



**MJ**

Multidisciplinary Journals

Volume 1 Issue 2, 2024 (93-104)

ISSN (*online*) : 3047-8499

Homepage : <https://jurnalunived.com/index.php/MJ>

Doi : <https://doi.org/10.37676/mj>

## The Influence Of Product, Price, Brand Image, And Product Quality On Consumer Purchasing Interest For Oppo Cell Phones At Semaku Ponsel Manna Counter In South Bengkulu

Putri Kencana <sup>1</sup>, Tito Irwanto <sup>2</sup>, Nenden Restu Hidayah <sup>3</sup>

<sup>1,2,3</sup>) Universitas Dehasen Bengkulu, Indonesia

<sup>1</sup> e-mail: [putri.kencana0404@gmail.com](mailto:putri.kencana0404@gmail.com)

Received [23-04-2024]

Revised [28-05-2024]

Accepted [08-06-2024]

**Abstract.** People are more interested in and using smartphones more than other communication devices because they are easy to carry and can be used whenever needed. Currently, there is an increasing demand for smartphones, presenting an opportunity for smartphone manufacturers to innovate in producing new phones. The purpose of this study is to determine the influence of product, price, brand image, and product quality on consumer buying interest in OPPO smartphones at Semaku Ponsel Manna counter in South Bengkulu. The analysis methods used in this study include Validity Test, Reliability Test, Multiple Linear Regression Analysis, coefficient of determination, and hypothesis testing using t-test and f-test with a sample size of 75 questionnaires to OPPO smartphone buyers at Semaku Ponsel Manna counter in South Bengkulu. The results of the multiple linear regression analysis show the equation  $Y = 6.143 + 0.160 X1 + 0.323 X2 + 0.196 X3 + 0.215 X4$ . This indicates a positive regression direction, meaning that the variables product quality (X1), Price (X2), Brand Image (X3), and Product Quality (X4) have a positive influence on Buying Interest (Y) at Semaku Ponsel Manna counter in South Bengkulu. The coefficient of determination value from the calculation using SPSS shows an R square value of 71.9%. This means that the values of Product (X1), Price (X2), Brand image (X3), and Product Quality (X4) influence the buying interest (Y) by 71.9%, while the remaining 28.1% is influenced by other variables not studied in the research.

**Keywords:** *Product, Price, Brand Image, Product Quality, Purchasing Interest*

### INTRODUCTION

Communication tools at this time are a very important need for society. In modern times like today there are many types of communication tools, such as landlines, smartphones or via the internet (chat, e-mail, etc.). Smartphones are not a luxury item for people today, because almost all people have smartphones. People are more interested and use smartphones more than other communication tools, because they are easy to carry and can be used whenever the user needs it. At this time, public demand for smartphones is increasing, this is an opportunity for smartphone manufacturers to create new innovations in making the cellphones they produce. One of the smartphone manufacturers that is currently in demand by consumers is OPPO.

The public in purchasing an item is of course based on the product, price, brand image and product quality in making purchasing decisions. According to Kotler and Armstrong (2018: 79) product means a combination of goods and services offered by the company to the target market... The community in choosing goods for use or for needs based on the products that the company sells. Meanwhile, according to Kotler and Armstrong (2018: 308) price is the amount of money exchanged for a product or service. Furthermore, price is the amount of value that

consumers exchange for a number of benefits by owning or using a good or service. Price is something that consumers pay attention to when making purchases. Some consumers even identify price with value.

Brand image according to Firmansyah, (2019: 6) is Brand image is a number of assumptions related to a brand or brand in a person's mind so that an interrelated process arises between indicators of assumptions that have been digested by a person's mind. Brand image is an association that appears in the minds of consumers when remembering a particular brand.

According to Sitanggang, et al (2019: 331-332) product quality is one of the situational factors that influence purchasing decisions. product is a product in the form of goods or services produced by a person or company that has a beneficial value to be marketed in order to meet consumer needs. Often consumers also look at product quality to determine whether the product is worth buying or not. Product quality is a very important element in a company which will be used by the company to maintain its business activities.

