International Journal of Business and Quality Research

https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

The Influence of Price, Service, and Product Quality on Interest in Buying Cattle at MJR Farm Boyolali

Nanda Nurul Umami[1], Triyanto[2]

[1,2] Atma Bhakti College of Economics, Surakarta

Corresponding author : **nandanurul1606@gmail.com**

Abstract

The purpose of this research is to determine how price, service quality, and product quality which are considered independent variables affect purchasing intent. Using the purposive sampling method, 42 respondents were chosen for the research sample. Questionnaires were used to gather data, which was then analyzed using multiple linear regression methods in SPSS version 26.0. Research instrument reliability and validity were confirmed by the results of the reliability and validity test. In addition, the regression model passes the traditional assumption test for normality, multicollinearity, and heteroscedasticity. The results of the hypothesis tests (t-test and F-test) and multiple linear regression analysis were as follows: (1) The quality of the service has a positive and substantial effect on the interest to buy. (2) The quality of the product also has a positive and significant effect on the interest to buy. At the same time, there is a statistically significant relationship between interest in purchasing and the three independent variables of price, service quality, and product quality. R2 shows that the model's independent variables can explain a large portion of the variance in purchase intent.

Key words: price, service quality, product quality, buying interest.

INTRODUCTION

The dairy industry sector in Indonesia continues to grow rapidly, driven by increasing public awareness of the importance of nutrition and health. This demand growth does not only occur in big cities, but also extends to various regions, including rural areas that have the potential for dairy farming. One of the main players in this industry is PT. Global Dairi Alami, which is known for its processed dairy products. The company not only focuses on large-scale production, but also builds a business ecosystem by establishing

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E-ISSN: 2985-9468

strategic partnerships, such as with MJR Farm Boyolali. This partnership aims to ensure the availability of quality fresh milk raw materials, while expanding the range of product distribution to the local level. The task of PT. Global Dairi Alami to retain and grow its market share persists, despite the company's strong position in the market. In a highly competitive market, it is essential to comprehend what drives customer choices. In the study of consumer behavior, one of the key ideas is purchasing interest. Consumers' propensity to purchase a product or service is reflected in their buying interest, an early indication that is affected by a multitude of internal and external factors. For PT. Global Dairi Alami, supplied by MJR Farm, to have a successful marketing campaign, it is crucial to understand customer purchasing behavior.

Price remains a very sensitive and fundamental variable. However, price is not only about the nominal number, but also about how consumers perceive the value they get (Maulina et al., 2022) In Boyolali, competitive and transparent prices are key (Banurea & Riofita, 2024) For example, transparency regarding the cow's weight, age, and medical history can justify the price offered. Setting the right price, which takes into account the diverse economic level of Boyolali consumers, is a crucial strategy to attract buying interest. Consumers with higher purchasing power may be willing to pay more for premium quality, while consumers with limited purchasing power will look for cows at affordable prices that still meet minimum standards (Ferawati, 2018) Therefore, sellers need to offer price variations to reach a wider market segment.

The quality of cattle is a fundamental factor that influences consumer buying interest, and this aspect does not only include price (Azzam, 2023) The quality of cows includes various things, such as animal health, ideal weight, hygiene, and good posture. Consumers tend to be interested in cows that look healthy, well-maintained, and have physical characteristics that meet standards, both for consumption and sacrificial purposes. A product's quality is defined by Kotler (2007) as its attributes that influence its capacity to fulfill explicit or implicit demands (Aghitsni & Busyra, 2022) Quality is highly tied to value and customer happiness because it directly affects how well a product or service performs. Customers will be more satisfied when they believe the cattle is of high grade. Ultimately, it is this contentment that will drive sales and client loyalty (Latukismo, 2019).

In the midst of so many choices, service is an important differentiator that can increase buying interest. Service quality is a way to achieve satisfaction and build bonds with customers (Surti & Anggraeni, 2020) The main goal in doing business is to create satisfied and loyal customers, who will continue to establish good relationships with sellers. Therefore, providing excellent quality and service is a must to ensure customers feel satisfied and loyal (Suminar & Apriliawati, 2017) In this case, services include ease of

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transaction processing, clarity of information about cattle, delivery assistance, and responsive after-sales service. Sellers who provide friendly, transparent, and responsive service in response to consumer questions or complaints will create a positive buying experience. It is this experience that will not only increase current buying interest, but also build consumer loyalty for future purchases.

