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The Effect of Service Quality, Price, and Product Variety on Consumer Buying Interest in UD Building Stores. Namira

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Article Info	ABSTRACT
Keywords: product innovation, product quality, service quality, customer satisfaction, Risqi Tailor.	This study aims to analyze the influence of product innovation, product quality, and service quality on customer satisfaction in the Risqi Tailor Sewing Business. The study uses a quantitative approach with a population of 730 Risqi Tailor customers in 2023. The number of samples was determined using the Slovin formula with an error rate of 10%, so that 87 respondents were obtained. Data were collected through a Likert scale questionnaire and analyzed using SPSS version 25 through validity, reliability, classical assumptions, multiple linear regression, multiple correlation, determination coefficient, t-test, and F-test. Product quality had a positive and significant effect with a t-value of 9.952 and a significance of 0.000. The quality of service also had a positive and significant effect with a t-value of 2.432 and a significance of 0.017. Simultaneously, product innovation, product quality, and service quality had a significant effect on customer satisfaction with an F value of 107.225 and a significance of 0.000. Square's R-value of 0.795 indicates that 79.5% of the variation in customer satisfaction is explained by all three study variables, while the remaining 20.5% is explained by factors other than the model. The most dominant variable is product quality.
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INTRODUCTION

The development of the increasingly competitive business world requires business actors to be able to design marketing strategies that suit the needs and desires of consumers. Competition does not only occur in large companies, but also in local retail businesses that sell products for daily needs and development needs. In this context, the building materials store business has great opportunities because human needs for housing, home repair, office construction, schools, and other facilities continue to take place from time to time. As long as construction activities are still ongoing, products such as cement, sand, paint, ceramics, wood, bricks, and various other building equipment are still needed by the community.

UD Building Shop. Namira is one of the building materials retail businesses located in Srirande Village, Deket District, Lamongan Regency. This business was originally a department store under the auspices of Alfamart and was established in 2011. Due to

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customer interest and income that did not experience a significant increase, the business then switched functions in 2017 to a building materials store. This change in business model shows that there are efforts to adapt to market opportunities that are more relevant to the needs of the surrounding community.

According to Abid Muhtarom, service quality is the company's ability to provide services that meet customer expectations through fast, precise, responsive, and professional service. Good service quality will create a positive experience for consumers so that it can increase consumer interest in making purchases. In the building materials trading business, friendly service, speed of service, and the ability to provide clear product information are important factors in attracting consumer buying interest.

Consumer buying interest is an important aspect that needs to be considered by retail business actors. According to Keller in Kurniawan (2020), buying interest describes how likely consumers are to buy a product or move from one product to another. In practice, buying interest can be influenced by various factors such as service quality, price, and product variety. Good service quality is able to create customer comfort and trust. Appropriate pricing can reinforce the perception of value. Meanwhile, product variations provide flexibility to consumers in choosing products according to their needs.

The phenomenon that occurred at the UD Building Shop. Namira pointed out that the quality of service, price, and product variety are factors that need to be evaluated. The store has increased the number of employees from three to seven so that customer service is faster and more directed. On the other hand, some products have increased in price, such as sand and cement, so consumers have the potential to compare prices with other stores. UD Building Shop. Namira has also experienced an increase in product variety, especially in the brand and size of paint, so consumers have more choices. Based on these conditions, this study was directed to test the influence of service quality, price, and product variety on consumer buying interest in UD Building Stores. Namira.

Literature Review

Quality of Service

Service quality is the company's ability to provide services that meet consumer expectations. Tjiptono (2017) explained that service quality can be interpreted as a measure of how well the company's service level is in meeting customer expectations. Indrasari (2019) added that service quality includes the overall specialties and characteristics of products or services that support their ability to satisfy customer needs. In retail businesses, the quality of service is an important factor because consumers not only buy products, but also assess the experience during the purchase process.

Service quality indicators in this study include physical evidence, reliability, responsiveness, assurance, and empathy. Physical evidence pertains to the facilities that customers can see, such as the layout of goods and the condition of the store. Reliability reflects the ability of employees to provide reliable service. Responsiveness indicates the speed and accuracy of responding to customer needs. Assurance includes a polite attitude, knowledge, and the ability to foster trust. Empathy shows personal concern for customers.

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Pricing

Price is the nominal value that consumers must pay to obtain goods or services. Amirullah (2021) states that price is the nominal value of a good or service that is exchanged by the buyer to the seller to meet needs and satisfaction. Indrasari (2019) explained that price can also be a differentiator between offers and competitors so that pricing is an important part of a marketing strategy. In purchasing decisions, consumers generally compare the price of a product with the benefits, quality, and price of competitors.

The price indicators in this study include price affordability, price conformity with product quality, price conformity with benefits, and price competitiveness. Prices that are considered appropriate can increase buying interest because consumers feel that the value obtained is proportional to the costs incurred. On the other hand, prices that are considered less suitable can make consumers postpone purchases or choose another store.

