

THE INFLUENCE OF PRODUCT QUALITY AND DIRECT ENGAGEMENT ON INTEREST TO BUY BACK WITH TRUST INTERVENING VARIABLES

Nanda Anggi Putrisia¹, Dwi Suryanto Hidayat²

^{1,2}Manajemen, STIE Bank BPD Jateng

ARTICLE INFO

Keywords:
product quality
trust
repurchase intention

E-mail:
jafung.dayat@gmail.com

ABSTRACT

This study aims to determine the effect of product quality and involvement on repurchase interest in a case study of Micro, Small and Medium Enterprises (MSMEs) of Lasem batik. The data used in this study is primary data based on a sample of 120 respondents. The data is processed using a smart PLS or Smart Partial Least Square system. The analysis technique in this study consists of two sub-models, namely the measurement model or the outer model and the structural model or the inner model. The data was collected using a questionnaire to the respondents. The data analysis technique used multiple linear regression analysis techniques. The results of the analysis prove that product quality has an effect on repurchase interest. Involvement has no effect on repurchase interest. Then trust has an effect on repurchase interest.

Copyright © 2022 Economic Journal. All rights reserved.
is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](#)

1. INTRODUCTION

In this era of globalization, the times are increasingly rapid which requires people to be able to think more advanced, creative and innovative, especially in the economic field, one of which is MSMEs, because it is proven that in conditions like now, namely covid19, Indonesia has been affected so that it is experiencing a crisis, and amidst such conditions, MSMEs are able to survive and even become a support for the Indonesian economy. Based on this, it is only natural that MSMEs can become a support for the economy because of free trade so that they can develop rapidly between countries, this is a necessity for MSME actors to be able to survive increasing their sales in this competition [1].

In every region, there are certainly MSMEs and of course they have their own superior products, an example is in Rembang Regency, the role of MSMEs in Rembang Regency is seen as very important, therefore the Rembang Regency government has stepped in to help so that in the future it will be more advanced and able to compete, by providing access capital for MSME actors, marketing superior products in modern shops [2].

One of the superior products of SMEs in Rembang Regency is Lasem batik, Lasem batik has an interesting history, Lasem is an area located on the north coast of Java Island, which according to some historians is the 3rd most visited place after Batavia and Semarang by Chinese people to trade and settle, namely one of them is a husband and wife, the husband named Bi Nang Un and his wife named Na Li Ni, Na Li Ni is a person who masters various arts, one of which is batik, then he teaches his sons and daughters making batik with other teenagers [3].

With the development of the times, batik is not so popular, especially among young people, because some young people prefer branded clothing that is clearly a trend. Because they think that fashion describes their image, social ranking where appearance style is an indicator of social status. (Suzianti, 2018). On the other hand, most young people think that batik is expensive and can only be worn at formal events, even though the right target is young people so that batik is more widely known, especially Lasem's hand-written batik [4].

Even though not many young people are interested in batik, batik lovers, especially batik lasem, has earned a name because of its superiority, so what is difficult is getting consumers who have bought it to buy it again. Producers should be able to have a strategy to be able to compete with other companies. According to (imantha, 2016) written by [5] says that to win the competition, companies must be able to provide satisfaction to consumers, use strategies so that consumers want and keep buying our products

The marketing strategy carried out by MSME players is by considering several things, including paying attention to product quality and involving consumers directly which will affect the competitiveness of MSMEs with their competitors and also have different advantages and the processing of this strategy

continues to be carried out in order to foster consumer confidence and also can retain consumers so they have the desire to buy again [6].

Batik Lasem was chosen as the object of research for several reasons. Lasem hand-written batik, which is widely known, has even become the pre-eminent written batik in Indonesia, either directly, word of mouth or through social media, so it has become known in the international market. So that the SMEs of Rembang Regency, especially Lasem hand-written batik, have competitiveness [7].

The problem of this research focuses on direct involvement in the manufacture of Lasem written batik products, where currently there is no research on direct consumer involvement in the production process. In this research, the problem is whether the strategy to create competitiveness by improving product quality and providing opportunities for consumers to contribute directly is it appropriate or not to increase customer confidence in the production of Lasem hand-written batik.

2. METHOD

2.1 Jenis and Data Source

The population in this study were all consumers of Lasem written batik. The sampling technique in this study used a purposive sampling technique, namely a sampling technique with consideration of certain things. This study uses data collection techniques with a survey questionnaire that will be distributed to consumers of Lasem batik and contains questions related to the object of research.

2.2 Analysis Method

The analysis technique used in this study is through the variance based SEM approach to determine the effect of several independent variables on the dependent variable. As for the data analysis tool used in this study is the smart PLS. The analysis technique in this study consists of two sub-models, namely the measurement model or outer model and the structural model or inner model.

