

## THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE AND DIGITAL MARKETING ON PURCHASE INTENTION ERIGO PRODUCTS TO USERS SHOPEE APPLICATION

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### Abstract

*This research was conducted to find out the influence of product quality, brand image and digital marketing on buying interest in Erigo products at the Faculty of Economics and Business, Malikussaleh University. This research uses a quantitative approach where the data used is primary data collected from distributing questionnaires on line (google forms) and processed using SPSS 25.0. The sample in this study was 120 people. The data analysis technique used in this research is multiple linear regression, validity test, reliability test. The classic assumption test consists of the normality test, multicollinearity test, and heteroscedasticity test. Test the hypothesis using a partial test (t test). The research results show that product quality, brand image and digital marketing has a positive and significant effect on purchasing interest in Erigo products at the Faculty of Economics and Business, Malikussaleh University.*

**Keywords:** *Product Quality, Brand Image, Digital Marketing*

### 1. INTRODUCTION

The industrial world phenomenon is currently developing rapidly and the percentage is very positive, one of which is industry fashion. Along with economic, technological and cultural dynamics, industry fashion Indonesia experienced significant development. This is in accordance with public awareness Indonesia towards world developments fashion which is always changing follow developments fashion it self (Siregar, 2021). Industry fashion keep going increased over the last few decades due to rapid growth population, increasing global income, and improving living standards (Shirvanimoghaddam et al., 2024). Every company works together to create the best products that meet customer wants and needs. Matter this is done so that the business can have many consumers, which in turn will generate profits for the business itself.

Fashion is an important part of everyone's daily life. Without us realizing it, fashion influences clothing choices, lifestyle, and even our own perspective. Term fashion often associated with clothing or style (Arrahman et al., 2018). Even clothes that suit current trends can be express idealism and personality so on. Many sellers do offering products fashion by offering a design fashion the latest and really follow trends because they don't want to be left behind. In industry fashion, innovation is needed as well as determining which products are currently available trend and sought after by consumers. Development fashion latest among Generation Z can be seen from its large number clothing line that's popping up in Indonesia (Hardiayan, 2019). One of clothing line who achieved success in industry fashion homeland is Erigo.

Although Erigo has many stores throughout Indonesia, they also use e-commerce to market online digital. One of e-commerce which markets Erigo products, namely the Shopee application. In platforms Shopee on Erigo account Official Shop has had a number of followers reaching 7.4 million users. Consumers can find various information about products, prices, and size variations on Erigo accounts Official Shop based on the product available for purchase. Affordable prices and

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reviews accessible customers about Erigo products will attract customers to buy online.

**Table 1.1 Erigo Product Sales Data for Shopee Application Users**

Tahun	Jumlah Produk Terjual
2020	8.217 Pcs
2021	14.831 Pcs
2022	19.563 Pcs
2023	28.824 Pcs

Source : Scraping data from platforms Shopee in (Agustina Rennieet al.,2023).

Erigo felt a significant impact after joining e-commerce. Erigo saw an increase in orders of more than ten times compared previous year in 2023, Erigo will successfully break sales records by five billion in less than ten minutes. To achieve turnover accordingly, Erigo implemented marketing strategies and branding the aggressive one. Erigo able to build good branding so that consumers are interested influenced and attracted to products that are branded and capable maintain product quality by maintaining brand image and strategy marketing flagship Erigo. Where its function is to provide information, interest, and influence customer perceptions so that they want to buy Erigo products. If the Erigo company only focused on the product and its function, of course they would will be less competitive with similar products from other competitors.

**Product Quality**

Product quality is the totality of its features and features product characteristics to satisfy desired needs.

**Brand Image**

Brand image can be in the form of names, terms, a sign, symbol, design, or combination of these used for differentiate products and services sold by a person or group of sellers of the products and services sold by their competitors.

**Digital Marketing**

Digital marketing is part of a business concept digital.

**2. RESEARCH METHOD**

**2.1 Research Subjects and Locations**

In accordance with the research title chosen, the subjects of this research will be all students from the Faculty of Economics and Business at Malikussaleh University who use Shopee e-commerce. Meanwhile, the location of this research is on the Malikussaleh University campus, Bukit Indah, Lhokseumawe, Aceh.