THEORETICAL FOUNDATION

1. Price

A product or service's price is the amount of money that individual or business is ready to part with in exchange for it, say Kotler and Keller (2016b). Price is a major factor that influences customer loyalty. In addition, as Subekhi and Hadibrata (2020) demonstrated, cost might serve as a measure of quality. Customer happiness can be enhanced with the correct pricing approach. After all, people tend to equate higher costs with better product quality. People often assume that a higher price tag indicates a higher quality product. At the same time, pricing is seen by Sutiyono and Hadibrata (2020) as a key strategic decision-making process for business leaders. Kurniawan (2018) agrees and states that the term "price perception" refers to the sum that consumers perceive as being exchanged for the advantage of possessing or utilizing a product or service.

2. Quality of Service

Establishing a healthy relationship between the firm and customers is one of the many benefits that can be gained from creating customer happiness. Repeat business from happy consumers is a surefire way to build a loyal following. On top of that, happy customers will also generate lucrative referrals through word of mouth. According to Arianto (2018), there are several marketing professionals' definitions of service quality. The objective of service quality is to meet the needs and requirements of customers in a timely manner, while also exceeding their expectations. This characteristic is present in all kinds of customer care that businesses offer. According to Kotler and Keller (2016), a product or service is considered high-quality when all of its characteristics are present and functional, allowing it to meet a requirement. Service quality, according to Tjiptono (2010), is making an attempt to meet customers' requirements and wants while also meeting their expectations. In order to evaluate how well a thing works, consumers use their expectations, which are the beliefs they hold prior to testing or purchasing it.

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3. Product Quality

The capacity of a product to satisfy customer expectations is influenced by a number of factors that experts agree make up product quality. According to Tjiptono (2010), a product is anything that may be sold in order to satisfy the desires and demands of consumers. Product quality is defined by how well it serves its intended purpose; this includes features like strength, reliability, precision, ease of packaging, and repairability (Kotler et al., 2007). According to Maharani (2019), product quality is an item's skill in producing acceptable results or performance, sometimes even surpassing consumer expectations. This definition is consistent with that view. Additionally, according to Fuadi & Wijayanti (2022), product quality refers to the work quality or the product's capability to perform its role. He stressed the significance of businesses tailoring their facility levels to the demands of their target market and the items offered by their competitors.

4. Buying Interest

Consumers' expressions of interest in making a purchase are known as "buying interest" (Kotler & Keller, 2016a). A person's attitude toward a product is influenced by their buying interest, which is a component of consumer behavior. This is in line with the view of Goldberg & Groenewald (2022) who call buying interest a strong indicator to measure purchasing behavior towards a brand, product, or service. Furthermore, Purbohastuti & Hidayah (2020) explained that buying interest arises after consumers evaluate various alternatives. In this process, they make choices based on brand preferences and personal interests. This interest itself is formed through the process of learning and thinking that produces perception. When that interest becomes a strong motivation, it will encourage consumers to make a purchase decision.

RESEARCH METHODS

The researchers in this study used a quantitative strategy based on survey data. In this study, all MJR Farm customers from July and August were considered. For the purpose of representing the population's characteristics, 42 samples were selected from this population using the purposive sampling technique. The delivery of questionnaires to respondents was the primary method of data collection. The validity and reliability of the questionnaire were checked before analysis to make sure the data was accurate. We use multiple linear regression to analyze the data once we know it is valid and dependable. The statistical program SPSS, version 26.0, is helping with this analysis.

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RESULTS AND DISCUSSION

1. Data Quality Test

a. Validity Test

The purpose of the validity test is to ascertain whether the researcher's statements about the variables are valid. By comparing the r-value with the r-table, the researcher is able to verify the authenticity of the research. If r counts is greater than r table, then the data is valid. To be more precise, refer to the table that follows.

