The Effect of Brand Image and Product Quality on Consumer Purchase Interest in Vaseline Products for Students of the Management Department of FEB UNISMUH Makassar

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Keywords:	Abstract
Brand Image, Product Quality, Consumer Buying Interest	This study aims to: a) test the influence of brand image on consumer buying interest of Vaseline products in Management Department Students of FEB UNISMUH Makassar, b) test the effect of product quality on consumer buying interest of Vaseline products in Management Department Students of FEB UNISMUH Makassar. The population in this study are students majoring in Management, Faculty of Economics and Business, University of Muhammadiyah Makassar who buy and use Vaseline products. Because the population size is not yet known with certainty, Naresh K Malhotra's theory is used to determine the number of samples, which is as many as 105 respondents, but only 100 respondents can be analyzed. The type of data used in this study was descriptive quantitative obtained from questionnaires distributed to respondents. Based on the results of research using statistical calculations through the SPSS application version 25 regarding the influence of brand image and product quality on consumer buying interest, it shows that brand image has a positive and significant effect on consumer buying interest and product quality has a positive and significant effect on consumer buying interest.

1. Introduction

In the current era of globalization, the development of the business world has led to increased competition. Consumer demand for various products continues to increase causing various industries to compete fiercely with each other (Sarjita, 2019). One of them is the cosmetic industry, especially body care, which is in great demand by the public. Body care products are products that are used in order to maintain the health and beauty of the body. Nowadays many people, especially women, want to look beautiful with clean, soft, and white skin. One of the body care products that is in great demand by consumers is vaseline hand & body lation products which is one of the products of PT. Unilever which already has a big name and is globally recognized by the Indonesian people (Indah et al., 2020).

The more the hand & body relations industry appears, in this case PT Unilever must try harder so that its products are well received by consumers. Therefore, it is very important for companies to know what consumers need and want. Based on the Top Brand Award 2022 for the hand & body relation product category, Vaseline products occupy the second position. This matter can be seen in the following table:

Name of Brand	2018	2019	2020	29021	2022
Image	42.90	38.30	31.50	29.10	29.60
Vaseline	12.30	19.70	11.80	14.80	16.50
Marina	20.70	17.80	22.40	16.20	13.60
Nivea	4.80	6.20	5.40	8.80	8.90

Source: Top Brand Award 2018-2022 on Hand & Body Lation .

The table above shows that sales have increased and decreased. It can be seen that in 2018-2019 Vaseline products experienced an increase in sales, in 2020 it decreased. Even though there was a decrease, in 2021-2022 there was an increase in sales. Although Vaseline products experienced an increase in sales in 2021-2022, Vaseline products are still far behind with Citra products which occupied the first position to win the Top Brand Award 2022. Citra products recorded the highest Top Brand Index score among other hand & body relations products, namely 29.60%. Then its position was followed by Vaseline products which scored 16.50%. Increasing competition conditions

make companies able to survive and must continue to develop, one of which is by increasing consumer buying interest in a company's product brand. Purchase interest is an action before consumers decide to buy a product they want.

Purchase interest is something that arises after getting encouragement from a product that he sees and then the desire to buy and own the product arises (Irvanto & Sujana , 2020). Purchase interest comes from consumer confidence in the product where the lower the consumer's trust in a product, the lower the consumer's purchasing interest in the product. In general, consumer buying interest is influenced by many factors, including brand image and product quality.

Brand image is the impression that consumers have that is remembered and embedded in the minds of consumers when remembering a brand or product (Fauziah & Aziz Mubarok , 2019). Brand image is an important part that encourages consumers to make purchases because the better the brand image of a product, the more interested consumers will be in buying the product (Marpaung , 2021). This is supported in research conducted by (Zulviani et al., 2019) which states that brand image both partially and simultaneously has a positive and significant effect on consumer buying interest. However, in contrast to research conducted (Noverita & Singgih , 2019) which states that brand image has no significant effect on consumer buying interest. Apart from brand image, good product quality can also attract consumer buying interest to make purchases, because consumers want quality products (Rosa Indah et al., 2020).

Product quality is the ability of a product to provide overall consumer satisfaction . . Consumers are very critical in deciding which products to consume, they always want to get quality products, in this case producers have a big role in creating a high-value product in order to gain consumer trust and generate consumer buying interest (Karundeng et al. , 2019). This statement is supported in research conducted by (Sitorus et al., 2019) on the effect of product

quality on consumer buying interest resulting in product quality having a significant effect on buying interest. Meanwhile, research conducted by (Karundeng et al., 2019) and (Halim & Iskandar, 2019) states that product quality does not affect consumer buying interest.