According to Irvanto and Sujana (2020: 108) purchase interest is something that arises after getting stimulation from the product he sees, then the desire to buy and own it arises so that it has an impact on an action.

The object of this research is the Semaku smartphone company which sells various types of cellphone brands including the OPPO brand. Vivo, Xiomi and Samsung. In this case there are obstacles faced by cellphone companies in attracting consumer buying interest, namely the lack of promotion to the public and the high price of cellphones. The field section must be even more active in attracting customers, for example by holding product launches and providing bonuses and discounts without harming customers.

## **LITERATURE REVIEW**

### **Marketing Management**

Companies need various ways to be able to organize their marketing activities in accordance with predetermined company goals, in this case the arrangement needed by the company is marketing management. The marketing concept aims to provide satisfaction to the wants and needs of buyers or consumers. A company will be successful if there is a good marketing management, marketing management is also a guideline in carrying out the company's survival from the start of production planning until the goods reach consumers.

The role of management is very important because if implemented properly it will benefit the company and consumers. The following are some definitions explained by experts regarding marketing management. According to Sudarsono (2020: 2) regarding marketing management, marketing is a managerial process that makes individuals or groups get what they want by creating, offering, and exchanging products of value to other parties or all activities related to the delivery of products or services from producers to consumers.

### **Product**

Products are the center point of marketing activities because products are the result of a company's activities that can be offered to the market to be purchased, used or consumed whose purpose is to satisfy consumer needs and desires, while for companies products are a company tool to achieve its goals. A product must have advantages over other products in terms of quality, design, shape, size, packaging, service, warranty, and taste in order to attract consumers to try and buy the product.

According to Stantaon in Firmansyah (2019: 3) a product can be defined "as a set of physical attributes that are actually related in an identifiable form. While broadly speaking, a product is a set of real and unreal attributes which include color, packaging, price, presise

diluent, and service from factories and diluents that may be accepted by buyers as something that can provide satisfaction for their desires “.

### **Price**

Price is the amount of money needed to get a certain number of products or a combination of goods and services. Price is actually not only intended for a product that is being traded in the market but also applies to other products. Price can also play a strategic role in marketing.

According to (Kotler & Armstrong, 2018: 63) which is translated by Bob Sabran, price is “the amount of money that must be paid by customers to obtain products”. Usually done to adjust prices to the existing competitive situation and bring the product in line with buyer perceptions.

Meanwhile, according to (Sunyoto, 2020; 130) Price is “the money charged for a particular product. Companies set prices in various ways”. Usually, in small companies prices are often set by top management, while in large companies pricing is usually handled by division managers or product managers.

### **Brand Image**

Brand image is a clue used by consumers to evaluate products when consumers do not have sufficient knowledge about a product. There is a tendency that consumers will choose products that are well known through several sources.

Brand image according to Firmansyah (2019: 60) is a perception that appears in the minds of consumers when remembering a brand of a particular product. Consumers have a variety of needs and desires that can be fulfilled by using certain products.

According to Anang Firmansyah (2019: 23) Brand is an alias, icon, symbol, and creation that is used as a label for an individual or organization for products and services owned to differentiate from its competitors.

Therefore, it can be concluded that a brand is a mixture of all elements consisting of names, designations, icons, symbols, and creations applied by individuals or organizations to differentiate from one product to another that they will sell. A consistent brand can make it easier for the brand to be remembered and known by the wider community.

### **Product quality**

Product quality is an important thing in determining the choice of a product by consumers. The product offered must be a product that has really been well tested regarding its quality. Because for consumers the priority is the quality of the product itself.

Maramis (2018:18) product quality is "the ability of a product to perform its function, this includes overall durability, reliability, accuracy, ease of operation, and product repair as well as other product attributes".

According to Assauri (2018: 203), the factors that influence product quality are as follows:

#### **1. Function of a Product**

A product produced should pay attention to the function for which the product is used so that the product produced must be able to truly fulfill that function. Because the fulfillment of this function influences consumers' decisions to buy. While the highest decision level is not always fulfilled or achieved, the level of quality of a product depends on the level of fulfillment of the user's decision function that can be achieved.