3. RESULT AND DISCUSSION

The outer model test consists of three stages, namely convergent validity, discriminant validity, and the last is reliability. The following is a schematic model of the PLS program being tested:

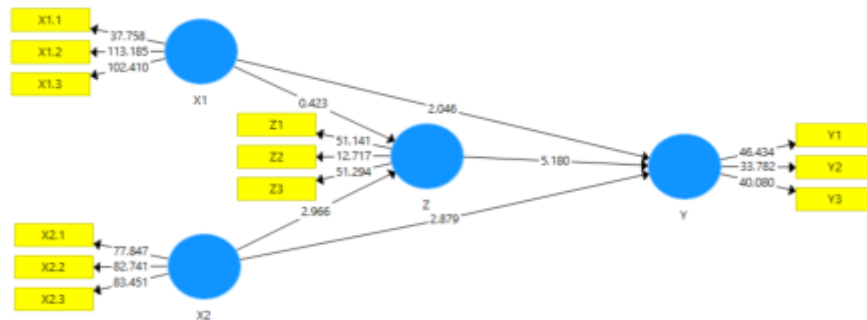


Figure 1 Path Model Diagram (*Outer Model*)

Inner model testing is used to determine the relationship between constructs, significance value and R-Square of the research model. Then the structural model will be evaluated using R-Square for the t-test dependent construct and the significance of the structural path coefficients

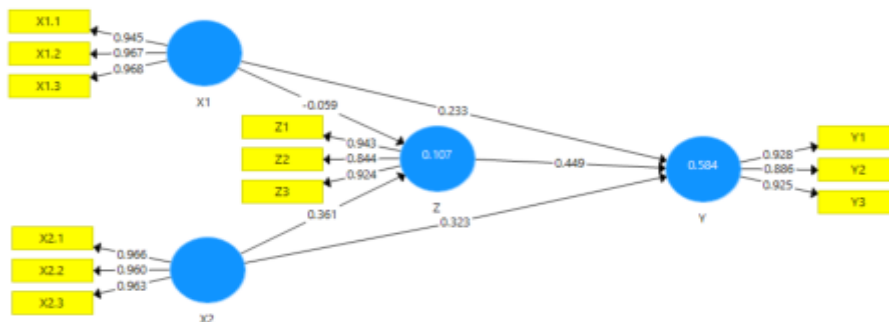


Figure 2 Path Model Diagram (*Inner Model*)

R-square test

The R-square value is used to measure whether the independent latent variable has a substantive effect on the dependent latent variable. The following is the output of the R-square value:

Table 1. Nilai R-Square

	R Square
Y	0.584
Z	0.107

Table 1 shows that the R-Square value for variable Z which is influenced by variables X1 and X2 is 0.107 and for variable Y which is influenced by variables X1, X2 and Z is 0.584. These results indicate that variable Z which is influenced by variables X1 and X2 is equivalent to 10.7% , and variable Y which is influenced by variables X1, X2 and Z is equivalent to 58.4%.

Hypothesis Test (t test)

Hypothesis testing in PLS is done by bootstrapping method. Bootstrap testing is also intended to minimize research data abnormalities. Determining whether or not a hypothesis is accepted is done by using the t-test, where the t-statistic is used to see the significance of the relationship between variables. The results of the t-test model with bootstrapping can be seen in the following table.

Table 2. Uji-t (*Bootstrapping*)

	Sampel Asli (O)	Standard Deviasi (STDEV)	T Statistics (O/STDEV)	P Values
(X1) -> (Y)	0.233	0.114	2.046	0.041
(X2) -> (Y)	-0.059	0.140	0.423	0.673
(X1) -> (Z)	0.323	0.112	2.879	0.004
(X2) -> (Z)	0.361	0.122	2.966	0.003
(Z) -> (Y)	0.449	0.087	5.180	0.000
(X1) -> (Z) -> (Y)	-0.027	0.063	0.423	0.672
(X2) -> (Z) -> (Y)	0.162	0.065	2.499	0.013

Testing the hypothesis by comparing the t-count value and t-table value is 1.96 at a significance level of 5%. If t-count > t-table and the significance value is below 5% then the proposed hypothesis can be accepted

The Influence of Product Quality on Repurchasing Interests of Batik Tulis Lasem

Based on the results of the first hypothesis testing, it shows that product quality affects the intention to repurchase Lasem batik. The product quality variable has a high average index value which means that quality has a good index. By maintaining the quality of Lasem written batik products, it can be shown that product quality on consumer interest in repurchasing obtains a significance value of 0.041 < 0.05 with a coefficient value of 0.233 and a t-count > t-table value of 2.046 > 1.7, so H1 is accepted. Good product quality can provide satisfaction for consumers who have used the product. Good product quality can provide satisfaction for consumers who have used these products [8]. This research is in line with [1] that his research states that product quality has a positive effect on customer satisfaction thereby increasing consumer intention to repurchase.