Hand & body lation products are one of the products that are widely used by consumers, especially students. In this study, the subjects chosen were students of the Department of Management, Faculty of Economics and Business, Muhammadiyah University of Makassar, students because they also play a role in increasing sales by purchasing and using vaseline hand & body lation products. They always want to look beautiful not only in terms of appearance but also by maintaining and caring for their bodies to keep them clean and healthy. In this case, companies that focus on body care products, especially hand & body care , must be able to know what consumers need. Consumers who have a positive image of a product, will allow consumers to make purchases because consumers want quality products.

Based on the phenomenon that occurs in the influence of brand image variables and product quality variables on consumer buying interest, this study will solve the problem of how to increase consumer buying interest which is still low in Vaseline products.

2. Literature Review
2.1 Theory of Brand Image

Brand image is defined as an understanding that comes to mind when consumers remember or hear a brand of a particular product. Brand image is a set of beliefs that consumers have about a particular brand. Brand image is based on consumer memories of products, as a result of what a person feels about a brand. The company must build a positive image of the product or service produced so that the brand image has a good impression in the minds of consumers. If the brand image of a product is poor, it is unlikely that consumers will buy it, because consumers will look for other

products whose brand image is better than that product.

According to Kotler and Keller (2003: 49), brand image is a consumer's understanding of the brand as a reflection of the brand association in the minds of consumers. According to Kotler, there are three indicators of brand image, namely:

a. Brand strength: how often a person thinks about a brand's information in processing all information received by consumers.
b. Brand Favorable: a belief, liking, and feeling of pleasure towards a brand which can provide benefits and satisfaction for the needs and desires of consumers.
c. Brand Uniqueness: a unique and attractive impression so that the brand of a product has characteristics that are difficult for competitors to imitate.

2.2 Theory of Product Quality

Products have an important meaning for a company, with the existence of products, the company can run and improve its business. Consumers will buy a product if they feel that the product is suitable and in accordance with the wants and needs of consumers. Therefore, products must be created according to the needs and desires of consumers so that product marketing is successful. According to Rahayu (2017: 19) a product is anything that includes physical objects, services, places, organizations, ideas or individuals that producers can offer to buy, use or consume as a fulfillment of consumer needs and desires.

Product quality is the ability of a product to perform its functions which include durability, reliability, precision, ease of packaging and product repair, and other value attributes. According to Kotler and Armstrong (2012: 283) product quality is "the ability of a product to perform its functions, it includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes", namely the ability of a product to perform its functions, including overall durability, reliability, accuracy, ease of operation and product repair, and other product attributes. According to Mullins, Orville, Larreche , and Boyd (2010: 422) indicators of product quality include: Performance, Durability, Conformance to specifications, Features, Reliability, Aesthetics, and Perceived quality.

2.3 Theory of Consumer Purchase Interest

Purchase interest is one of the attitudes of consuming which starts from the stage where consumers will choose one product among several other product options, then consumers will purchase the product they want. Consumers who have interest or interest in a product or service indicate that consumers have more attention to the product they want to buy (Misnanto & Istiyanto, 2021). According to Kotler and Keller (2003: 314) consumer buying interest is a behavior where consumers have the desire to buy or choose a product based on experience in choosing and using or consuming these products.

According to Ferdinand (2006: 129) buying interest has the following indicators:
1) Transactional Interest: a person's tendency to buy a product.
2) Referential Interest: a person's tendency to recommend a product to others.

Preferential Interest: interest that describes the behavior of a person who has a primary preference for the product. Explorative Interest: This interest describes the behavior of a person who is always looking for information about a product he is interested in. From the above definition, it can be concluded that consumer buying interest is one of the behaviors where consumers have the desire to buy and own the product they want.

3. Research Methods

This research employs descriptive quantitative methods, as described by Sugiyono (2016: 8), where quantitative data is collected using research instruments and analyzed quantitatively/statistically to test proposed hypotheses. Additionally, Sugiyono (2016: 53) defines descriptive research as a method to determine the value of each variable, whether

independent or dependent, without establishing relationships or comparisons with other variables. Conducted at the University of Muhammadiyah Makassar, located at Jl. Sultan Alauddin No. 259, Mt. Sari, Rappocini sub-district, Makassar city, South Sulawesi 90211, the research spanned approximately 2 months. Quantitative data, which consists of numerical information suitable for statistical analysis, was obtained directly from the primary data source—the students of the Management Department of the Faculty of Economics and Business, Muhammadiyah University of Makassar—through a questionnaire.

