the t-table value (2.034), indicating that H _a is approved and H _o is refused. This shows that quality (X ₁) has a positive and significant impact on purchasing interest (Y). With a significant value of 0.005, Price (X ₂) has a t-count value (2.966) > t-table value (2.034), indicating that H _a is accepted and H _o is rejected. The findings of this study show that price have a positive and significant effect on purchasing interest (Y). The fcount value is 29.342 > ftable 2.88 with a sig value of,000 < 0.05, according to the findings of the simultaneous test. The results of this statistical test show that in Dusun V, Patumbak District, Deli Serdang Regency, North Sumatra, Quality (X ₁) and Price (X ₂) have a positive and significant effect on customers' Buying Interest (Y).
Keywords: Customer Buying Interest, Quality, Price.	

INTRODUCTION

Appearance is a big issue for people from all walks of life. Many people apply other things to their bodies, such as fragrances. The added benefit of wearing fragrance is that it can boost our self-esteem and provide comfort to others around us. In Akbar's opinion (2014), Perfume is one of the most popular and widely used goods in the world. The practice of wearing perfume has evolved into a way of life in many groups. Perfume has become one of the lifestyle goods that can boost attractiveness and increase self-confidence, according to Wijanarko and Fachrodji (2020). Perfume is one of the supporting components for a person's look in order to appear perfect, according to Astari and Widagda (2014). Perfume has become a necessity for everyone as a booster of looks in order to boost self-confidence, as well as a trend among many groups of people, both teenagers and adults, from various professional perspectives.

Many businesses or perfume traders have sprouted up in Patumbak District, Deli Serdang Regency, North Sumatra, one of which is the KingCo Perfume Shop, which offers a variety of perfume smells. KingCo Perfume is not just sold in stores;

many people sell it from the comfort of their own homes. Not only do young people enjoy the scent of KingCo Perfume Products, but many parents do as well. The following is a list of prices for KingCo Perfume Products per size/ml that researchers observed and are included in Table 1:

Table 1. Price of KingCo Perfume

No	Type	Price (Rp)
1	35 ml	Rp 75.000
2	55 ml	Rp 90.000
3	100 ml	Rp 120.000

Source: KingCo Perfume Price List, 2022

In order to uncover study phenomena, researchers performed a survey of residents in Hamlet V, Patumbak district, Deli Serdang Regency, North Sumatra. The results of a pre-survey questionnaire distributed to 37 communities in Hamlet V, Patumbak District, Deli Serdang Regency, North Sumatra are shown in Table 2:

Table 2. Pre Survey of KingCo Perfume Products Users

No	Statement Items	Agree	%	Don't agree	%
Product quality					
1	The sizes of KingCo Perfume bottles vary.	8	21,6	29	78,3
2	The packaging for KingCo Perfume is quite appealing.	9	24,3	28	75,6
3	Customers can have their KingCo Perfume smell customized according to their preferences.	17	46	20	54,0
4	I agree that the quality of KingCo Perfume is commensurate with the product's selling price.	12	32,4	25	67,6
5	KingCo Perfume offers a long-lasting scent.	10	27,1	27	72,9
Price					
1	The cost of KingCo Perfume is really reasonable.	16	43,2	21	56,7
2	The costs of KingCo perfumes are determined by their quality.	15	40,5	22	59,4
3	When compared to other perfume brands, KingCo perfume costs are reasonable.	13	35,1	24	64,9
4	The cost of perfume is determined by the benefits I perceive.	16	43,2	21	56,7
Buying Interest					

No	Statement Items	Agree	%	Don't agree	%
1	I'm interested in purchasing KingCo perfume because there are so many different scents to choose from.	9	24,3	28	75,6
2	I have no reservations in recommending KingCo perfume to others.	13	35,1	24	64,8
3	I went for KingCo Perfume to meet my daily fragrance requirements.	14	37,9	23	62,1
4	The KingCo perfume is more appealing to the sight than other scents.	13	35,1	24	64,8