Table 1. Validity Test Results

Variabel	R count
Price	0,707
	0,771
	0,869
	0,631
	0,789
Quality of service	0,754
	0,622
	0,640
	0,742
	0,545
Product quality	0,757
	0,445
	0,671
	0,717
	0,626
Buying interest	0,729
	0,858
	0,786
	0,638
	0,884

The validity test results table shows that all four variables' questions were valid: price, service quality, product quality, and buying interest. The reason behind this is that the rtable values in every single question item exceed the rtable values. We can conclude that this research tool is appropriate for data collection purposes.

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b. Reliability Test

The consistency of the questionnaire as a research instrument was measured through a reliability test. The instrument is said to be reliable if the respondent's response tends to be stable. This measurement is often done by the one-shot method, where Cronbach's Alpha coefficient (α) is calculated using SPSS. The instrument is considered reliable if Cronbach's Alpha (α) value exceeds 0.60.

Table 2. Relibitilast Test Results

Variabel	Cronbach Alpha
Price	0,805
Quality of service	0,675
Product quality	0,659
Buying interest	0,834

Based on Table 2, the results of the reliability test show that the four research variables (Price, Service Quality, Product Quality, and Buying Interest) can all be said to be reliable. This can be seen from the Cronbach's Alpha (α) value generated for each variable, where all of them exceed the minimum criterion of 0.60. Since all values are above 0.60, it can be concluded that the questionnaire used to measure these four variables has good and stable internal consistency, making it reliable for use in research.

2. Classic Assumption Test

a. Normality Test

It is crucial to check if the data is normal before applying the parametric statistical procedure. Comparing the Asymp values is the standard for establishing data normalcy. Significant with an alpha level of 0.05 and two tails. If the value of Asymp. In order for data to be deemed regularly distributed, the significance level must be higher than 0.05.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		42
Normal Parameters[a,b]	Mean	.0000000

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	Std. Deviation	.96175357
Most Extreme Differences	Absolute	.087
	Positive	.069
	Negative	-.087
Test Statistic		.087
Asymp. Sig. (2-tailed)		.200[c,d]

Table 3 displays the results of the normalcy test, which confirm that the research data follows a normal distribution. The SPSS program's One-Sample Kolmogorov-Smirnov Test was utilized to conduct this test. Comparing the Asymp values is the standard for establishing data normalcy. Significant with an alpha level of 0.05 and two tails. If the value of Asymp. In order for data to be deemed regularly distributed, the significance level must be higher than 0.05. Asymp. Sig. (2-tailed) has a value of 0.200, as can be seen from the table. We can conclude that the residual data in this study is distributed normally since 0.200 is bigger than 0.05. This means that future statistical study can proceed under the premise of normalcy.

b. Multicollinearity Test

A multicollinearity test was run to guarantee that the regression model was of high quality. The objective is to examine the relationship between separate variables. There should be little to no connection between the independent variables in a perfect regression model. Examining the VIF value is how this test is conducted. There does not appear to be any issue with multicollinearity in the data if the VIF number is less than 10.

Table 4. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Price	0.313	3.192
	Quality of service	0.213	4.699
	Product quality	0.411	2.435

Regression model multicollinearity is not an issue, as seen in Table 4 of the multicollinearity test findings. That much is clear from the values of the Tolerance and

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VIF (Variance Inflation Factor), which both fulfill the requirements. All three independent variables price, service quality, and product quality have tolerance values more than 0.10 and VIF values lower than 10. The regression model already satisfies the multicollinearity condition because there is no substantial correlation between the independent variables.

c. Heterokedacityity Test

A heteroscedasticity test may be used to find out if the residual variations in a regression model are not uniform. For example, one can employ the plot graph test, the Park test, the White test, or the Glejser test, among others. For this research, the Glejser test was selected. In their description of the Glejser test, Ghozali and Imam (2016) state that it entails the regression of independent variables using ABS_RES residual values. If the regression's significance value (Sig.) is more than 0.05, we may say that the homoscedasticity assumption (constant variance) is satisfied, ruling out the possibility of heteroscedasticity. This is the success condition.