The population of interest comprised students who had utilized and purchased Vaseline products, with the exact number of consumers unknown. The sample size was determined using Naresh K Malhotra's theory, which suggests multiplying the number of statement items of all observed variables by 4 or 5. With 21 statement items, the sample size was calculated to be 105 respondents. However, only 100 questionnaires were returned and used for analysis. Data collection primarily involved administering questionnaires to gather respondents' opinions or perceptions regarding the variable under study.

Furthermore, the research conducted several tests to ensure the reliability and validity of the instrument used, as well as to verify classic assumptions necessary for regression analysis:

1. Validity Test: Comparing the r-count value with the r-table to confirm questionnaire validity.
2. Reliability Test: Determining the Cronbach Alpha value to assess the questionnaire's reliability.
3. Classic Assumption Test:
   a. Normality Test: Examining the normal probability plot to determine data normality.
   b. Multicollinearity Test: Assessing the Tolerance Variance Inflation Factor (VIF) value to detect multicollinearity.
   c. Heteroscedasticity Test: Observing scatterplot graphs and conducting the

Glejser test to identify heteroscedasticity symptoms.

Subsequently, multiple linear regression analysis was conducted to evaluate the relationship between independent and dependent variables, with the regression equation formulated accordingly. Lastly, hypothesis testing was performed using Model Test (F Test) to determine the suitability of the regression model, Partial Test (t Test) to assess individual variable significance, and Coefficient of Determination (R^2) to measure the influence of independent variables on the dependent variable. These tests provided insights into the efficacy of the proposed hypothesis and the extent of variable influence within the research context.

4. Results and Discussion
4.1 Research Results
a. Test Instruments
a. Validity Test

Test validity using correlation coefficient by looking at significance values of 5% or 0.05. In this study, only 100 respondents filled out questionnaires. Based on the number of respondents, it is known that the r-table for the validation test is 0.196. Test results are obtained as follows:

Variables	Indicators	Value r-count	Value r-table	Sig.	Description
Brand Image (X_1)	X1.1.1	0,864	0,196	0,000	Valid
	X1.1.2	0,873	0,196	0,000	Valid
	X1.2.1	0,845	0,196	0,000	Valid
	X1.2.2	0,750	0,196	0,000	Valid
	X1.3.1	0,794	0,196	0,000	Valid
	X1.3.2	0,748	0,196	0,000	Valid
Product Quality (X_2)	X2.1.1	0,827	0,196	0,000	Valid
	X2.2.1	0,882	0,196	0,000	Valid
	X2.3.1	0,811	0,196	0,000	Valid
	X2.4.1	0,887	0,196	0,000	Valid
	X2.5.1	0,864	0,196	0,000	Valid
	X2.6.1	0,779	0,196	0,000	Valid
	X2.7.1	0,841	0,196	0,000	Valid
Consumer Purchase Interest (Y)	Y1.1.1	0,779	0,196	0,000	Valid
	Y1.1.2	0,867	0,196	0,000	Valid
	Y1.2.1	0,845	0,196	0,000	Valid
	Y1.2.2	0,878	0,196	0,000	Valid
	Y1.3.1	0,848	0,196	0,000	Valid
	Y1.3.2	0,848	0,196	0,000	Valid
	Y1.4.1	0,781	0,196	0,000	Valid
	Y1.4.2	0,833	0,196	0,000	Valid

Based on the table above, it shows that all questionnaire statement items used in this study have an r-count value> r table, so it can be stated that all indicators are valid.
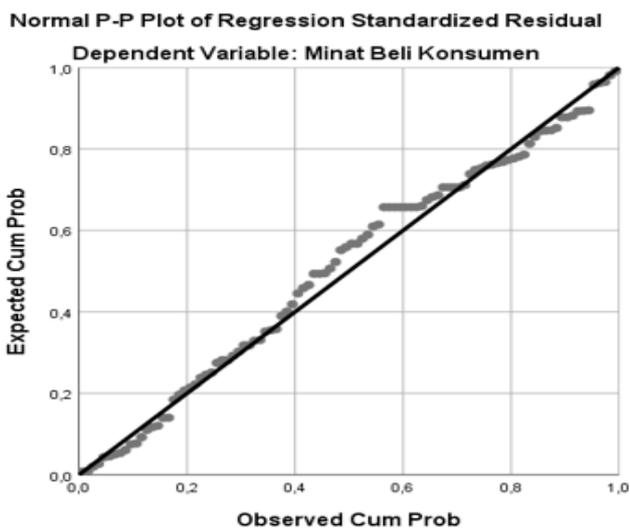
b. Reliability Test