Source: Pre Survey Results, 2022

Table 2 demonstrates that in Hamlet V, Patumbak District, Deli Serdang Regency, North Sumatra, the quality and price of interest in buying KingCo perfume is still not excellent. This may be evident in consumer reviews, where the majority of people disagreed with queries about buying interest. The statement "I'm interested in purchasing KingCo perfume because there are so many different scents to choose from" was agreed upon by 9 people (24.3 percent), disagreed upon by 28 people (75.6 percent). Customers believe that KingCo's perfume scent selection is limited. Citrus, Nature, Flowers, and Fruits make up the scent of KingCo perfume, according to researchers. This is the reason why customers aren't interested in purchasing KingCo perfume products. The KingCo Perfume bottle size is also less diverse in shape. KingCo Perfume products are exclusively available in 35 ml, 55 ml, and 100 ml bottle sizes, with prices ranging from Rp. 75,000 to Rp. 120,000. According to customer responses from as many as 29 people, there is no variance in the design of the KingCo perfume bottle size (78.3 percent). Similarly, KingCo's Perfume product design still features packaging that is less appealing to clients, with 28 people (75.6 percent) disagreeing.

Product quality, according to Kotler and Armstrong (2015), is a value that may satisfy customers both physically and psychologically. According to Nasution and Syamsuri (2016), product quality may be improved by tailoring product characteristics to consumers' current demands and preferences. Product quality is something that any business should strive for if they want to compete in the marketplace. Consumers are always looking for high-quality products for a reasonable price. Although some individuals believe that an expensive product is of higher quality. According to Nasution and Syamsuri (2016), sources of knowledge about a product can aid in product evaluation. Consumers are becoming more astute in their purchasing judgments as a result of this predicament. The researchers established quality indicators that were modified to the opinions (Kotler and Keller, 2014) based on the statement items in the pre-survey questionnaire, including: 1) product form, 2) product design, 3) product adjustment, 4) product quality, and 5) durability product.

According to Kotler and Armstrong (2015), pricing refers to the amount of money charged for a product or service, or the amount of value exchanged by customers for the benefits of owning or utilizing a product or service. The researchers established price indicators based on the statement items in the pre-survey questionnaire, including: 1) price affordability, 2) price conformity with product quality, 3) price competitiveness, and 4) price suitability with benefits, which were adjusted to the views of Kotler and Armstrong (2015).

According to Kotler and Keller (2013), buying interest is a type of consumer behavior that occurs in response to objects that suggest a customer's desire to buy something. According to Ferdinand (2014), the desire to make a purchase generates motivation and turns into a very strong action, forcing customers to meet their demands. The researchers created indicators of buying interest based on the statement items in the pre-survey questionnaire that were adjusted to Ferdinand's (2014) perspective, including: 1) transactional interest, 2) referential interest, 3) preferential interest, and 4) exploratory interest.

METHOD

Quantitative research methods can be used to look at specific populations or samples, gather data with research tools, and evaluate quantitative data in order to test hypotheses. This study collects data using a survey method based on assessment data about the research object in order to gain individual opinions. The study took place between January and March of 2022. The participants in this study were 37 people who bought KingCo Perfume items in Hamlet V, Patumbak District, Deli Serdang Regency, North Sumatra. Saturated sampling was employed to collect data. Saturated sampling is a sampling method that takes a sample from the entire population. Primary and secondary data are the types and sources of data used in this investigation.

RESULTS AND DISCUSSION

1. Validity Test Results

The statement items included in the study were subjected to a validity test. The validity test began with the distribution of questionnaires to study participants in Hamlet IV, Patumbak District, Deli Serdang Regency, North Sumatra (outside the original sample of the study). The validity test measurement requirements have a significant level of 5% or equivalent to 0.5. (Ghozali, 2013). Table 3 summarizes the findings of the validity test for quality:

Table 3. Quality Validity Test Results

Indicator	Corrected Item- Total Correlation	Measurement Value	Description
Product shape	0,738	0,5	Valid

Product design	0,834	0,5	Valid
Product customization	0,595	0,5	Valid
Product quality	0,628	0,5	Valid
Product resistance	0,554	0,5	Valid

Source: Research results, 2022

The Corrected Item-Total Correlation value is compared to the validity measurement value of 0.5 to make a conclusion on the validity test. Table 3 reveals that the statement '2nd indicator' has the greatest Corrected Item-Total Correlation value of 0.834 and the lowest value of 0.554, indicating that the measurement statement is valid. The results of the pricing validity test may be found in Table 4:

Table 4. Price Validity Test Results

Indicator	Corrected Item-Total Correlation	Measurement Value	Description
Price affordability	0,842	0,5	Valid
Price match with product quality	0,798	0,5	Valid
Price competitiveness	0,723	0,5	Valid
Price match with benefits	0,749	0,5	Valid

Source: Research results, 2022

By comparing the Corrected Item-Total Correlation and the validity measurement value of 0.5, a decision on the validity test may be made. Table 4 reveals that the '1st indicator' statement has the greatest Corrected Item-Total Correlation value of 0.842 and the '4th indicator' statement has the lowest value of 0.701, indicating that the measurement statement is valid. Table 5 contains the results of the validity test for buying interest:

Tabel 5. Buying Interest Validity Test Results

Indicator	Corrected Item-Total Correlation	Measurement Value	Description
Transactional interest	0,647	0,5	Valid
Referential interest	0,779	0,5	Valid
Preferential interest	0,809	0,5	Valid
exploratory interest	0,738	0,5	Valid

Source: Research results, 2022

The Corrected Item-Total Correlation and the measurement value of 0.5 are used to validate decision-making. Table 5 reveals that the '3rd indicator' statement has the highest Corrected Item-Total Correlation value of 0.809 and the '1st indicator' statement has the lowest value of 0.647, indicating that the research instrument in the form of this questionnaire is genuine.

2. Reliability Test Results

The stability and consistency of an instrument that measures variables is demonstrated by a reliability test (Sekaran and Bougie, 2016). Cronbach Alpha is the instrument used to assess reliability. If the result is greater than or equal to 0.7, the variable is said to be dependable. If the result is less than or equal to 0.7, the variable is said to be unreliable (Ghozali, 2018). The findings of this study's reliability test can be found in Table 6:

Table 6. Reliability Test Results

Variabel	Cronbach's Alpha	Measurement Value	Deskripsi
Quality	0,809	0,7	Reliable
Price	0,906	0,7	Reliable
Buying Interest	0,877	0,7	Reliable

Source: Research results, 2022

Because Cronbach alpha > 0.7 , all study variables are included in the reliable group, according to Table 6. The results of the reliability test with Cronbach Alpha. The reliability test results demonstrate that the variable item measurement in this study passes the reliability test and may be utilized as a measuring instrument.

3. Normality Test Results

The normality test, according to Ghozali (2018), is used to determine whether or not confounding variables or residuals are regularly distributed. The normalcy test results can be viewed in Figure 1:

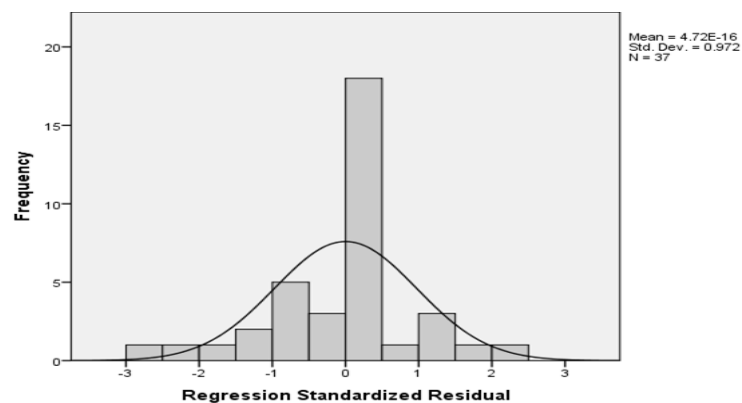


Figure 1. Histogram Graph

Source: Research Results, 2022

Figure 1: A solid data pattern can be seen in the histogram graph. This study is normally distributed because the dependent and regression standardized residual curves form a bell-like picture and follow the direction of the diagonal line

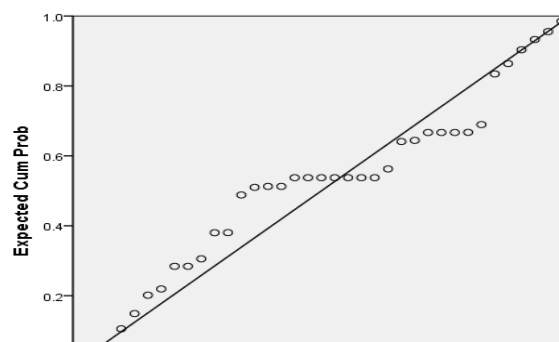


Figure 2. Normal Graph Plot
Source: Research Results, 2022.