Product Variations

Product variety describes the many types, sizes, brands, and quality of products that a company offers to consumers. Kotler in Iswantami (2020) states that product variety is the type or type of product based on the size, price, and appearance available. Indrasari (2019) refers to product variety as a collection of all products and goods offered by sellers to buyers. Product variety is important in the retail business because consumers have different preferences and need a diverse selection of products.

Indicators of product variation in this study include product brand, product completeness, product size, and product quality. The more complete the product selection available, the easier it will be for consumers to find products that suit their needs. However, the influence of product variations on buying interest still depends on the relevance of those variations to the actual needs of consumers.

Consumer Buying Interest

Buying interest is the tendency or desire of consumers to buy a product. Ultra (2020) explained that buying interest is a consumer's attitude towards products that arises from belief in product quality. Keller in Kurniawan (2020) emphasized that buying interest indicates the possibility of consumers buying a product or moving from one product to another. Buying interest indicators in this study include transactional interest, referential interest, preferential interest, and exploratory interest.

Hypothesis Development

Based on previous theories and research, service quality, price, and product variety are assumed to have a relationship with consumer buying interest. Good service can improve customer convenience, suitable prices can strengthen purchasing decisions, while product variety can expand consumer choices. The hypothesis of this study is: (H1) service quality, price, and product variety partially affect consumer buying interest; (H2) service quality, price, and product variety have a simultaneous effect on consumer buying interest; and (H3) service quality is the most dominant variable influencing consumer buying interest in UD Building Stores. Namira.

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METHOD

This study uses a quantitative approach. The quantitative approach was chosen because the research aims to test the influence of independent variables, namely service quality, price, and product variation, on dependent variables, namely consumer buying interest. The object of the research is the UD Building Shop. Namira in Srirande Village, Deket District, Lamongan Regency. The research population is consumers who make purchases at the UD Building Store. Namira for the last three months, from September to November 2023, with a total of 3,456 consumers. This number consists of 1,200 consumers in September, 1,116 consumers in October, and 1,140 consumers in November.

The number of samples was determined using the Slovin formula with an error rate of 10%, so that 98 respondents were obtained. The sampling technique uses random sampling. Primary data was obtained through the distribution of questionnaires to consumers, interviews, and observations. The questionnaire was compiled using a five-level Likert scale, namely strongly agree, agree, neutral or disagree, disagree, and strongly disagree. Secondary data were obtained from literature, documents, and supporting information related to the research object.

The data analysis technique was carried out with the help of SPSS version 25. The analysis stages include validity tests, reliability tests, classical assumption tests consisting of normality, multicollinearity, heteroscedasticity, and autocorrelation tests, then continued with multiple linear regression analysis, multiple correlation tests, determination coefficients, partial tests (t tests), and simultaneous tests (F tests). The regression equation used is $Y = a + b1X1 + b2X2 + b3X3 + e$, with Y as consumer buying interest, X1 as service quality, X2 as price, and X3 as product variation.

Table 1. Operationalization of Research Variables

Variable	Brief Definition	Indicator
Quality of Service (X1)	The company's ability to provide services according to customer expectations.	Physical evidence, reliability, responsiveness, reassurance, empathy.
Price (X2)	The nominal value that consumers pay to obtain goods or services.	Price affordability, price compatibility with quality, price compatibility with benefits, price competitiveness.
Product Variations (X3)	The diversity of products offered to consumers.	Product brand, product completeness, product size, product quality.
Consumer Buying Interest (Y)	Consumers' tendency to buy products.	Transactional interest, referential interest, preferential interest, exploratory interest.

Source: Extracted from the operational framework of the research.

RESULTS AND DISCUSSION

Respondent Overview

The study involved 98 respondents who were consumers of the UD Building Shop. Namira. Based on age, the most respondents were in the 17-30 year old group as many as 49 people or 50%, followed by 31-40 years old as many as 29 people or 29%, and 41-50 years old as many as 21 people or 21%. Based on gender, male respondents amounted to 57 people or 58%, while female respondents amounted to 41 people or 42%. Based on the last education, the majority of respondents were 57 or 58% high school graduates, then 22 people or 22% S1, 13 or 14% junior high school, 4 people or 4%, and 2 people or 2% S2.

Classical Instrument Tests and Assumptions

The results of the validity test showed that all statement items on the variables of service quality, price, product variety, and consumer buying interest had a calculated r value greater than the r of the table of 0.198, so that all items were declared valid. The results of the reliability test showed that Cronbach Alpha values for service quality were 0.746, price was 0.632, product variation was 0.615, and consumer buying interest was 0.614. All of these values are greater than the limit of 0.60, so the research instrument is declared reliable.