Variables	Cronbach Alpha Value	Reliability Standard	Description
Brand Image (X₁)	0,896	> 0,60	Reliable
Product Quality (X₂)	0,931	> 0,60	Reliable
Consumer Purchase Interest (Y)	0,937	> 0,60	Reliable

Based on the table above, it shows that all questionnaire statements have a Cronbach Alpha coefficient greater than 0.60 so it can be concluded that the questionnaire used is reliable or reliable.

b. Classical Assumption Test
a. Normality Test

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Minat Beli Konsumen

Pay attention to the dots and diagonal lines on the normal probability plot test results. If the points follow the diagonal line from point 0 and do not widen too far, it can be stated that the data is normally distributed, whereas if the points widen too far from the diagonal line, it can be stated that the data is not normally distributed. The results of this test can be concluded that the data is normally distributed.

b. Multicollinearity Test

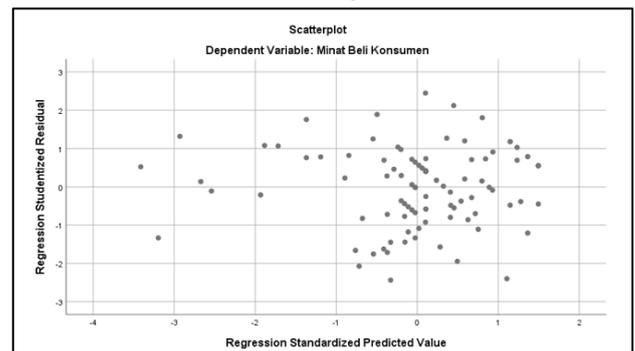| Variables	Tolerance	VIF	Description
Brand Image	0,226	4,425	Multicollinearity Free
Product Quality	0,226	4,425	Multicollinearity Free

Based on the multicollinearity test in table 4.10 above, it shows that the existing data does not occur multicollinearity symptoms between each independent variable, namely by looking at the VIF value. The allowed VIF value only reaches 10, so the data above can be said to have no multicollinearity symptoms. The data above shows that the VIF value < 10 and the tolerance value > 0.10, so this situation proves that there is no multicollinearity.

c. Heteroscedasticity Test

Variables	B	Beta	T	Sig.
Brand Image	0,036	0,088	0,414	0,680
Product Quality	-,049	-,150	-,704	0,483

Based on the results of the heteroscedasticity test using the Glejser test for the brand image and product quality variables, the sig value > 0.05 indicates that the model does not occur heteroscedasticity.

Scatterplot
Dependent Variable: Minat Beli Konsumen

From the scatterplot graph in the picture above, it shows that the dots do not form a pattern and spread above and below or around the number 0 on the Y axis. It can be concluded that there is no heteroscedasticity.

c. Multiple Linear Regression Analysis

Table 4. 12 Multiple linear regression analysis results

Free Variable	Bound Variable	B	Beta	t	Sig.	Description
Brand Image	Consumer Purchase Intention	0,716	0,500	4,835	0,000	Positive Significant
Product Quality	Consumer Purchase Interest	0,469	0,402	3,888	0,000	Positive Significant

R = 0,875
R Square = 0,766
F = 158,364   Sig = 0,000
Y = 0,438 + 0,716 + 0,469 + e

Based on the table above, the following equation is obtained:
1) Brand image has a positive and significant effect on consumer buying interest with a

regression coefficient of 0.716 and a significance level of 0.000 < 0.05. This means that the better the brand image, the more consumer buying interest in vaseline products will increase.