## 2. External Form of the Product

One of the factors that is important and often used by consumers when seeing a product for the first time to determine the quality of the product is the external appearance of the product. Even though the product produced is technically or mechanically advanced, if its external appearance is less attractive, it will be difficult to accept, so this can cause the product to be disliked by consumers.

## 3. Cost of the Product

Generally, the cost and price of a product will determine the quality of the product. This can be seen from products that have high costs or 16 prices, indicating that the quality of the product is relatively better. Likewise, a product that has a cheap price can indicate that the quality of the product is relatively cheaper.

## Consumer Purchase Interest

Interest is an impulse from human instinct, but it can also be an impulse from thoughts accompanied by feelings. Interest which only arises from the impulse of feelings without thinking, easily changes according to changes in feelings. According to Pramudya (2018: 15), "Interest is a psychological aspect that has quite a big influence on attitudes, behavior and interest is also a source of motivation that will direct someone in doing what they do."

Consumer buying interest is the stage where consumers form their choice among several brands that are included in the choice set, then ultimately make a purchase on the alternative they like most or the process that consumers go through to buy a good or service based on various considerations. (Anggit, 2018:25).

Then Widodo (2022: 25) states that purchase interest is behavior that arises as a response to an object that shows the consumer's hope of making a purchase. According to Kotler and Keller (2018: 7), "consumer buying interest is a consumer behavior where consumers have a desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product."

Purchase interest is formed from consumer attitudes towards a product which consists of consumer trust in the brand and brand evaluation, so that from these two stages an interest in purchasing emerges. Based on the opinion above, it can be concluded that buying interest is a consumer's attitude or behavior towards a product where the consumer has the desire to buy a product based on experience, trust and product quality. Thus, buying interest is formed from the consumer's attitude towards product quality.

## METHODS

This type of research is using Quantitative research. A quantitative approach is a research method based on the philosophy of positivism, used to research on certain populations or samples, Sugiyono (2018; 8). because this research is in the form of numbers and analysis using statistics to measure and obtain research results through questionnaires.

In this study, quantitative methods are used to determine and examine, how consumer responses regarding the purchase of OPPO cellphones at the Semaku Ponsel Manna counter, South Bengkulu Regency.

## RESULTS

### Validity Test

The validity test is a tool to measure what will be measured. The validity test in this study is by comparing the r-count (product moment) with the r-table. An instrument is said to be valid, if:

1. If  $r \text{ count} > r \text{ table}$  (at level  $\alpha = 10\%$ ), then it can be said that the statement is valid.
2. If  $r \text{ count} \leq r \text{ table}$  (at the level of  $\alpha = 10\%$ ), then it can be said that the statement is not valid.