The Effect of Direct Involvement on Repurchasing Interests of Lasem Written Batik

Based on the results of testing the second hypothesis, it shows that involvement has no effect on the intention to repurchase Lasem batik. The results of the calculations show that the effect of trust on consumer buying interest obtains a significance value of 0.673 > 0.05 with a coefficient value of -0.059 and t-count > t-table, namely 0.423 < 1.7, so H5 is rejected. According to (Autoridad Nacional del Servicio Civil, 2021) sometimes the consumer is very involved in the manufacturing process, but he is only interested but has no intention of buying, because he wants to see the difference from other products [9]. Then, bearing in mind the price of Lasem hand-written batik which is very expensive in Covid conditions, it tends to be

difficult for someone to spend more money even though they are directly involved, and are interested in Lasem-written batik, consumers will still think twice about buying this item [10].

The Influence of Product Quality on Consumer Confidence in Batik Tulis Lasem

The test results show that product quality affects trust. The product quality variable has a high average index value which means that quality has a good index. By maintaining the quality of Lasem hand-drawn batik products, it can be shown that product quality on consumer trust obtains a significance value of $0.004 < 0.05$ with a coefficient value of 0.323 and a t-count $>$ t-table value of $2.879 > 1.7$, so H3 is accepted. Perceived product quality has a positive influence on trust, so if the perception of product quality increases, trust will also increase and vice versa [6][11]. The results of this study are supported by the research of [12] which show that product quality has a positive and significant effect on trust.

The Influence of Direct Involvement on Consumer Confidence in Batik Tulis Lasem

Based on the results of testing the fourth hypothesis, it shows that involvement has an effect on consumer confidence in batik tulis lasem. The calculation results show that the influence of involvement on consumer trust has a significance value of $0.003 < 0.05$ with a coefficient value of 0.361 and t-count $>$ t-table, namely $2.966 > 1.7$, so H4 is accepted. Research (Kim & Yang, 2020) states that the higher the involvement of consumers, the more producers know what consumers want and when producers can apply this, the higher consumer trust and the higher consumer interest in repurchasing products at the company. The results of this study are supported by [9][13] which states that involvement has a positive and significant effect on consumer confidence.

The Influence of Consumer Trust on Intention to Repurchase Lasem Batik

The test results show that trust has an effect on consumer buying interest. The results of the calculations show that the effect of trust on consumer buying interest obtains a significance value of $0.000 > 0.05$ with a coefficient value of 0.449 and a t-count $>$ t-table value of $5.180 < 1.7$, so H5 is accepted. Research [11][4][3] states that trust can increase consumer interest in repurchasing because the more consumer trust is instilled in producers, the greater the opportunity for consumers to be interested in repurchasing.

The Influence of Product Quality on Repurchasing Interests Mediated by Consumer Trust in Batik Written Lasem

Based on the results of testing the sixth hypothesis, it shows that there is no indirect effect of product quality on repurchase intention which is mediated by consumer trust. The test results show that product quality on consumer repurchase intention which is mediated by consumer trust obtains a significance value of $0.627 > 0.05$ with a coefficient value of -0.027 and t-count $>$ t-table value, namely $0.423 < 1.7$, so H6 is rejected. It can be said that the mediation of belief in product quality on repurchase intention has no effect, without going through trust in product quality it can generate consumer repurchase interest [14]

The Effect of Involvement on Repurchasing Interests Mediated by Consumer Trust in Lasem Writing Batik

Based on the results of testing the seventh hypothesis, it shows that there is an indirect effect of involvement on repurchasing intention which is mediated by consumer trust. The test results show that involvement in consumer repurchase intention mediated by consumer trust obtains a significance value of $0.013 > 0.05$ with a coefficient value of 0.162 and a t-test $>$ t-table value of $2.499 < 1.7$, so H7 is accepted. Research by [6] which indicate trust as the perfect mediating variable in involvement and repurchase intention. This means that the higher the involvement, the higher the level of trust, which can increase the intention to repurchase [15]

4. CONCLUSION

Based on the results of the discussion and analysis of the data above, the following conclusions, consumer interest in buying again is due to several factors, one of which is product quality and consumer trust, based on the results of the trust questionnaire it is proven to guarantee consumers 100% to have the intention to repurchase, the good quality of Lasem hand-drawn batik products in the creation of Lasem hand-drawn batik is considered effective in attracting consumers to buy again, good product quality in the manufacture of Lasem batik is considered to be able to foster consumer confidence, involvement does not guarantee consumers to buy the product, because changes in consumer behavior depend on the

The Influence Of Product Quality And Direct Engagement On Interest To Buy Back With Trust Intervening Variables. Nanda Anggi Putrisia, et.al

circumstances at that time, even good product quality cannot guarantee someone to buy again, consumers also need a trust, with these two things it can be said, indeed product quality can foster consumer repurchasing interest but through trust can convince consumers to make a purchase more repeat.