2) Product quality has a positive and significant effect on consumer purchasing interest with a regression coefficient of 0.469 and a significance level of 0.000 < 0.05. This means that the better the product quality, the more consumer buying interest in vaseline products will increase.

d. Hypothesis Testing Results
a. F Test

Based on the data in table 4.12, it can be seen that the significant value is 0.000 < 0.05 and F-count > F-table, namely 158,364 > 3.09. So it can be concluded that the regression model built or studied describes the facts at the research site or can be generalized at the research site.

b. t Test

Based on table 4.12, it states as follows:

a) The Brand Image variable (X1) has a significant value of 0.000 < 0.05 and a t count value of 4.835. So that t-count > t-table, namely 4,835 > 1,984, this means that brand image (X1) has a positive and significant effect on consumer buying interest (Y). Thus it can be concluded that hypothesis 1 is accepted.

b) The Product Quality variable (X2) has a significant value of 0.000 < 0.05 and a t count value of 3.888. So that t-count > t-table, namely 3,888 > 1,984, this means that product quality (X2) has a positive and significant effect on consumer purchasing interest (Y). Thus it can be concluded that hypothesis 2 is accepted.

c. Coefficient of Determination (R2)

The results of the calculation of the coefficient of determination (R2) in this study can be seen in table 4.12 which shows the R Square value of 0.766, meaning that the model describes the facts by 76.6%. While the remaining 23.4% is the limitation of measuring instruments and researcher errors in revealing facts.

4.2 Research Discussion
a. The Effect of Brand Image on Consumer Buying Interest

The results of multiple linear regression analysis tests in table 4.12 show that brand image has a positive and significant effect on consumer purchasing interest in Vaseline products for students of the Department of Management, Faculty of Economics and Business, Muhammadiyah University of Makassar. This shows that the hypothesis proposed in this study which states that the brand image variable has a positive and significant effect on consumer purchasing interest in vaseline products in Students of the Department of Management, Faculty of Economics and Business, Muhammadiyah University of Makassar is accepted. These findings are in accordance with research conducted by (Zulviani et al., 2019) which states that the brand image variable has a positive and significant effect on consumer buying interest.

When consumers believe they are satisfied by a brand image and show their desire to trust a particular brand image, these customers will tend to make positive purchases of the brand image. This shows that the better the brand image of a product, the more interested consumers will be in making purchases. The fact of the research says that between the results of the research and the events in the field are in accordance. Where there is consumer buying interest in vaseline products in students of the Department of Management, Faculty of Economics and Business, Muhammadiyah University of Makassar. This proves that brand image influences consumer purchasing interest in vaseline products for students majoring in Management, Faculty of Economics and Business, Muhammadiyah University of Makassar.

b. The Effect of Product Quality on Consumer Purchase Interest

The results of multiple linear regression analysis tests in table 4.12 show that product quality has a positive and significant effect on consumer purchasing interest in Vaseline products for students of the Department of Management, Faculty of Economics and Business, Muhammadiyah University of Makassar. This shows that the hypothesis proposed in this study which states that product quality has a positive and significant effect on consumer purchasing interest in Vaseline products in Management Department Students of the Faculty of Economics and Business, Muhammadiyah University of Makassar is accepted. These findings are in accordance with research conducted by (Sitorus et al., 2019) which states that product quality variables have a significant effect on consumer purchasing interest.

One of the things that consumers consider is product quality. Apart from brand image, good product quality can also attract consumer buying interest to make purchases, because consumers like and prefer quality products. The fact of the research says that between the results of the research and the events in the field are in accordance. Where there is consumer buying interest in vaseline products in students of the Department of Management, Faculty of Economics and Business, Muhammadiyah University of Makassar. This proves that product quality influences consumer buying interest in vaseline products for students of the Department of Management, Faculty of Economics and Business, Muhammadiyah University of Makassar.

5. Closing
5.1 Conclusion

This study aims to determine the effect of brand image and product quality on consumer purchasing interest in vaseline products. From the data analysis that has been carried out and the discussion presented, the following conclusions are obtained:

a. Brand image has a positive and significant effect on consumer purchasing interest in vaseline products. This means that the better the brand image, the more consumer buying interest will also increase.

b. Product quality has a positive and significant effect on consumer purchasing interest in vaseline products. This means that the better the product quality, the consumer purchasing interest will also increase.

5.2 Suggestions

Based on the research that has been conducted, the following suggestions can be given:

a. It is hoped that the Vaseline company will maintain a positive brand image, and can continuously improve the quality of its products in maintaining consumer buying interest.

b. It is hoped that it can be used as a reference and documentation for the campus as a reference material for further research in conducting research related to Brand Image, Product Quality and Consumer Purchase Interest in Students of Muhammadiyah University Makassar.

c. For further research, it should further expand the research object and look for new variables that can affect consumer purchasing interests so that research will develop further.

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