Figure 2. The residual points of the regression model spread around the diagonal line and follow the direction of the normal line, as shown in the P-Plot graph. The Kolmogorov-Smirnov Test was used in Table 7 to enhance the results of the p-plot graph:

Table 7. Kolmogorov-Smirnov Test . One-Sample Test Results

Unstandardized Residual		
N		37
Normal	Mean	.0000000
Parameters ^{a,b}	Std. Deviation	1.31992018
Most	Absolute	,163
Extreme	Positive	,143
Differences	Negative	-,163
Test Statistic		,163
Asymp. Sig. (2-tailed)		,014 ^c

a. Test distribution is Normal.

b. Calculated from data.

Source: Research Results, 2022.

Table 7 shows that the Asymp.Sig (2-tailed) value of the One-Sample Kolmogorov-Smirnov Test is 0.014, which is greater than the significant value (0.05), indicating that the data in this study are evenly distributed normal.

4. Multicollinearity Test

The multicollinearity test examines the correlation between independent (independent) variables in a regression model. There should be no correlation between independent variables in a decent regression model (Ghozali, 2018). Table 8 contains the results of the multicollinearity test:

Table 8. Multicollinearity Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
	B	Std. Error	Beta	Tolerance	VIF

1	(Constant)	4,386	2,458			
	Quality	,457	,136	,464	,566	1,768
	Price	,362	,122	,410	,566	1,768

a. Dependent Variable: Buying Interest

Source: Research Results, 2022

Table 8 shows that the two independent variables have a VIF value less than 10 and a tolerance value more than 0.10, indicating that there is no multicollinearity between them.

5. Heteroscedasticity Test

The heteroscedasticity test is used to evaluate a regression model in which the variance and residuals from one observation to the next are unequal. It is called Homoscedasticity when the variance and residuals of one observation are fixed, and it is called Heteroscedasticity when they are different (Ghozali, 2018). The Heteroscedasticity Test findings can be found in Figure 3:

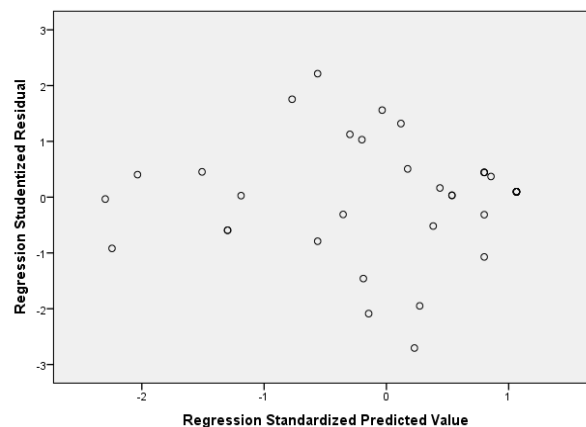


Figure 3. Scatter Plot Graph
Source: Research results, 2022

The scatter plot graph reveals that the data is randomly dispersed and does not follow any particular pattern. On the Y axis, the data is scattered both above and below the number 0. Table 9 contains the findings of the Heteroscedasticity Test with the Glejser Test:

Table 9. Glejser Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,421	1,657		1,461	,153
Quality	,072	,092	,171	,781	,440

Price	-,139	,082	-,369	-1,691	,100
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a. Dependent Variable: Absolute Residual

Source: Research Results, 2022

The Glejser test results in Table 9 show that the two independent variables in this study have a significant value above the significant value (0.05), with Quality at 0.440 and Price at 0.100, indicating that the regression model does not exhibit heteroscedasticity symptoms.

