

THE EFFECT OF PRODUCTS, SERVICES QUALITY AND PRICE ON CONSUMER'S PURCHASE INTENTION ON MELLOCREME CLOTHING PRODUCT OF ONLINE SHOP

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ABSTRACT

The present research was aimed to examine the effect of product and service quality and price on consumer's purchase intention on Mellocreme clothing products online shop. The research approach used was quantitative. Sampling technique used was non probability sampling with purposive sampling method. The number of samples in this study were 50 respondents. Data collection methods in this study was using questionnaires measured by Likert scale and collected data were analyzed using multiple linear regression. Based on the results of the analysis that has been done, it was found that: (1) The quality of the product has a significant influence on consumer's purchase intention in Mellocreme clothing products online shop. (2) The quality of service has a significant influence on consumer's purchase intention in Mellocreme clothing products online shop. (3) Price has a significant effect to consumer's purchase intention in Mellocreme clothing products online shop.

Keywords: Product Quality, Service Quality, Price, Purchase Intention

INTRODUCTION

The fashion industry in Indonesia is currently growing very rapidly. This condition is in line with the growing of the awareness of the fashion in the society that has led to the fulfillment of lifestyle in dressing, so it could be said that the need to dress today is not only to cover the body, but also as a means of communicating that can show lifestyle and identity to the wearer (Muslikhah, 2014). Since today's development of fashion in Indonesia grows rapidly, the opportunities for the creative industries to produce fashion products is widely open. Various ways are done by the fashion industry to promote their products, such as selling in the boutiques or in social media. The way of promotion in social media is what can be said as the way of promotion which cheap, easy, and accessible to the public.

However, people tend to have quite high mobility, so sometimes they do not have time to shop for clothes in clothing stores or malls. The alternative chosen by the community was by shopping for clothes online. This is supported by Pierce's statement in Verina saying that: "59 percent of Internet users said they purchase books or clothes online, followed by gifts (55 percent), travel (53 percent), electronics/appliances (47 percent), videos (46 percent), computers or peripherals (41 percent), software or games (40 percent), CDs (40 percent), and products for hobbies (38 percent), Which means that most consumers buy clothing products online "(Pierce, 2010, in Verina et al., 2014).

Along with the development of fashion in Indonesia and the tendency of today's society to shop online, in November 2016 established an online shop for women's clothing, namely Mellocreme with casual and feminine concept that featured pastel colors with 20-35-year-old age segmentation. However, Mellocreme saw sales decline in January through April 2017. The

decline in Mellocreme's sales was due to several possible factors. From the results of the initial survey that has been done, it was known that price and product and service quality has an important role in determining consumer's purchase intention when choosing Mellocreme products. Therefore, Mellocreme tried to explore these three factors as the weakness of Mellocreme that must be improved.

LITERATURE REVIEW

Previous Research

Previous research used in this research was journal of Martono and Iriani (2014) with result which proves that variable of product quality, price, and promotion have significant influence to purchase intention of batik product of Sendang Duwur Lamongan. The second research used in this research was the journal of Sari (2016) with the result which proves that the brand image variable has no significant influence on consumer's purchase intention, but the variable of product quality and service quality have a significant influence. Future research is a journal belonging to Yogi (2016) which proves that the average consumer was considering the quality of the product when they intend to buy two-wheeled vehicles. The most recent research was a study by Hassan *et al.*, (2014) which proves that service quality has a significant impact on purchase intention.

Product Quality

According to Mongi *et al.*, (2013), states that product quality is the ability of a product to perform its functions that include durability, reliability, accuracy, ease of operation, and improvement and other attributes. When a product has been able to perform its functions, it can be regarded as a product that has a good quality.

Service Quality

According Arslan (2014), service quality is an assessment of the service in accordance with customer expectations. When a company or store provides good and has certain quality service, there is an increase in customer satisfaction to the company and consumer purchase intentions also increased.

Price

Kotler and Armstrong (2011) in Setiyaningrum *et al.*, (2015: 128) defines price as the amount of money demanded for a product or service. More broadly it can be said that the price is the sum of all the value given by the consumer in order to gain a benefit on the ownership or use of a product or service.

Purchase Intention

Purchase Intention according to Martono and Iriani (2014) is the stage where consumers seek information to compare and think about the possibility that the product is able to meet his/her needs.

Mellocreme

Mellocreme is an online shop that move in the field of fashion, especially fashion for adult women. Mellocreme was established in November 2016 which was a joint venture with a friend, Nungki. The selection of business in the field of fashion was based on interest in the field of fashion and opportunities that exist. Mellocreme carries the concept of casual and feminine that highlight pastel colors with segmentation age 20-35 years.

RESEARCH METHODS

The research approach was quantitative research. The population was followers of Mellocreme's Instagram of 151 followers. The sampling technique used in this research was non-probability sampling with purposive sampling method which became the technique of determining the sample with certain consideration (Sugiyono, 2014). The sampling criteria in this study were women with age 20-35 years and who ever asked about Mellocreme products through Line,

Whatsapp, and Instagram. The number of samples used in this study were 50 respondents, the sample size was based on Roscoe's (1982) opinion in Sugiyono (2014: 90).