Table 5. Heterokedacity Test Results

Model		t	Sig.
1	(Constant)	1.698	.098
	Price	-2.225	.032
	Quality of service	1.109	.274
	Product quality	.729	.471

Table 5 shows that the Heterokedasticity Test did not find any difficulties with heterokedasticity in this regression model. Each variable's significance value (Sig.) forms the basis of this study. As a rule of thumb, we compare the Sig. value to the significance threshold (0.05). With significant levels of 0.032, 0.274, and 0.471, respectively, for Price, Service Quality, and Product Quality, all three variables are shown in table 5. The other independent variable's Sig. value is significantly higher than 0.05, in contrast to the Price variable's 0.032 Sig. value, which is marginally lower than 0.05. The test's overall findings confirm that the regression model's assumption of homogeneity a constant residual variance is correct.

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3. Multiple Linear Regression Test

The traditional assumptions of normalcy, multicollinearity, and heteroscedasticity were satisfied by the regression model of this study, according to the prior analysis, hence the model is deemed legitimate for future investigation. To test the hypothesis and find out how the independent factors affected the dependent variables, this study used SPSS version 26.0 and multiple linear regression analysis. This is what the regression estimation came up with:

Table 6. Multiple Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	3.882	1.435	
	Price	0.273	0.107	0.302
	Quality of service	0.364	0.123	0.424
	Product quality	0.230	0.088	0.270

The correlation between the dependent variable (Buying Interest) and the independent variables (Price, Service Quality, and Product Quality) was demonstrated by the multiple regression test, as shown in Table 6. We get the following regression equations:

Buying Interest = 3.882 + 0.273 Price + 0.364 Service Quality + 0.230 Product Quality + e

Interpretation of Results:

a. Constant (a): A constant value of 3.882 indicates that if the variables of price, service quality, and product quality are zero, then buying interest has a value of 3.882.
b. Regression Coefficient (b):
   1) Price: A regression coefficient value of 0.273 indicates that each one unit increase in the Price variable will increase Buying Interest by 0.273, assuming the other variables are constant.
   2) Quality of Service: A regression coefficient value of 0.364 indicates that every one unit increase in the Quality of Service variable will increase Buying Interest by 0.364, assuming the other variables are constant.
   3) Product Quality: A regression coefficient value of 0.230 indicates that every one unit increase in the Product Quality variable will increase Buying Interest by 0.230, assuming the other variables are constant.

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Taken together, these findings demonstrate that the three independent factors significantly impact the purchasing interest variable in a favorable way. The service quality comes first, then the pricing, and finally the product quality determines the outcome.

4. Determination Test

Between zero and one, the coefficient of determination (R2) indicates how well the model can explain or predict changes in the dependent variable (Ghozali & Imam, 2016). When the R2 number is near to 1, it means that the independent variable strongly explains the variance of the dependent variable, whereas a lower value means that the independent variable has little predictive power.

Table 7. Determination Test Results

Model	R	R Square	Adjusted R Square
1	.913	.833	.820

R2, the determination coefficient, has a value of 0.833 according to the findings of the determination test. This indicates that product quality, price, and service quality account for 83.3% of the variance in the model's dependent variable, which is buying interest. Outside the scope of the study, other variables accounted for the remaining 16.7% (calculated as 100% minus 83.3%). After accounting for the number of independent variables, this model explains 82.0% of the variation in the dependent variables, as shown by an Adjusted R Square value of 0.820. Research with several independent variables typically finds this number to be more meaningful.

5. Uji Hipotesis

In this study, the hypothesis was tested using a statistical analysis tool consisting of a t-test and an F-test.

a. T test (Partial test)

To find out how much of an impact certain independent variables (such price and product quality) have on the dependent variable, researchers utilize the t-test. Finding out if the independent variable makes a big difference is the goal of this test. Looking at the significant value (p-value) or comparing the t-calculated value with the t-table

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are the decision-making factors. The independent variable partially influences the dependent variable significantly if the significance value (Sig.) is less than 0.05.