**Table 1 Validity Test Of Research Indicators**

No	Question Item	R- Table	R- Count	Description
<b>Product ( X1)</b>				
1	X1.1	0,227	0,763	Valid
2	X1.2	0,227	0,624	Valid
3	X1.3	0,227	0,829	Valid
4	X1.4	0,227	0,759	Valid
5	X1.5	0,227	0,625	Valid
6	X1.6	0,227	0,736	Valid
7	X1.7	0,227	0,448	Valid
8	X1.8	0,227	0,671	Valid
9	X1.9	0,227	0,652	Valid
10	X1.10	0,227	0,679	Valid
<b>Price ( X2)</b>				
1	X2.1	0,227	0,667	Valid
2	X2.2	0,227	0,634	Valid
3	X2.3	0,227	0,738	Valid
4	X2.4	0,227	0,721	Valid
5	X2.5	0,227	0,542	Valid
6	X2.6	0,227	0,555	Valid
7	X2.7	0,227	0,225	Tidak Valid
8	X2.8	0,227	0,630	Valid
9	X2.9	0,227	0,661	Valid
10	X2.10	0,227	0,585	Valid
<b>Brend (X3)</b>				
1	X3.1	0,227	0,769	Valid
2	X3.2	0,227	0,632	Valid
3	X3.3	0,227	0,679	Valid
4	X3.4	0,227	0,599	Valid
5	X3.5	0,227	0,588	Valid
6	X3.6	0,227	0,535	Valid
7	X3.7	0,227	0,527	Valid
8	X3.8	0,227	0,459	Valid
9	X3.9	0,227	0,616	Valid
10	X3.10	0,227	0,597	Valid
<b>Product Quality (X4)</b>				
1	X4.1	0,227	0,681	Valid
2	X4.2	0,227	0,590	Valid
3	X4.3	0,227	0,650	Valid
4	X4.4	0,227	0,693	Valid
5	X4.5	0,227	0,677	Valid
6	X4.6	0,227	0,567	Valid
7	X4.7	0,227	0,695	Valid
8	X4.8	0,227	0,572	Valid
9	X4.9	0,227	0,590	Valid
10	X4.10	0,227	0,635	Valid
<b>Purchase Intention (Y)</b>				
1	Y.1	0,227	0,663	Valid
2	Y.2	0,227	0,483	Valid
3	Y.3	0,227	0,572	Valid
4	Y.4	0,227	0,554	Valid
5	Y.5	0,227	0,328	Valid
6	Y.6	0,227	0,421	Valid
7	Y.7	0,227	0,276	Valid
8	Y.8	0,227	0,277	Valid
9	Y.9	0,227	0,394	Valid
10	Y.10	0,227	0,640	Valid

Source: SPSS output version 23.0, 2024

Based on table 1 above, the 50 question items submitted have one invalid indicator, namely the price statement item (X2), while the others have the level of validity expected in this study, namely the indicator has a value of  $r_{count} > r_{table}$ . So the 49 questionnaire items used in this study are valid and can be used as research tools.

### Reliability Test

According to Arikunto (2019: 120) that reliability shows an understanding that an instrument can be trusted enough to be used as a data collection tool because the instrument is good. A reliable instrument will produce reliable data. A research instrument is indicated to have an adequate level of reliability if the Alpha Cronbach coefficient is greater than or equal to 0.60 (Ghozali, 2016: 90). The results of testing the reliability of the research variables can be seen in table 2 below:

**Table 2 Results Of The Research Indicator Reliability Test**

No	Variable	Cronbach Alpha Value	Description
1	Product	0,765	Realibel
2	Price	0,746	Realibel
3	Brand image	0,749	Realibel
4	Product quality	0,757	Realibel
5	Purchase Intention	0,700	Realibel

Source: SPSS output version 23.0, 2024

Based on the results of data analysis as shown in the table above, it is known that all research variable Cronbach's Alpha coefficients are greater than the value of 0.6, which means that all research instruments are realibel (reliable). The variable is said to be good if it has a Cronbach's Alpha value  $>$  from 0.6 (Priyatno, 2013: 30).

### Multiple Linear Regression Analysis

To facilitate the calculation of regression from a large amount of data, in this study it was completed with the help of computer software (software) SPSS 23.0 program. The results of testing the multiple regression model on the variables Product (X1), Price (X2), and which affect buying interest are seen in table 3 below:

**Table 3 Multiple Regression Test Results**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1(Constant)	6.143	2.667		2.303	.024
Product	.160	.046	.258	3.482	.001
Price	.323	.068	.442	4.745	.000
Citramerek	.196	.052	.257	3.788	.000
Product quality	.215	.074	.297	2.891	.005

a. Dependent Variable: purchase intention

From the results of multiple linear regression calculations using the SPSS 23.0 program in table 8, the multiple linear regression equation can be obtained as follows:

