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# APPENDIX

## BIOGRAPHY

### Personal Information

Full Name : Muhammad Fachrozy Pratama Hambali  
Place,Date Of Birth : Parepare, 31 Maret 1998  
Gender : Male  
Address : Jl. Rasamala No. 51 Komp Taman Losari, Tanjung  
Bunga  
Mobile Phone : 081242815677  
Email Address : Fahrozyfp@gmail.com

### Educational Background

2004 – 2010 : SD Islam Athirah I Makassar City  
2010 – 2013 : SMP Nusantara Kota Makassar  
2013 – 2016 : SMAN 1 Makassar City

**QUIZIONER RESEARCH**  
**"THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON**  
**CONSUMERS' BUYING INTEREST IN THE SS DESSERT BUSINESS IN**  
**MAKASSAR CITY**

I am Muhammad Fachrozy Pratama Hambali, Mahasiswa Manajemen Faculty of Economics and Business, Hasanuddin University, pleading for your willingness to fill out this research questionnaire with an objective assessment. Data from relatives will be kept confidential and used only for academic research purposes. The information you provide is a very meaningful help in completing this research. For your willingness and participation in filling this Isioner I thank you. The characteristics of the respondents in this study were those who had purchased SS Dessert Makassar products.

**IDENTITY OF THE RESPONDENT**

Name:

Gender:

Age:

INSTRUCTIONS FOR FILLING OUT THE QUESTIONNAIRE:

Answer the following statement according to your opinion by marking (√) the available options.

STS = Strongly disagree scored = 1

TS = Tidak setuju diberi scored = 2

N = Neutral given scored = 3

S = Setuju diberi shoes = 4

SS = Strongly agree scores = 5

## RESEARCH QUESTIONNAIRE

### Variable Product Quality (Amstrong, 2018)

NO	STATEMENT	SHOES				
1	<p><b>Performance</b></p> <p>The products sold by SS Dessert have a good taste and are savory</p>	STS	TS	N	S	SS
2	<p><b>Features</b></p> <p>The products sold by SS Dessert have various variants and new and exciting product developments</p>	STS	TS	N	S	SS
3	<p><b>Reliability</b></p> <p>Products sold by SS Dessert can be eaten / enjoyed in various conditions such as certain events or activities</p>	STS	TS	N	S	SS
4	<p><b>Conformance</b></p> <p>The products sold by SS Dessert are in line with my expectations, both in terms of texture and taste</p>	STS	TS	N	S	SS
5	<p><b>Durability</b></p>	STS	TS	N	S	SS



	The products sold by SS Dessert are more delicious to enjoy when eaten immediately						
6	<b>Service Ability</b> SS Dessert has a good service in selling its products to consumers	<table border="1"> <tr> <td>STS</td> <td>TS</td> <td>N</td> <td>S</td> <td>SS</td> </tr> </table>	STS	TS	N	S	SS
STS	TS	N	S	SS			
7	<b>Aesthetics</b> The products sold by SS Dessert have their own aesthetic value for me	<table border="1"> <tr> <td>STS</td> <td>TS</td> <td>N</td> <td>S</td> <td>SS</td> </tr> </table>	STS	TS	N	S	SS
STS	TS	N	S	SS			
8	<b>Perceived Quality</b> In my opinion, the products sold by SS Dessert have good quality and quality	<table border="1"> <tr> <td>STS</td> <td>TS</td> <td>N</td> <td>S</td> <td>SS</td> </tr> </table>	STS	TS	N	S	SS
STS	TS	N	S	SS			

**Variabel Brand Image (Biel, 2009)**

NO	QUESTION	SHOES				
1	<p><b>Corporate Image</b></p> <p>SS Dessert is a homemade culinary business that is quite interesting</p>	STS	TS	N	S	SS
2	<p><b>Product Image</b></p> <p>SS Dessert products have delicious, unique and interesting products</p>	STS	TS	N	S	SS
3	<p><b>User Image</b></p> <p>I see people who buy SS Dessert products quite enjoy and love the product.</p>	STS	TS	N	S	SS

**Buying Interest Variables (Kanuk, 2015)**

NO	QUESTION	SHOES				
1	<p><b>Transactional Interests</b></p> <p>After learning about SS Dessert products, I was interested in buying these products</p>	STS	TS	N	S	SS
2	<p><b>Referential Interests</b></p> <p>I recommend SS Dessert products to my closest friends post purchase of the product</p>	STS	TS	N	S	SS
3	<p><b>Preferential Interests</b></p> <p>Before I bought SS Dessert products, I had my own impression on SS Dessert products</p>	STS	TS	N	S	SS
4	<p><b>Exploratory Interests</b></p> <p>Before I buy SS Dessert products, I first look for some information related to SS Dessert products on my friends who have bought them</p>	STS	TS	N	S	SS