The normality test with the Kolmogorov-Smirnov yielded a significance value of 0.073, so that the residual data is normally distributed because the value is greater than 0.05. The multicollinearity test showed a tolerance value of service quality and price of 0.973, product variation of 0.980, while the VIF value of 1,028, 1,028, and 1,020, respectively. Since the entire VIF value is below 10 and the tolerance value is above 0.10, the model does not experience multicollinearity. The heteroscedasticity test with the Glejser method showed a significance value of all variables above 0.05, namely 0.514 for service quality, 0.694 for price, and 0.678 for product variation. These results show that heteroscedasticity does not occur. The Durbin-Watson value of 1.819 also shows the regression model has no autocorrelation problem.

Multiple Linear Regression Results

Based on the results of multiple linear regression analysis, the regression equation $Y = 8.361 + 0.241X1 + 0.154X2 + 0.068X3$ was obtained. A constant value of 8,361 indicates that if the quality of service, price, and variety of products are fixed, then consumer buying interest is at the base value of 8,361. The service quality coefficient of 0.241 indicates the direction of a positive relationship, meaning that improving service quality tends to increase consumer buying interest. The price coefficient of 0.154 and the product variation of 0.068 were also positive, but the effect was not statistically significant.

Table 2. Summary of Multiple Linear Regression Analysis Results

Variable	B	Beta	t count	Sig.	Remarks
Constant	8.361	-	2.313	0.023	-
Quality of Service (X1)	0.241	0.212	2.111	0.037	Positive and significant effect
Price (X2)	0.154	0.133	1.321	0.190	Insignificant
Product Variations (X3)	0.068	0.060	0.596	0.553	Insignificant
R = 0.280; R Square = 0.078; Adjusted R Square = 0.049; F count = 2.656; Sig. F = 0.053					

Source: Data processed from the results of the study (2024).

Discussion

The results of the t-test show that the quality of service has a positive and significant effect on consumer buying interest. The calculated t value of 2.111 is greater than the t of table 1.984 with a significance of 0.037. These findings show that the better the service provided by the UD Building Shop. Namira, the higher the tendency of consumers to make purchases. The service in question includes employees who are responsive, friendly, able to provide information, and provide a sense of comfort to customers. In the building materials retail business, consumers often need direction regarding product types, sizes, and uses; Therefore, service is a factor that greatly determines the purchase experience.

Price does not have a significant effect on consumer buying interest. The calculated t value of 1.321 is smaller than the t of table 1.984 with a significance of 0.190. Coefficient-wise, prices remain in a positive direction, but the influence is not strong enough to explain the change in buying interest. This can happen because building store consumers tend to consider product needs, availability of goods, and trust in the store, not just price. Price increases on some products such as sand and cement can also make consumers compare prices with other stores, so price has not been the main factor that drives buying interest in this research object.

Product variety also does not have a significant effect on consumer buying interest. The calculated t-value of 0.596 is smaller than the t-table of 1.984 with a significance of 0.553. Although the UD Building Shop. Namira has added a variety of products such as brands and paint sizes, but this diversity is not strong enough to encourage buying interest if it is not fully in accordance with the main needs of consumers. In the context of a building store, consumers can come up with very specific needs, so the purchase decision is more influenced by the availability of the products needed at that time, the quality of service, and trust in the store.

Simultaneously, the quality of service, price, and product variety do not have a significant effect on consumer buying interest. The value of F calculated as 2.656 is smaller than the F of table 2.70 with a significance of 0.053. A significance value very close to 0.05 indicates that the model has a relationship bias, but does not yet meet the significance criteria at the 5% level. Square's R value of 0.078 indicates that service quality, price, and product variety only explain 7.8% of consumer buying interest variations, while the other 92.2% is explained by other factors outside the model, such as location, promotions, product quality, stock availability, store reputation, previous buying experience, or recommendations from others.

The service quality variable was the most dominant factor with a regression coefficient value of 0.241, greater than the price of 0.154 and the product variation of 0.068. These findings provide practical implications that the UD Building Shop. Namira needs to maintain and improve the quality of service as the main strategy to grow buying interest. Improvements can be made through employee training, response speed, accuracy of product information, arrangement of goods that make it easier for consumers, and after-sales service that convinces customers.

CONCLUSION

This study concludes that the quality of service has a positive and significant effect on consumer buying interest in UD Building Stores. Namira. The price and variety of products do not have a significant partial effect on consumer buying interest. Simultaneously, the

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quality of service, price, and product variety did not have a significant effect on consumer buying interest at a significance level of 5%. The R Square value of 0.078 indicates that the contribution of the three variables to consumer buying interest is 7.8%, while 92.2% is influenced by other variables outside the study. The most dominant variable influencing buying interest is service quality.

Based on these results, the UD Building Shop. Namira is advised to prioritize service improvement, especially in terms of friendliness, speed of response, clarity of product information, and the ability of employees to help customer needs. Fixed prices need to be reviewed periodically to be competitive with other stores, while product variations need to be adjusted to the needs of consumers who are most often sought. The next research is suggested to add other variables such as product quality, promotion, location, store reputation, and stock availability so that the research model is able to explain consumer buying interest more broadly.

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