$$Y = 6.143 + 0.160 X1 + 0.323X2 + 0.196X3 + 0.215 X4$$

The equation of the multiple linear regression is

1. The constant value is 6.143 which means that if the product variable (X1), price variable (X2), brand image variable (X3), and product quality (X4) are considered equal to zero (0), the purchase intention variable (Y) will remain at 6.143.
2. Effect of Product (X1) on purchase intention (Y)  
 The coefficient value of Product (X1) is 0.160 with the assumption that if x1 increases by one unit, then buying interest (Y) will also increase by 0.160.
3. The effect of price (X2) on buying interest (Y)  
 The regression coefficient value of the Price variable is 0.323, assuming that if the Price (X2) has increased by one unit, the purchase intention (Y) will increase by 0.323.
4. The effect of brand image (X3) on buying interest (Y)  
 The regression coefficient value of the brand image variable is 0.196, assuming that if the brand image (X3) increases by one unit, the purchase intention (Y) will increase by 0.196.
5. The effect of product quality (X4) on buying interest (Y)  
 The regression coefficient value of the product quality variable is 0.215, assuming that if the product quality (X4) has increased by one unit, the purchase intention (Y) will increase by 0.215.

### Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination (R<sup>2</sup>) essentially measures how far the model's ability to explain the dependent variable. The coefficient of determination is zero and one. A low R value means that the ability of the independent variables to explain the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation in the dependent variable. Based on the R<sup>2</sup> test conducted, it can be seen in table 4.

**Table 4 Determination Test Results (R<sup>2</sup>)**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848 <sup>a</sup>	.719	.703	2.578

a. Predictors: (Constant), Product Quality, Brand Image, Product, Price

Based on table 9 for the coefficient of determination using the R Square model. From the results of calculations using SPSS, it can be seen that the coefficient of determination of R square is 0.719. This means that the value of the product (X1), the value of the price (X2), the value of the brand image (X3), and the value of product quality (X4) affect buying interest (Y) by 71.9% while the remaining 28.1% is influenced by other variables not examined in this study.

### F Test Results (Simultaneous)

According to Pardede and Manurung (2014; 28) the F test can be used to test the simultaneous influence of the independent variable on the dependent variable (Y). if the independent variable has simultaneous with the dependent variable. This can be seen in table 5 below:

**Table 5 F test results (simultaneous)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1188.263	4	297.066	44.708	.000 <sup>b</sup>
	Residual	465.124	70	6.645		
	Total	1653.387	74			

a. Dependent Variable: purchase intention

b. Predictors: (Constant), product quality, brand image, product, price

From the table above it can be concluded that the significant value is 0.000. Because the significant value of F is smaller than 0.05, the product variable (X1), price variable (X2), brand image variable (X3) and product quality (X4) have a significant effect on buying interest in the Manna cellphone semaku counter.

Based on the SPSS out table above. It is known that the F table value is 44.708. Because F count is greater than F table, namely 2.49, as taking the basis for decision making in F count, it is concluded that the hypothesis is accepted or in other words, product (X1), price (X2), brand image (X3), and product quality (X4) have a simultaneous effect with buying interest (Y).

### Partial Hypothesis Testing (T Test)

The results of testing the t test hypothesis using SPSS 23.0 can be seen in table 11.

**Table 6 Partial Test Results (T)**

Coefficients						
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1						
(Constant)	6.143	2.667			2.303	.024
Product	.160	.046	.258		3.482	.001
Price	.323	.068	.442		4.745	.000
Citramerek	.196	.052	.257		3.788	.000
Product quality	.215	.074	.297		2.891	.005

a. Dependent Variable: purchase intention

From the results of the calculation using SPSS 23.0 it can be explained that:

1. Product Variable (X1)

The test results for the Product variable show a significance value of 0.001 < 0.05. Because the significance value is smaller than 0.05, Ho is rejected and Ha is accepted. This means that the product has a significant influence on buying interest in the semaku cellphone counter Manna South Bengkulu.

2. Price Variable (X2)

The test results for the Price variable show a significance value of 0.000 < 0.05. Because the significance value of Price is smaller than 0.05, Ho is rejected and Ha is accepted. This means that the price variable has a significant influence on buying interest in the semaku cellphone counter Manna South Bengkulu.

3. Brand image variable (X3)

The test results for the brand image variable show a significance value of 0.000 < 0.05. Because the significance value of brand image is smaller than 0.05, Ho is rejected and Ha is

accepted. This means that the brand image variable has a significant influence on buying interest in the semaku cellphone counter, Manna, South Bengkulu.