## DATA PROCESSING RESULTS

### Variable Frequencies Product Quality X1

#### Statistics

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	KualitasProdu k
N	Valid	292	292	292	292	292	292	292	292	292
	Missing	0	0	0	0	0	0	0	0	0
Mean		3.95	3.99	3.97	4.00	3.96	4.00	3.96	3.93	31.77
Std. Error of Mean		.046	.045	.045	.045	.044	.045	.046	.045	.323
Median		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	32.00
Mode		4	4	4	4	4	4	4	4	32
Std. Deviation		.785	.764	.770	.773	.745	.762	.785	.766	5.526

Variance	.616	.584	.594	.598	.555	.581	.617	.586	30.537
Range	3	3	3	3	3	3	3	3	24
Minimum	2	2	2	2	2	2	2	2	16
Maximum	5	5	5	5	5	5	5	5	40
Sum	1154	1166	1159	1168	1156	1169	1156	1148	9276

## Frequency Table

X1.1

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	2	9	3.1	3.1	3.1
	3	70	24.0	24.0	27.1
	4	139	47.6	47.6	74.7
	5	74	25.3	25.3	100.0
	Total	292	100.0	100.0	

### X1.2

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	2	5	1.7	1.7	1.7
	3	71	24.3	24.3	26.0
	4	137	46.9	46.9	72.9

5	79	27.1	27.1	100.0
Total	292	100.0	100.0	

### X1.3

		Frequency	Valid Percent	Cumulative Percent
Valid	2	6	2.1	2.1
	3	73	25.0	27.1
	4	137	46.9	74.0
	5	76	26.0	100.0



Total	292	100.0	100.0
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**X1.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	7	2.4	2.4	2.4
3	66	22.6	22.6	25.0
4	139	47.6	47.6	72.6
5	80	27.4	27.4	100.0
Total	292	100.0	100.0	

**X1.5**

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	2	7	2.4	2.4	2.4
	3	66	22.6	22.6	25.0
	4	151	51.7	51.7	76.7
	5	68	23.3	23.3	100.0
	Total	292	100.0	100.0	

### X1.6

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	2	8	2.7	2.7	2.7
	3	60	20.5	20.5	23.3
	4	147	50.3	50.3	73.6
	5	77	26.4	26.4	100.0
	Total	292	100.0	100.0	

**X1.7**

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	2	7	2.4	2.4	2.4
	3	75	25.7	25.7	28.1
	4	133	45.5	45.5	73.6
	5	77	26.4	26.4	100.0
	Total	292	100.0	100.0	

**X1.8**

		Frequenc y	Percent	Valid Percent	Cumulative Percent
--	--	---------------	---------	------------------	-----------------------

Valid	2	7	2.4	2.4	2.4
	3	75	25.7	25.7	28.1
	4	141	48.3	48.3	76.4
	5	69	23.6	23.6	100.0
	Total	292	100.0	100.0	

### Frekuensi Variabel Brand Image X2

#### Statistics

		X2.1	X2.2	X2.3	BrandImage
N	Valid	292	292	292	292
	Missing	0	0	0	0
Mean		3.99	4.10	3.99	12.08
Std. Error of Mean		.047	.047	.047	.130

Median	4.00	4.00	4.00	12.00
Mode	4	4	4	12
Std. Deviation	.795	.798	.797	2.222
Variance	.632	.637	.636	4.939
Range	3	3	3	9
Minimum	2	2	2	6
Maximum	5	5	5	15
Sum	1166	1196	1165	3527

### Frequency Table

**X2.1**

Frequency	Valid Percent	Cumulative Percent
-----------	---------------	--------------------

Valid	2	7	2.4	2.4	2.4
	3	72	24.7	24.7	27.1
	4	129	44.2	44.2	71.2
	5	84	28.8	28.8	100.0
	Total	292	100.0	100.0	

### X2.2

		Frequency	Valid Percent	Valid Percent	Cumulative Percent
Valid	2	5	1.7	1.7	1.7
	3	65	22.3	22.3	24.0
	4	119	40.8	40.8	64.7
	5	103	35.3	35.3	100.0
	Total	292	100.0	100.0	

### X2.3

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	2	8	2.7	2.7	2.7
	3	70	24.0	24.0	26.7
	4	131	44.9	44.9	71.6
	5	83	28.4	28.4	100.0
	Total	292	100.0	100.0	

