THE EFFECT OF PRODUCT QUALITY AND PRODUCT IMAGE ON CUSTOMER PURCHASE INTENTION: A SYSTEMATIC LITERATURE REVIEW

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Abstract: This study explores the impact of product quality on customer satisfaction and loyalty, focusing on three variables: product quality, product quality, and customer loyalty. It aims to understand how these variables influence consumer behavior and provides insights for international manufacturers on improving their product quality strategies. The research also explores the influence of economic needs, psychological factors, social factors, and situational factors on consumer behavior. Consumers prioritize product quality when buying a product at a certain price, and social factors, such as media interactions, play a crucial role in understanding consumer behavior. The increasing prevalence of online shopping has led to consumers using various products to compare product quality. The study reveals that 67% of consumers in Kelantan, especially in Kota Bharu, are influenced by factors such as price, product quality, service, reputation, and product knowledge, contributing to 50% of their purchasing decisions. Product quality is crucial in e-commerce, as it affects customer satisfaction and loyalty. Product image and brand authenticity play a significant role in stimulating purchase intentions in adults.

Keywords: Product Quality, Product Image, Customer Purchase Intention

INTRODUCTION

In this era, there are more and more founders of new businesses who are creating many products, these products will of course be marketed both online and offline. The smoothness of product marketing is actually also influenced by the buying interest of target consumers. Consumers themselves have several factors that can influence their interest and intention in purchasing a product, including: product quality, product image, needs, price, trust, etc. According to data from the Indonesian Joint Funding Fintech Association (AFPI), in 2020 there were around 46.6 million out of a total of 64 million MSMEs in Indonesia that did not have
access to capital from banks or non-bank financial institutions. The growth of MSMEs continues to grow every year until now. In this research, what will be discussed includes 3 variables, namely product quality, product image, and consumer buying interest. This research wants to examine the extent to which these two variables (product quality and product image) can influence consumer buying interest. According to (Veselovská, 2022a) the concept of double quality in products provided by the same manufacturer in Europe has recently received public attention, giving rise to criticism and excessive perceptions regarding its implications for consumers. However, there is a lack of knowledge about how this phenomenon influences changes in buyer behavior, making it difficult for companies to develop strategies according to current and reliable data. This research provides information about the relationship between dual quality of goods and changes in buyer behavior, resulting in guidelines and recommendations for international manufacturers regarding the issue of dual quality and how to incorporate it into their marketing strategies to gain competitive advantage. Findings based on research conducted in the Slovak Republic include a detailed structure of customer segments and their responses to multiple qualities. Consumer purchasing behavior is influenced by various factors, including economic needs, psychological variables, social influences, and purchasing situations. Consumer purchasing decisions are mainly influenced by economic needs, including price and quality. Consumers expect a certain level of quality when purchasing a product at a certain price, which may influence their choice of brand or product choice. However, the current literature lacks evidence of multiple qualities as a cause of such changes. This problem also involves the problem of asymmetric information and product quality choices. Psychological influences such as needs and desires can influence buyer behavior due to differences in views and opinions. Social influences, such as interactions with family, friends, and acquaintances, can also influence consumers. Although not many people have personal experience with dual qualities, they do share their experiences with others. Social factors such as media are still the main source of information regarding multiple quality products. Currently, there is a lot of information published on the topic of dual quality, but the main focus is on the negative impact of dual quality. Meanwhile, according to (Narwal & Nayak, 2020a) Uncertainty regarding product quality has increased in the online world, causing consumers to use various product clues to assess product quality. In Pay-as-you-want (PWYW) online settings, consumers often use various product cues to reduce uncertainty. This paper investigates how consumers process various product cues and form product quality perceptions, specifically studying online product presentations, and external reference price (ERP) reviews. This study shows that consumers' online cue processing behavior is much more complex than previously presented in the literature.