6. T Test Results (Partial)

The t-test was performed to determine whether the independent variable and the dependent variable had a significant amount of influence. Probability is used to set the test criteria. If the significant level is 5%, that is, if the probability $H_a > 0.05$, it is considered inconsequential, and if the probability H_a 0.05 or less, it is considered significant (Ghozali, 2018). Table 10 can be used to load the t-test results:

Table 10. t test results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,386	2,458		1,784	,083
Quality	,457	,136	,464	3,356	,002
Price	,362	,122	,410	2,966	,005

a. Dependent Variable: Buying Interest

Source: Research Results, 2022

According to Table 10, the t-test results show that Quality (X_1) has a t-value (3.356) > t-table value (2.034), indicating that H_a is accepted and H_o is rejected. With a significant value of 0.002, it can be concluded that the Quality variable (X_1) has a positive influence. Price (X_2) has a t-count value (2.966) greater than t-table value (2.034), indicating that H_a is accepted and H_o is rejected. With a significant value of 0.005, H_a is accepted and H_o is rejected, indicating that price has an effect on buying interest.

7. F test results (simultaneous)

The accuracy of the sample regression function in estimating the real value is measured by the statistical test f. The regression model can be used to predict the independent variable if the significant value of f is less than 0.05. The f statistic test additionally displays all of the independent variables in the model that have a combined effect on the dependent variable (Ghozali, 2018). Table 11 can be used to load the test results f:

Table 11. f test results

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	108,254	2	54,127	29,342	,000 ^b
Residual	62,719	34	1,845		
Total	170,973	36			

a. Dependent Variable: Buying Interest

b. Predictors: (Constant), Price, Quality

Source: Research results, 2022

Table 11 shows that the fcount value is 29.342 > ftable 2.88 with a sig. 000 < 0.05 in the f test. The findings of this f test show that both Quality (X1) and Price (X2) have a positive and significant impact on Purchase Interest at the same time (Y).

8. Coefficient of Determination Test Results

The coefficient of determination test is used to assess how well a model can explain variations in the dependent variable (Ghozali, 2018). The coefficient of determination has a value between 0 and 1. The correlation coefficients are classified as follows: 0 (no correlation), 0-0.49 (weak correlation), 0.50 (moderate correlation), 0.51-0.99 (strong correlation), 1.00 (high correlation) (perfect correlation). The ability of the independent variable to explain the dependent variable is measured by R². A number close to one indicates that the independent variable gives nearly all of the information required to forecast the dependent variable's fluctuation. Table 12 contains the test findings f:

Table 12. Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,796 ^a	,633	,612	1,358

Predictors: (Constant), Price, Quality

Source: Research Results, 2022

The R Square value is 0.633 or 63.3 percent, indicating that the link between Quality and Price factors on Purchase Intention is 0.796 or 79.6 percent, according to the results of the Coefficient of Determination analysis. The obtained results show that the independent variable and the dependent variable have a close association. The Adjusted R Square value of 0.612 indicates that 61.2 percent of Buying Interest can be explained by Quality and Price variables, while the remaining 38.8 percent can be explained by other variables not examined in this study. The standard error of the estimate is 1.358, indicating that the more variables examined in this study, the more variables can be explained. The better the model, the lower the standard deviation.

CONCLUSION

1. In the Dusun V village, Patumbak District, Deli Serdang Regency, North Sumatra, product quality has a positive and significant impact on KingCo Perfume customers' purchase interest.
2. In the Dusun V village, Patumbak District, Deli Serdang Regency, North Sumatra, the product's price has a positive and significant effect on KingCo Perfume customers' Buying Interest.
3. In the Dusun V neighborhood, Patumbak District, Deli Serdang Regency, North Sumatra, the product's quality and pricing have a positive and significant effect on KingCo Perfume customers' Buying Interest.

LIMITATIONS OF THE RESEARCH

Research Limitations on Customer Purchase Interest from the Quality and Price of KingCO Perfume Products in the Dusun V community, Patumbak District, Deli Serdang Regency, North Sumatra, has theoretical limitations. Further researchers are expected to be able to add and complete the theories in providing the perfection of this research.

RESEARCH IMPLICATIONS

Researchers advise other researchers to include promotion variables and brand image as independent variables, as well as service as an intervening variable, in future studies.

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