#### 4. Product quality variable (X4)

The test results for the brand image variable show a significance value of  $0.005 < 0.05$ . Because the significance value of brand image is smaller than 0.05,  $H_0$  is rejected and  $H_a$  is accepted. This means that the product quality variable has a significant influence on buying interest at the Semaku cellphone counter in Manna, South Bengkulu.

## DISCUSSION

Based on the results of the study, it can be seen that product, price, brand image and product quality have a very strong relationship with buying interest in the semaku cellphone counter Manna, South Bengkulu Regency with a value based on analysis using SPSS 23.0. The results of multiple regression analysis testing, determination test and hypothesis testing can be concluded as follows:

**Table 7 Multiple Linear Regression Analysis Test Results, Determination Test And Hypothesis Testing**

Variabel	Nilai Koef	Standard Error	R Square	Sig.	Description
Equation : $Y = 6,143 + 0,160 X_1 + 0,323X_2 + 0,196X_3 + 0,215 X_4$					
Product	0,160	0,046		0,001	Signifikan
Price	0,323	0,058		0,000	Signifikan
Brand image	0,196	0,052		0,000	Signifikan
Product quality	0,215	0,074		0,005	Signifikan
F test				0,000	Signifikan
Determination			0,719		71,9 %

### 1. The Influence Of Products On Buying Interest

The test results in this study indicate that there is a significant influence between products on buying interest in semaku cellphone counters Manna, Bengkulu Selatan Regency, because the test results for the product variable show a significance value of  $0.001 < 0.05$ . Because the significance value is smaller than 0.05. This means that the product has a significant influence on buying interest at the semaku cellphone counter in Manna, South Bengkulu Regency.

It can be seen that the product greatly influences buying interest in the semaku cellphone counter Manna, South Bengkulu Regency. So the head of the semaku cellphone counter Manna South Bengkulu continues to maintain the quality of buying interest so that the quality of employees to work even harder and maintain buying interest. Based on the partial test (t test) shows that the product has a positive and significant indirect effect on loyalty through buying interest.

### 2. Influence Of Price On Buying Interest

Based on the results of the t test and F test, the price variable has an influence on buying interest. The test results for the Price variable in the partial test (t) show a significance value of  $0.000 < 0.05$ . Because the significance value of Price is smaller than 0.05,  $H_0$  is rejected and  $H_a$  is accepted. This means that the price variable has a significant influence on buying interest at the Manna Bengkulu Selatan mobile phone counter.

The research results that have been presented show that price has a significant influence on buying interest. However, based on the regression coefficient value of 0.681, it can be understood that the price variable has a positive influence on buying interest. Therefore, the

higher the influence of the price variable, the higher the level of buying interest. Even though price has a positive relationship, it is known that price significantly influences buying interest, this is because several independent variables are variables that influence price, which is a heavy consideration for consumers when buying cakes at the Manna mobile counter.

### **3. Influence Of Brand Image On Purchasing Interest**

Based on the results of the t test and F test, the brand image variable has an influence on buying interest. The test results for the brand image variable in the partial test (t) show a significance value of  $0.000 < 0.05$ . Because the significance value of brand image is less than 0.05,  $H_0$  is rejected and  $H_a$  is accepted. This means that the brand image variable has a significant influence on purchasing interest at the Manna Bengkulu Selatan mobile phone counter.

The research results that have been presented show that brand image has a significant influence on purchasing interest. However, based on the regression coefficient value of 0.719, it can be understood that the brand image variable has a positive influence on purchasing interest. Therefore, mobile phone counters must have a strategic brand image so that they are easily accessible to consumers.

### **4. The Influence Of Product Quality On Purchasing Interest**

Based on the results of the t test and F test, product quality variables have an influence on purchasing interest. The test results for the product quality variable in the partial test (t) show a significance value of  $0.005 < 0.05$ . Because the significance value of product quality is less than 0.05,  $H_0$  is rejected and  $H_a$  is accepted. This means that the product quality variable has a significant influence on purchasing interest at the Manna Bengkulu Selatan mobile phone counter.