On the other hand, according to (Anuar et al., 2021a), this study found that 67% of jewelry purchases in Kelantan, especially in Kota Bharu, came from planned purchases. Factors such as price, product quality, sales honesty, service, store reputation, and seller knowledge contribute 50% to purchasing plans. The research aims to contribute to the development of the local jewelry industry and contribute to the understanding of the relationship between gold and women in society. According to (Adaji et al., 2019a) shows that the relative price of a product and its perceived quality are equally important factors in a customer's final purchasing decision. Price has a significant effect on customer satisfaction and the perceived value and satisfaction obtained from a product. In e-commerce, perceived product quality is very important, because it influences trust and loyalty towards retailers. According to (Ghadekar & Dombe, 2019a) a product image recognition system is a personalized recommendation that is very important for promoting products and encouraging users to make purchases. Meanwhile, according to (Lidiawaty et al., 2020) building a system that can verify the image of Solo batik
products based on name sellers' batik motifs using SURF as a texture-based image retrieval method show high accuracy results. Meanwhile, SURF itself is an image verification system using SURF, a Scale Invariant Feature Transformation (SIFT) development method, to complete the matching process. As can be seen from the previous background information, this research is investigating “The Influence of Product Quality and Product Image on Consumer Purchase Intention”.

**Product quality**

The definition of product quality is as conformity with the requirements expected by consumers, meaning the product must meet the established standards. This ensures that production remains consistent and reliable. However, it is also important to ensure that the standard is valid and meets user needs to ensure true customer satisfaction (A. Garvin, 1984). Perceived product quality is one of the important factors in customer satisfaction in e-commerce. Where consumers cannot see the product before making a purchase. Perceived product quality influences consumer trust in online sellers. Apart from that, perceived product quality also influences customer loyalty towards retailers (Adaji et al., 2019b).

The phenomenon of double quality of products has also attracted much attention, although customers feel uncomfortable with the existence of double quality of goods in Europe, they rarely change their habits accordingly. These results can be considered very positive for producers who already rely on income from the sale of products of different qualities (Veselovská, 2022b). If a product conforms to predetermined specifications and standards, then the product is considered to be of high quality, regardless of what those requirements are, for example a well-made Mercedes is considered to be of high quality because it conforms to the high specifications set for Mercedes cars (A. Garvin, 1984).

**Product Image**

Product image is the result of various types of sensations and associations formed in people’s minds. This image includes the personality, conditions of existence, characteristics and essence of the product which may be inaccurate, seen from an auditory and visual perspective, as well as people's views, emotions and expectations of the product, in a broad sense product image also refers to people's overall understanding and impression of the company's products, including product branding, function, design, craftsmanship, quality, packaging, demonstration, advertising, marketing, use, care and service. In other words, every sensation that people feel forms part of the product's image. (Shi et al., 2009).

Product image and brand authenticity also play an important role in stimulating purchase intentions in adults. In addition, a positive brand image and optimistic attitude of consumers towards the brand results in a positive preference towards the brand for luxury shoes (Ligaraba et al., 2024). Product image has a positive impact on perceived product quality, but this impact is not very strong, while brand image has an impact on perceived customer value and customer loyalty (Cretu & Brodie, 2007).

**Consumer Buying Interest in MSMEs**

Consumer Purchase Interest is the respondent's initiative in making a decision to buy a product. (Gustnest Binalay et al., 2016). Consumer purchasing interest is greatly influenced by the product image in digital marketing, both simultaneously and in part. At the same time, the reputation of product quality becomes a strong image for consumers in the purchasing process (Zulfikar et al., 2022).

Consumer buying interest is influenced by several things, including the trust and inspirational abilities of Social Media Influencers (SMIs) who have an important role in linking SMIs personal authenticity with. Moreover, that authenticity is always the best factor to achieve positive results in consumer behavior (Andonopoulos et al., 2023).
METHOD

Research design

This research uses a systematic literature review (SLR) to understand the influence of product quality and product image on customer buying interest in MSMEs. Systematic literature reviews (SLR) are very useful in combining findings from several studies that are relevant to the research topic (Cipto Wardoyo, 2023). The integration of relevant findings occurs using the prism method in a systematic literature review (SLR). The prism method will provide a methodological framework for searching, assessing and synthesizing relevant literature to comprehensively understand the latest research results (2023). In addition, this research will determine objectives, always relevant literature, use appropriate literature, synthesize and analyze results, and present discussions.

Data and Literature Search

The first stage carried out by researchers is determining the aspects to be observed or analyzed based on the research topic. Then the researcher will conduct a separate review of relevant literature on the aspects that will be observed or analyzed in the research. Relevant literature was collected from the most reputable and comprehensive databases, such as Scopus, ProQuest, and Springer Link. The following is relevant literature collected from a comprehensive database, namely "product quality," "product image" and "customer purchasing interest." Relevant literature collected in English in the digital, economic, business, management and social fields.