### Frequencies of Interest Beli Consumer Y

### Statistics

		Y1	Y2	Y3	Y4	MinatBeliKon sumen
N	Valid	292	292	292	292	292
	Missing	0	0	0	0	0
Mean		4.09	4.19	4.14	4.14	16.55
Std. Error of Mean		.047	.045	.047	.046	.169
Median		4.00	4.00	4.00	4.00	16.00
Mode		4	4	4	4	16 <sup>a</sup>
Std. Deviation		.799	.767	.796	.779	2.881
Variance		.638	.589	.634	.607	8.303
Range		3	3	3	3	12
Minimum		2	2	2	2	8



Maximum	5	5	5	5	20
Sum	1194	1224	1208	1208	4834

a. Multiple modes exist. The smallest value is shown

### Frequency Table

#### Y1

	Frequency	Valid Percent	Cumulative Percent
Valid 2	6	2.1	2.1
3	63	21.6	23.6
4	122	41.8	65.4
5	101	34.6	100.0
Total	292	100.0	

**Y2**

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	2	5	1.7	1.7	1.7
	3	48	16.4	16.4	18.2
	4	125	42.8	42.8	61.0
	5	114	39.0	39.0	100.0
	Total	292	100.0	100.0	

**Y3**

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	2	8	2.7	2.7	2.7
	3	51	17.5	17.5	20.2

4	126	43.2	43.2	63.4
5	107	36.6	36.6	100.0
Total	292	100.0	100.0	

**Y4**

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	2	5	1.7	1.7	1.7
	3	56	19.2	19.2	20.9
	4	125	42.8	42.8	63.7
	5	106	36.3	36.3	100.0
	Total	292	100.0	100.0	

### Correlations Validity Kualitas Produk X1

#### Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	KualitasProdu k
X1.1	Pearson	1	.773**	.821*	.759**	.796**	.764**	.805**	.778**	.904**
	Correlation			*						
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	292	292	292	292	292	292	292	292	292
X1.2	Pearson	.773**	1	.758*	.826**	.754**	.791**	.772**	.774**	.897**
	Correlation			*						
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000

	N	292	292	292	292	292	292	292	292	292
X1.3	Pearson	.821**	.758**	1	.784**	.842**	.708**	.799**	.742**	.898**
	Correlation									
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	292	292	292	292	292	292	292	292	292
X1.4	Pearson	.759**	.826**	.784*	1	.752**	.857**	.792**	.789**	.913**
	Correlation			*						
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	292	292	292	292	292	292	292	292	292
X1.5	Pearson	.796**	.754**	.842*	.752**	1	.727**	.819**	.706**	.889**
	Correlation			*						
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	292	292	292	292	292	292	292	292	292

X1.6	Pearson	.764**	.791**	.708*	.857**	.727**	1	.758**	.819**	.894**
	Correlation			*						
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	292	292	292	292	292	292	292	292	292
X1.7	Pearson	.805**	.772**	.799*	.792**	.819**	.758**	1	.755**	.905**
	Correlation			*						
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	292	292	292	292	292	292	292	292	292
X1.8	Pearson	.778**	.774**	.742*	.789**	.706**	.819**	.755**	1	.885**
	Correlation			*						
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	292	292	292	292	292	292	292	292	292
KualitasProdu k	Pearson	.904**	.897**	.898*	.913**	.889**	.894**	.905**	.885**	1
	Correlation			*						

Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
N	292	292	292	292	292	292	292	292	292

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## Correlations Validitas Brand Image X2

### Correlations

		X2.1	X2.2	X2.3	BrandImage
X2.1	Pearson	1	.759**	.846**	.934**
	Correlation				
	Sig. (2-tailed)		.000	.000	.000
	N	292	292	292	292
X2.2	Pearson	.759**	1	.785**	.912**
	Correlation				
	Sig. (2-tailed)	.000		.000	.000
	N	292	292	292	292
X2.3	Pearson	.846**	.785**	1	.943**
	Correlation				
	Sig. (2-tailed)	.000	.000		.000
	N	292	292	292	292



Brand	Pearson	.934**	.912**	.943**	1
Image	Correlation				
	Sig. (2-tailed)	.000	.000	.000	
	N	292	292	292	292

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## Correlations Validitas Minat Beli Konsumen Y

### Correlations

		Y1	Y2	Y3	Y4	MinatBeliKon sumen
Y1	Pearson Correlation	1	.791**	.807**	.776**	.921**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	292	292	292	292	292
Y2	Pearson Correlation	.791**	1	.778**	.813**	.920**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	292	292	292	292	292
Y3	Pearson Correlation	.807**	.778**	1	.768**	.915**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	292	292	292	292	292