REFERENCES

- [1] I. G. A. K. Ayu, D., Sari, T., & Giantari, "Role of Consumer Satisfaction in Mediating Effect of Product Quality on Repurchase Intention," *J. Consum.*, vol. 7, no. 1, pp. 217–226, 2020.
- [2] A. B. Salim, M. A., Soliha, E., & Siswanto, "Effect Location, Price Perception of Satisfaction Customers and Impact on Repurchase Intention.," *Int. J. Civ. Eng. Technol.*, vol. 11, no. 5, pp. 157–169, 2020.
- [3] W. Mansyur, mariatul ulfa, Hariadi, B., & Andayani, "Studi Keperilakuan Konsumen Kelas Menengah Dalam Pengadopsian M- Commerce Di Jawa Timur," *J. Econ.*, vol. 14, no. 2, pp. 113–125, 2018.
- [4] H. Larasetiati, M., & Ali, "Model of consumer trust: analysis of perceived usefulness and toward repurchase intention in online travel agent," *J. Econ. Financ.*, vol. 3, no. 8, pp. 350–357, 2019.
- [5] K. Astarina, I. G. A., Ayu, I. G., Giantari, K., Nyoman, N., & Yasa, "Faktor-Faktor Yang Mempengaruhi Niat Menggunakan Kembali Jasa Go-Jek," *J. Ekon.*, vol. 6, no. 5, pp. 2308–2334, 2017.
- [6] T. Wijaya, H. R., Rahayu, S., & Astuti, "The Effect of Trust and Brand Image to Repurchase Intention in Online Shopping," *J. Ekon.*, vol. 1, no. 1, pp. 19–25, 2018.
- [7] L. V. W. Sugiharto, Sugiono, "Pengaruh Service Quality Terhadap Repurchase Intention Aplikasi Shopee Dengan Customer Satisfaction Sebagai Variabel Perantara," *Manag. Anal. J.*, vol. 5, no. 3, pp. 43–53, 2020.
- [8] N. Sari, R. K., & Hariyana, "Pengaruh Harga, Kualitas Pelayanan Dan Kualitas Produk Terhadap Minat Pembelian Ulang Dan Kepuasan Pelanggan Online Shopping Pada Remaja Di Situbondo," *J. Bisnis Dan Manaj.*, vol. 6, no. 2, pp. 107–116, 2019.
- [9] dan A. F. Rofianah, Patricia Dhiana Paramita, "Pengaruh Product Quality, Service Quality Dan Customer Perceived Value Terhadap Customer Loyalty Dengan Dimediasi Trust Pelanggan Pada Mini Market Alfamart Boja Kendal," *J. Manage.*, vol. 2, no. 2, pp. 1–15, 2016.
- [10] M. Adil, A. S., Asdar, M., & Ismail, "The Influence of Customers Involvement and Brand Trust on Decisions of Purchase of Products Through Intention to Buy as Intervienning Variable (Study on Eiwa Instagram Account)," *J. Appl. Bus. Entrep.*, vol. 1, no. 3, pp. 37–50, 2018.
- [11] J. Zalyus, F. M., Abdillah, Y., Iqbal, M., Brawijaya, U., & Timur, *MEMPERTIMBANGKAN PERSPEKTIF SERVICE-DOMINANT LOGIC SEBAGAI STRATEGI PEMASARAN DI AGRO TAWON WISATA*. 2020.
- [12] and T. F. Reven, Daniel, "Analisis Pengaruh Desain Produk, Kualitas Produk, Harga Kompetitif Dan Citra Merek Terhadap Keputusan Pembelian," *Diponegoro J. Manag.*, vol. 6, no. 3, pp. 1–13, 2017.
- [13] A. Suzianti, *Analysis of Product Personality and Purchase Intention of Society to Indonesia Original Products*. 2018.
- [14] M. Tukino, T., Nurastuti, P., Hartati, N., Yuningsih, N., & Sudharsono, "Kualitas Antarmuka Terhadap Minat Beli: Dimediasi Kepercayaan Konsumen pada Aplikasi Belanja Online.," *J. Ekon. Manaj. Bisnis*, vol. 2, no. 2, pp. 179–190, 2021.
- [15] N. I. Kustini, "Experiential Marketing, Emotional Branding, and Brand Trustand Their Effect on Loyalty on Honda Motorcycle Product," *J. Econ. Business, Account.*, vol. 14, no. 1, 2011.