<table>
<thead>
<tr>
<th>Databases</th>
<th>Keywords</th>
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<tr>
<td>Scopus</td>
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<td>&quot;product quality&quot; OR &quot;product image&quot; AND &quot;customer buying interest&quot;</td>
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<tr>
<td>Springer Link</td>
<td>&quot;product quality&quot; OR &quot;product image&quot; AND &quot;customer buying interest&quot;</td>
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Literature Screening Criteria

Researchers use inclusion and exclusion criteria in selecting literature that will be a source for writing. Literature that meets the inclusion criteria is as follows, (1) literature related to product quality, (2) literature related to product image, (3) literature related to consumer purchasing interest and (4) literature written in English. Meanwhile, literature that meets the exclusion criteria, such as (1) literature from books, (2) literature that is not written in English, (3) literature that is not accessible, and (4), literature that is not part of the research topic. All literature will be reviewed by researchers starting from the title, abstract, contents and conclusions.

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RESULT AND DISCUSSION

Validity and Reliability Test

To ensure the reliability and accuracy of the measurement tools used, validity and reliability tests were carried out. 20 indicators were tested through several validity tests such
as outer loadings, AVE, discriminant validity, composite reliability, and Cronbach's alpha. The results show that all indicators measured in this study have a loading factor > 0.7, which means all indicators have met the outer loadings test. The results show that all indicators are valid and reliable, with loading factors > 0.7, AVE > 0.5, and composite reliability and Cronbach's alpha > 0.7.

**Parsian Least Squares Hypothesis Testing**

Based on the R Square results, it can be concluded that the influence of product quality and online shopping experience on customer satisfaction is 0.816, or 81.6% of changes in customer satisfaction are caused by product quality and online shopping experience. Meanwhile, the influence of product quality, online shopping experience, and customer satisfaction on consumer loyalty is 0.834, or 83.4% of changes in consumer loyalty are caused by these factors.

**Partial Least Squares Hypothesis Testing**

In testing the hypothesis, it was found that product quality has a significant influence on customer satisfaction with an effect value of 0.466, and a statistical t value > 1.96 and a p value < 0.05, which proves that hypothesis 1 is accepted. Online shopping experience also has a significant influence on customer satisfaction with an effect value of 0.472, and a statistical t value > 1.96 and a p value < 0.05, which proves that hypothesis 3 is accepted. In addition, it was concluded that product quality has a significant influence on consumer loyalty through customer satisfaction as a mediating variable with an effect value of 0.097, and a statistical t value > 1.96 and a p value < 0.05, which proves that hypothesis 5 is accepted. Online shopping experience also has a significant influence on consumer loyalty with an effect value of 0.423, and a statistical t value > 1.96 and a p value < 0.05, which indicates statistical significance. The results of hypothesis testing show that product quality and online shopping experience have a significant influence on customer satisfaction, and product quality has a significant influence on consumer loyalty through customer satisfaction as a mediating variable.

**Discussion**

From the analysis results, it can be seen that many buyers pay great attention to aroma when choosing skin care products. This encourages companies to make products with attractive
aromas so that they are more liked by buyers. Apart from that, online shopping is also liked by many customers because of the ease in finding products and getting discounts. Companies can provide guidance on online shopping so that customers become more interested in trying to buy skin care products online. When customers successfully obtain products that suit their skin needs, customer satisfaction increases significantly. Additionally, providing free consultation services to customers to help them find products that suit their skin type is an effective strategy. Therefore, as long as companies continue to pay attention to and meet customer needs, concerns about losing customers can be minimized. The importance of finding skin care solutions that suit customers’ individual needs is also a key point. Careful monitoring of the online shopping experience is required to keep it up to the standards expected by customers and ensure their loyalty is maintained.

CONCLUSION
In the current era, there is a growing trend of new businesses promoting products both online and offline. The product marketing strategy is also influenced by consumer behavior. This research wants to test the extent to which these two variables can influence consumer buying interest. Consumer purchasing decisions are influenced by economic needs, psychological variables, social influences, and purchasing situations. Psychology, needs and desires can influence buyer behavior due to differences in views and opinions. Social influences, such as interactions with family, friends, and acquaintances, can influence consumers. The increasing influence of online shopping has led to an increase in consumer behavior and product consumption. Understanding the factors that influence consumer behavior and making informed decisions about purchasing decisions can help companies adjust their strategies and increase their competitiveness.

REFERENCES