**2.2 Population and Sample**

The population used in this research were all students from the Faculty of Economics and Business at Malikussaleh University. The sample in this research was 102 Faculty Students

Malikussaleh University Economics and Business. But to anticipate if there is an error rate, the researcher increased the sample size by 120 respondents.

### 2.3 Data Types and Sources

The type of data used in this research is quantitative data. The data sources in this research are primary data.

## 3. RESULTS AND DISCUSSION

### 3.1 Validity Test

The validity test is carried out by comparing r count with r table for degree of freedom. The validity test results are as follows.

**Table 3.1 Validity Test Result**

<b>Product Quality Variable (X<sub>1</sub>)</b>			
Question	R <sub>value</sub>	R <sub>table</sub>	Description
X1.1	0.701	0.1793	Valid
X1.2	0.635	0.1793	Valid
X1.3	0.721	0.1793	Valid
X1.4	0.744	0.1793	Valid
X1.5	0.765	0.1793	Valid
<b>Brand Image Variable (X<sub>2</sub>)</b>			
Question	R <sub>value</sub>	R <sub>tabel</sub>	Validitas
X2.1	0.775	0.1793	Valid
X2.2	0.663	0.1793	Valid
X2.3	0.821	0.1793	Valid
<b>Digital Marketing Variable (X<sub>3</sub>)</b>			
Question	R <sub>value</sub>	R <sub>tabel</sub>	Validitas
X3.1	0.779	0.1793	Valid
X3.2	0.768	0.1793	Valid
X3.3	0.787	0.1793	Valid
X3.4	0.717	0.1793	Valid
X3.5	0.743	0.1793	Valid
<b>Purchase Intention Variable (Y)</b>			
Question	R <sub>value</sub>	R <sub>tabel</sub>	Validitas
Y.1	0.728	0.1793	Valid
Y.2	0.718	0.1793	Valid
Y.3	0.744	0.1793	Valid
Y.4	0.540	0.1793	Valid

Based on table 4.1, it can be seen that all statements from independent variable (independent) as well as the dependent variable (dependent) has an r value calculate which is greater than r table, so you can it can be concluded that all statements from each variable stated valid.

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**3.2 Realibility Test**

**Table 3.2 Realibility Test Result**

Variable	Cronbach Alpha	Constanta	Informati on
Product Quality (X1)	0.756	0.6	Reliable
Brand Image (X2)	0.625	0.6	Reliable
Digital Marketing(X3)	0.812	0.6	Reliable
Purchase Intention (Y)	0.624	0.6	Reliable

Based on reliability testing using Cronbach Alpha, all variables research is reliable because of the results CronbachAlpha > 0.6 then results this research shows that the measurement tool in this research has meets the reliability test.

**3.3 Multiple Linear Regression**

Multiple linear analysis is used to determine the direction relationship between variables independent and variables dependent whether each independent positive or negative effect on the variable dependent if variable dependent has undergone changes.

**Table 3.3 Multiple Linear Regression Result**

Model	Coefficients <sup>a</sup>				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
1	(Constant)	6.594	1.368		4.822	.000
	Product Quality (X <sub>1</sub> )	.160	.072	.225	2.227	.000
	Brand Image (X <sub>2</sub> )	.417	.105	.367	3.978	.000
	Digital Marketing (X <sub>3</sub> )	.082	.071	.111	5.159	.000

a. Dependent Variable: Purchase Intention (Y)

**3.4 Coefficient Determination (R<sup>2</sup>)**

**Tabel 3.4 Coefficient Determination (R<sup>2</sup>) Result**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.600 <sup>a</sup>	.360	.344	1.435

a. Predictors: (Constant), Digital Marketing (X<sub>3</sub>), Brand Image (X<sub>2</sub>), Product Quality (X<sub>1</sub>)

b. Dependent Variable: Purchase Intention (Y)

Based on the data obtained, the results of the above analysis were obtained variable diversity percentage dependent explainable Purchase Intention (Y). by variables independent Product Quality (X<sub>1</sub>), Brand Image (X<sub>2</sub>) Digital Marketing(X<sub>3</sub>) is 34.4% while the remaining 65.6% is explained by other variables outside the regression model.