Table 8. Test Results t

Model		t	Sig.
1	(Constant)	2.706	.010
	Price	2.546	.015
	Quality of service	2.947	.005
	Product quality	2.611	.013

t-test results and partial influence of variables

1) Price Variable Price has a t-calculated value of 2.546 with a significance level of 0.015. Since the significance value (0.015) is smaller than 0.05, it can be concluded that the Price variable has a partial significant effect on the dependent variable.
2) Service Quality Variable Service Quality has a t-calculated value of 2.947 with a significance level of 0.005. This significance value (0.005) is smaller than 0.05, which indicates that the Quality of Service variable has a partial significant effect on the dependent variable.
3) Product Quality The Product Quality Variable shows a t-calculated value of 2.611 with a significance level of 0.013. Because the significance value (0.013) is smaller than 0.05, it can be concluded that the Product Quality variable also has a partial significant effect on the dependent variable.

Overall, the results of the t-test showed that the three independent variables Price, Service Quality, and Product Quality each had a significant influence on the dependent variables in this regression model.

b. F Test (Simultaneous Test)

To find out whether two or more independent variables significantly affect the dependent variables at the same time, statisticians employ the F test. The whole regression model is examined in this test. In the F-test, like in the t-test, conclusions are drawn by comparing F-calculations with F-tables or by looking at significant values. Every independent variable has a significant impact on the dependent variables at the same time if the F test's significance value (Sig.) is less than 0.05.

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Table 9. F Test Results

Model		F	Sig.
1	Regression	63.176	.000
	Residual		
	Total		

At the 0.000 level of significance, the F-count value for the test was 63.176. The dependent variables may be inferred to be significantly impacted by the independent variables (i.e., Price, Quality of Service, and Product Quality) when the significance value of 0.000 is less than 0.05 (α). To rephrase, the predictions made by this regression model on the impact of independent factors on dependent variables are generally correct and practical.

DISCUSSION

1. Price against buying interest

Dependent variables are both partially and significantly impacted by price factors. The suggested hypothesis for this variable is acceptable since the t-test results showed a significance value of 0.015, which is less than 0.05. What this means is that product or service costs, both high and low, have a significant effect in shaping customer preferences and actions. Buyers are more likely to take action when they perceive a fair trade-off between the price and the value they get. These findings corroborate the claims made by economic and marketing theorists, who contend that customers primarily think about pricing when making purchases.

2. Quality of service to buying interest

It was also determined that the dependent variable was somewhat influenced by the service quality variable. With a t-value of 0.005 (less than 0.05), the t-test findings likewise supported the acceptance of the null hypothesis for this variable. Consumers' perceptions and interest in purchasing are significantly impacted by the quality of interactions and services offered by firms, according to these research. Customers are more likely to be loyal and interested in making more purchases after receiving prompt, courteous, and expert service. Poor service, on the other hand, may dampen enthusiasm for a purchase regardless of how fantastic the product itself is.

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3. Product quality against product quality

According to the t-test, the dependent variable was marginally affected by the product quality variable ($p < 0.05$). This means that we also accept theories about the quality of the products. These findings back up the theory that product quality is one of the most important factors influencing consumer interest. Products with superior benefit, durability, and performance are more likely to be purchased by consumers. Customers are more likely to make a purchase when they have faith in the product's quality, which makes them feel safe and fulfilled.

CONCLUSIONS AND SUGGESTIONS

It is clear from the data that each of the independent factors assessed significantly affects consumers' propensity to make a purchase. Pricing, service quality, and product quality in particular play significant roles in determining consumer behavior. When it comes to customers' final purchasing decisions, each of these factors is significant. There is a substantial and statistically significant relationship between the three characteristics and purchase intent, according to the study's results. This proves that there isn't just one thing that influences customers' purchasing interest; rather, it's the total of several interconnected factors.

Some potential recommendations are as follows, based on the data shown above: Guidance for Businesses and Professionals: It is recommended that businesses continuously maintain and enhance the quality of their offerings. To be competitive, pricing methods should also be altered based on how consumers perceive them. Improving just one part won't cut it; to pique people's interest in making a purchase, you need to raise the bar on all three: pricing, product quality, and service quality. Calls for Additional Study: It is recommended that future studies broaden the range of factors that were examined. To acquire a more thorough knowledge of the elements that drive purchasing interest, other variables including geography, brand image, and promotion might be incorporated.

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