The more mobile phones display product quality, the more consumers will buy and visit to buy the cake. Product quality is not only from word of mouth, but mobile phone counters must carry out product quality through online media as well so that it is better known to people outside the region.

### **5. The Effect Of Product, Price, Brand Image And Product Quality On Purchase Interest**

Based on the results of the study, product, price, brand image and product quality have a significant effect on buying interest in the semaku cellphone counter Manna South Bengkulu, it can be seen that the variables of product, price, brand image and product quality have significant results, namely 0.001, 0.000, 0.000 and 0.005. Furthermore, the coefficient value of Product, Price, brand image, and product quality of 0.719 can be understood that variable X has a positive influence on buying interest (Y) at the semaku cellphone counter in Manna, South Bengkulu Regency by 71.9%, the remaining 28.1% of the variables not examined.

## **CONCLUSION**

Based on the results of research that has been conducted at the semaku cellphone counter in Manna, Bengkulu Selatan Regency, the authors can conclude that:

1. The test results for the Product variable (X1) show a significance value of  $0.001 < 0.05$ . Because the significance value is smaller than 0.05,  $H_0$  is rejected and  $H_a$  is accepted. This means that the product has a significant influence on buying interest in the semaku cellphone counter Manna South Bengkulu.
2. The test results for the Price variable (X2) show a significance value of  $0.000 < 0.05$ . Because the significance value of Price is smaller than 0.05,  $H_0$  is rejected and  $H_a$  is accepted. This means that the price variable has a significant influence on buying interest in the semaku cellphone counter Manna South Bengkulu.
3. The test results for the brand image variable (X3) show a significance value of  $0.000 < 0.05$ . Because the significance value of brand image is smaller than 0.05,  $H_0$  is rejected and  $H_a$  is

accepted. This means that the brand image variable has a significant influence on buying interest in the semaku cellphone counter Manna South Bengkulu.

4. The test results for the product quality variable (X4) show a significance value of 0.005 < 0.05. Because the significance value of product quality is smaller than 0.05,  $H_0$  is rejected and  $H_a$  is accepted. This means that the product quality variable has a significant influence on buying interest in the semaku cellphone counter Manna South Bengkulu.
5. From the results of calculations using SPSS 23, it can be seen that the coefficient of determination of R square is 0.719. This means that product value (X1), price value (X2), brand image (X3), and product quality (X4) affect buying interest (Y) by 71.9% while the remaining 28.1% is influenced by other variables not examined in the study.

## LIMITATION

### 1. For Semaku Cellphone Counter

Based on the research results, it is known that the variables of product, price, brand image, and product quality are variables that greatly influence buying interest at the Semaku Mobile Phone Counter in Manan, South Bengkulu Regency. Respondents considered that Purchase Interest was in accordance with the product, price, brand image, and product quality. Therefore the authors suggest maintaining and revising products, prices, brand image, and product quality regularly for the development and perfection of a counter or company in the future by further improving products, prices, brand image, and product quality such as adding new products that other stores have and providing more service to consumers who come.

### 2. Future Researchers

Future researchers can make references as past research and develop this research by examining other factors that can affect products, prices, brand image, and product quality. Further researchers can also use other methods in examining Purchase Interest, for example, products, Prices, Brand Image, and Product Quality and Purchase Interest through in-depth interviews with consumers, so that the information obtained can be more varied.