### 3.5 Partial Test (Uji t)

The t test is a type of statistical testing used to find out how far the influence of a variable is independent can explain variables dependent individually.

**Table 3.5 Partial Test (Uji t) Result**

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.594	1.368		4.822	.000
Product Quality (X <sub>1</sub> )	.160	.072	.225	2.227	.000
Brand Image (X <sub>2</sub> )	.417	.105	.367	3.978	.000
Digital Marketing (X <sub>3</sub> )	.082	.071	.111	5.159	.000

a. Dependent Variable: Purchase Intention (Y)

## 4. DISCUSSION

### 4.1 The Influence of Product Quality (X<sub>1</sub>) to Purchase Intention (Y)

The results of testing the Product Quality variable (X<sub>1</sub>) on Purchase Intention obtained a calculated t value with a value of 2.227 > 1.981 which is greater than the t table value with a confidence level of 95% ( $\alpha=5\%$ ), and a significance value of 0.000 < 0.05, so the hypothesis 1 (H<sub>1</sub>) is accepted. This explains that the product quality variable has a positive and significant effect on purchasing interest in Erigo products at the Faculty of Economics and Business, Malikussaleh University. The results of this research are in line with research conducted by Aningsih et al., (2024) with the research results namely that product quality has a positive and significant effect on the buying interest of Shopee users in Labuhanbatu Regency.

### 4.2 The Influence of Brand Image (X<sub>2</sub>) to Purchase Intention (Y)

The results of testing the Brand Image variable (X<sub>2</sub>) on Purchase Intention obtained a calculated t value with a value of 3.978 > 1.981 which is greater than the t table value with a confidence level of 95% ( $\alpha=5\%$ ), and a significance value of 0.000 < 0.05, so the hypothesis 2 (H<sub>2</sub>) is accepted. This explains that the brand image variable has a positive and significant effect on purchasing interest in Erigo products at the Faculty of Economics and Business, Malikussaleh University. The results of this research are in line with research conducted by Atmajayanti et al., (2024) with the research results namely that Brand Image has a positive and significant effect on Interest in Buying Make Overs in Bekasi City.

### 4.3 The Influence Digital Marketing (X<sub>3</sub>) to Purchase Intention (Y)

The results of testing the Digital Marketing variable (X<sub>3</sub>) on Purchase Intention obtained a calculated t value with a value of 5.159 > 1.981 which is greater than the t table value with a confidence level of 95% ( $\alpha=5\%$ ), and a significance value of 0.000 < 0.05, so the hypothesis 3 (H<sub>3</sub>) is accepted. This explains that the Digital Marketing variable has a positive and significant effect on Purchase Interest in Erigo products at the Faculty of Economics and Business, Malikussaleh University. The results of this research are in line with research conducted by Asyikin & Heryenzus (2023) with the research results namely that Digital Marketing has a positive



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and significant effect on Purchase Interest for Scarlett products in Batam City.

**5. CONCLUSION**

Based on the results of the tests described in the previous chapter, it can be concluded that:

1. Product quality has a positive and significant effect on purchase interest on Erigo products at the University's Faculty of Economics and Business Malikussaleh. This is proven by the regression coefficient value of 0.160 and the calculated t value is  $2.227 > 1.981$  which is greater than the t table value and the significance value is  $0.000 < 0.05$ .
2. Brand Image has a positive and significant effect on Purchase Interest Erigo products at the Faculty of Economics and Business, Malikussaleh University. This is proven by the regression coefficient value of 0.417 and the t value The calculated value is  $3.978 > 1.981$  which is greater than the t table value and value significance  $0.000 < 0.05$ .
3. Digital Marketing positive and significant effect on Purchase Interest on Erigo products at the University's Faculty of Economics and Business Malikussaleh. This is proven by the coefficientvalue of 0.082 and The calculated t value is  $5.519 > 1.981$  which is greater than the t table value and value significance  $0.000 < 0.05$ .

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