Variables used in this research are:

1. Independent variable:

- Product Quality (X_1)
- Service Quality (X_2)
- Price (X_3)

2. Dependent variable:

- Purchase Intention (Y)

RESULTS AND DISCUSSION

Tabel 1 Result of Validity Test

Variable	Item	Correlation Coefficient	Significant	Explanation
X_1	X1.1	0,685	0,000	Valid
	X1.2	0,749	0,000	Valid
	X1.3	0,675	0,000	Valid
	X1.4	0,755	0,000	Valid
	X1.5	0,719	0,000	Valid
X_2	X2.3	0,923	0,000	Valid
	X2.4	0,922	0,000	Valid
X_3	X3.1	0,763	0,000	Valid
	X3.2	0,822	0,000	Valid
	X3.3	0,841	0,000	Valid
	X3.4	0,793	0,000	Valid
Y	Y1.1	0,654	0,000	Valid
	Y1.2	0,756	0,000	Valid
	Y1.3	0,818	0,000	Valid
	Y1.4	0,827	0,000	Valid

Tabel 1 showed that instrument which used for each variable in this research was valid.

Tabel 2 Result of Reliability Test

Variable	Cronbach's Alpha	Explanation
Product Quality (X_1)	0,761	Reliable
Service Quality (X_2)	0,825	Reliable
Price (X_3)	0,817	Reliable
Purchase Interest (Y)	0,766	Reliable

Tabel 2 showed that Cronbach's Alpha was bigger than 0,6 so it can be said that the instrument used in this research was reliable.

Tabel 3 Result of Multiple Linear Regression Analysis

Variable	Unstandardized Coefficient	t	Sig.	Explanation
	B			
(Constant)	0,650	1,867	0,068	
X_1	0,240	2,607	0,012	Significant
X_2	0,190	2,278	0,027	Significant
X_3	0,385	4,040	0,000	Significant

Table 3 shows that X_1 variable which was product quality had a positive and significant influence on purchase intention, so it could be said that if product quality was improved then the higher consumer interest to buy Mellocreme. Variable X_2 which was the quality of service had a

positive and significant influence on purchase intention, so it could be said that if the quality of service was further improved then the higher consumer interest to buy Mellocreme. Variable X3 which was price had a positive and significant influence on purchase intention, so it could be said if the price was adjusted to the quality of product and service, the consumer interest in the product Mellocreme clothes would be increased too.

Managerial Implications of Product Quality to Purchase Intention

Before Research	After Research
1. Not yet have a permanent tailor who has a sewing quality that in accordance with Mellocreme standardization.	<ul style="list-style-type: none"> • Looking for tailors who have good sewing qualities • Compare the quality of the sewing with previous tailors, in order to work with Mellocreme. • If there is a tailor who can work with Mellocreme, then do not rule out if Mellocreme has a workshop for the production of the clothes itself.
2. Lack of quality control from internal parties of Mellocreme	<ul style="list-style-type: none"> • Mellocreme should do a re-checking of the tidiness of sutures, such as whether or not there is a thread coming out of a seam or a tilted-looking suture.
3. Design or model clothes that still look less elegant and have a small number of model	<ul style="list-style-type: none"> • Mellocreme needs to make designs of clothes with a model that is more elegant and unique. • Mellocreme should produce more fashion models, such as producing 5 - 7 shirt models in each collection to be launched every three or four months.

Implication of Service Quality to Purchase Intention

Before Research	After Research
1. Mellocreme has not been responsive in serving consumer complaints, such as complaints about the model of clothes issued long enough from one collection to the next collection.	<ul style="list-style-type: none"> • Mellocreme will respond to consumer complaints and requests, which will issue the latest products with different designs of clothing in each collection every three or four months. • Mellocreme will periodically record the products of the outfit, such as the designs of clothes, colors, and fabrics used.

Implication of Price to Purchase Intention

Before Research	After Research
1. Consumers have not been convinced of Mellocreme products because they have not yet benefited from the product, as the material used on Mellocreme shirts is cold or not.	<ul style="list-style-type: none"> • Mellocreme post a more close-up product image to make the material used more visible and include additional captions on photo captions on Instagram. • Post testimonials from consumers who have purchased Mellocreme products, so consumers are expected to be more

	<p>convinced about the product because there is already a consumer experience buying Mellocreme outfits and can build more purchase intention.</p> <ul style="list-style-type: none">• Provide endorse to a program that has good credibility. Consumers tend to be more confident to the online shop that once gave endorse to the program, because after getting the product, the program directly gives a review about the product.
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CONCLUSION

Based on the results and discussions, it could be concluded that:

1. Product quality (X1) has a significant influence on consumer purchase intention in Mellocreme's online clothing shop product. The increasing quality of Mellocreme products, such as fabrics used, sleek sewing, attractive colors, elegant looking products, and a variety of shirt models, has also increased consumer interest in Mellocreme shirts.
2. Quality of service (X2) has a significant influence on consumer purchase intention in Mellocreme online clothing shop products. The increasing quality of Mellocreme service, such as Mellocreme is responsive in serving the consumers and always giving the latest product info to the consumer, also increases consumer interest in Mellocreme shirt product.
3. Price (X3) has a significant influence on consumer purchase intention in Mellocreme's online clothing shop product. If the price is adjusted to the quality of the product and the quality of service, then the interest in consumer buying products Mellocreme clothes is increased.

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