## REFERENCES

- Abdullah Thamrin, Francis Tantri. 2016. *Manajemen Pemasaran*. PT. Raja Grafindo Persada, Jakarta.
- Achmad, Buchori., Djaslim Saladin. (2010). *Manajemen Pemasaran (Edisi Pertama)*. Bandung. CV. Linda Karya
- Alma, Buchory., dan Saladin, Djaslim. 2010. *Manajemen Pemasaran : Ringkasan Praktis, Teori, Aplikasi Dan Tanya Jawab*. Bandung : CV. Linda Karya.
- Ali Hasan, 2013, *Marketing dan Kasus- Kasus Pilihan*. PT. Buku Seru, Jakarta
- Alma, Buchari. 2013. *Manajemen Pemasaran dan Pemasaran Jasa*. Motordung: Alfabeta.
- Anggit Yoebrilanti (2018). Pengaruh Kualitas produk Penjualan Terhadap Minat Beli Produk Fashion Dengan Gaya Hidup Sebagai Variable Moderator (Survei Konsumen Pada Jejaring Sosial). oktober 10, 2023, from <https://ejurnal.lppmunsera.org/index.php/JM/article/view/660>
- Ariani, D. (2013). Analisis Pengaruh Supply Chain Management Terhadap Kinerja Perusahaan (Studi Pada Industri Kecil dan Menengah Makanan Olahan Khas Padang Sumatera Barat). *Jurnal Studi Manajemen & Organisasi*, 10(2), 132– 141.
- Arianty, N. (2016). *Manajemen Pemasaran Edisi Revisi*. Medan: Perdana PublishingIrawan Sutedja. 2012. *Manajamen Bisnis; Optimalisasi Sumberdaya Perusahaan*. Jakarta: Rineka Cipta.
- Basu Swastha, Hani Handoko. 2011. *Manajemen Pemasaran-Analisis Perilaku. Konsumen*. Yogyakarta : BPFE.

- Daryanto, 2013. Inovasi Pembelajaran Efektif. Motordung: Irma Widya.
- Fiani, M., & Japarianto, E. (2012). Analisa Pengaruh Food Quality dan Brand Image terhadap Keputusan Pembelian Roti Kecil Toko Roti Ganep'd di Kota Solok. *Manajemen Pemasaran*, 1, 1–6.
- Hermawan Kartajaya. 2014. *Marketing In Venus*. Jakarta: Gramedia Pustaka
- Irwanto, T., Novrianda, H., & Purnomo, A. (2020). Pengaruh Atmosfir Toko Dan Kesesuaian Harga Terhadap Keputusan Pembelian Konsumen Puncak Departement Store Kota Bengkulu. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi dan Bisnis*, 8(1), 69-78.
- Irawan Sutedja. 2012. *Manajemen Bisnis; Optimalisasi Sumberdaya Perusahaan*. Jakarta: Rineka Cipta
- Indrajaya, Eki, Ermy Wijaya, and Yudi Irawan Abi. "Pengaruh Kualitas Produk Dan Kualitas produk Terhadap Keputusan Pembelian Sabun Dettol Di Mini Market El-Jhon Sawah Lebar." *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi dan Bisnis* 11.1 (2023): 867-876.
- Kotler, Philip Dan Kevin Lane Keller., 2012., *Manajemen Pemasaran*, Edisi Ke13, Jilid 1&2, Alih Bahasa: Bob Sabran, Erlangga, Jakarta
- Kotler, Philip dan Armstrong, Gary. 2012. *Principles of Marketing*, 12th Edition, Jilid 1 Terjemahan Bob Sabran Jakarta : Erlangga .
- \_\_\_\_\_. 2016., *Marketing Management*, 15e Global Edition. Pearson Education Limited, New York.
- \_\_\_\_\_. 2014. *Principles of Marketing*, 12th Edition, Jilid 1 Terjemahan Bob Sabran Jakarta : Erlangga
- \_\_\_\_\_. 2016. *Principles of Marketing*, 12th Edition, Jilid 1 Terjemahan Bob Sabran Jakarta : Erlangga
- Schiffman dan Kanuk, Amelia. 2004. "Analisa Marketing Mix, Lingkungan Sosial, Psikologi Terhadap Keputusan Pembelian Online Pakaian Wanita". *Jurnal Manajemen Pemasaran Petra*. Vol. 1, No. 2.
- Sudaryono. 2016. *Manajemen Pemasaran Teori Dan Implementasi*. Yogyakarta: ANDI
- Sugiyono. (2012). *Metode Penelitian Kuantitatif Kualitatif dan R & D*. Motordung: CV ALFABETA
- \_\_\_\_\_. (2014). *Metode Penelitian Kuantitatif Kualitatif dan R & D*. Motordung: CV ALFABETA