Y4	Pearson	.776**	.813**	.768**	1	.914**
	Correlation					
	Sig. (2-tailed)	.000	.000	.000		.000
	N	292	292	292	292	292
Consumer Buying Interest	Pearson	.921**	.920**	.915**	.914**	1
	Correlation					
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	292	292	292	292	292

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### Reliability Kualitas Produk X1

### Reliability Statistics

Cronbach's	
Alpha	N of Items
.800	9

### Reliability Brand Image X2

### Reliability Statistics

Cronbach's	
Alpha	N of Items
.871	4

## Reliability Minat Beli Konsumen Y

### Reliability Statistics

Cronbach's	
Alpha	N of Items
.845	5

## Test Regreion Linear Berganda

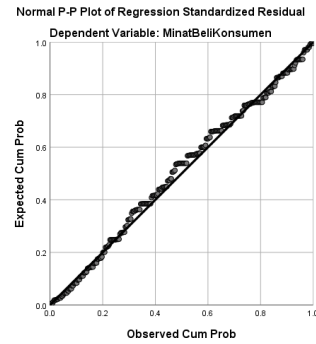
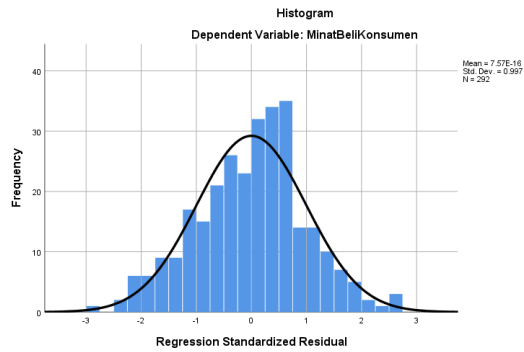
Model	Coefficients <sup>a</sup>	
	Unstandardized Coefficients	Standardized Coefficients

		B	Std. Error	Beta
1	(Constant)	3.387	.653	
	Product	.147	.029	.282
	Quality			
	Brand Image	.703	.072	.542

a. Dependent Variable: MinatBeliKonsumen

## TEST CLASSICAL ASSUMPTIONS

### Normality Test



**Test Normality Kolmogorov-Smirnov**

**One-Sample Kolmogorov-Smirnov Test**

Unstandardized Residual

N	292
Normal Parameters <sup>a,b</sup> Mean	.0000000

	Std.	1.82243405
	Deviation	
Most Extreme	Absolute	.059
Differences	Positive	.036
	Negative	-.059
Test Statistic		.059
Asymp. Sig. (2-tailed)		.02 <sup>c</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

### Multicollinearity Test

#### Coefficients<sup>a</sup>

Model

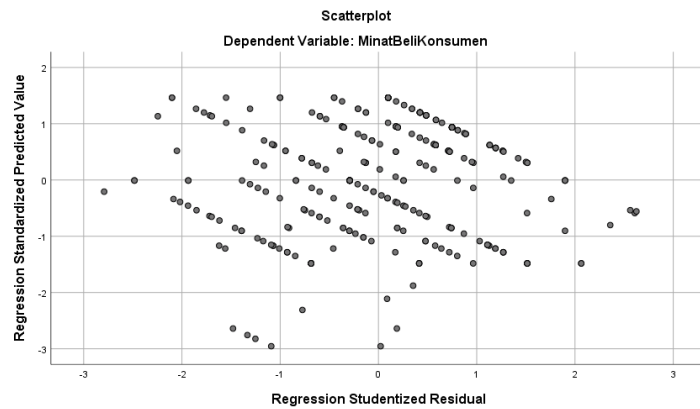
Collinearity Statistics



		Tolerance	BRIGHT
1	(Constant)		
	KualitasProdu	.453	2.206
	k		
	BrandImage	.453	2.206

a. Dependent Variable: MinatBeliKonsumen

### Heteroskedasticity Test



### Simultaneous Stest (F test)

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	1449.635	2	724.817	216.735	.000 <sup>b</sup>
	Residual	966.488	289	3.344		
	Total	2416.123	291			

- a. Dependent Variable: MinatBeliKonsumen
- b. Predictors: (Constant), BrandImage, KualitasProduk

**Arsial P test (T test)**

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

Model		t	Itself.
1	(Constant)	5.185	.000
	KualitasProdu	5.110	.000
	BrandImage	9.810	.000

a. Dependent Variable: MinatBeliKonsumen

**Regression**

Test of determinant coefficient R2

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775 <sup>a</sup>	.600	.597	1.829

a. Predictors: (Constant), BrandImage, KualitasProduk

b. Dependent Variable: MinatBeliKonsumen