

The Influence of Product Quality, Brand Image and Product Attraction Purchase of Impulsif Purchases and Its Impact on Intention To Buy Ajifol Liquid Organic Fertilizers in East Java

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ABSTRACT: *This study aims to determine the effect of product quality, brand image and attract on impulsive purchases and their impact on intentions to buy Ajifol liquid organic fertilizer in East Java. Using the Slovin formula, the number of samples was 340 respondents, and SEM analysis. The results showed that: Product quality, brand image, and attractiveness influence consumers' impulsive purchases; Product quality, brand image, and impulsive buying affect consumers' intention to buy; Attractiveness has a significant negative effect on consumers' intention to buy.*

KEYWORDS: - *Product quality, Brand image, Attractiveness, impulsive buying, intention to buy*

I. INTRODUCTION

Several studies results show that situational factors such as product design, music, layout, and decor, promotion, product availability, store employees, and parking space availability are positively related to customer perceived value and can cause impulsive consumer reactions. Encourage purchase intentions and decisions (Ronald, and Williemi, 2011; Dhariyal et al., 2017; Ehsan et al., 2013).

The problem of product quality and brand image is also an important factor in the chemical industry, especially in the environmentally friendly organic fertilizer industry. According to Saraswati (2012), the benefits of using environmentally friendly fertilizers, such as organic and biological fertilizers, can improve fertilizer efficiency, yields and sustainability, fertility and soil health, and improve plant health. Some more detailed research results on the economic impact of the use of organic fertilizer on plants. Muchlis (2011) mentioned that based on the results of harvested and dried, milled unhusked rice, the use of 200 kg / ha organic organic fertilizer can reduce 50% of inorganic fertilizer; Setyawan (2013) who said the use of biological fertilizers along with the provision of organic fertilizers and straw planting could reduce the use of chemical fertilizers by 50%; and Siswanto (2014) who stated that the application of organic fertilizers could increase the efficiency of fertilizing inorganic N, P and K. Saraswati (2012); Muchlis (2011) states that organic fertilizer can increase fertilizer efficiency, while Siswanto (2014) states that the application of organic fertilizer reduces inorganic N, P, and K fertilization. This is the research gap in this study.

Ajifol organic fertilizer has been circulating among farmers since 2007. The development of Ajifol organic fertilizer sales in the last five years has fluctuated significantly, especially in 2012 Ajifol fertilizer sales declined until management decided to temporarily not produce. One of the factors causing the decline in Ajifol organic fertilizer sales is because the company ignored the approach to customer satisfaction, but focused more on the company's big names and production technology. Therefore, since 2014 the company has implemented a new strategy focused on the consumer (farmer) satisfaction approach. This policy succeeded in increasing Ajifol's organic fertilizer sales from 2014 to 2018. This event was one of the phenomena that arose in the process of selling Ajifol organic fertilizer, and became important for in-depth research.

II. LITERATURE REVIEW AND HYPOTHESES

Entering the new millennium today, there are a number of dramatic changes in the marketing environment that present new challenges. A number of forces, such as advances in communication and information technology, deregulation and globalization, have had a major impact on the business world. Customers are increasingly critical, they demand quality, service, speed, flexibility and competitive prices.

2.1 Product Quality

Product quality is a value of the product or service, where the value of the product or service matches what is expected or exceeds what is expected, so that the product or service can meet the needs of the user (Kotler, 2015).

2.2 Brand Image

Brand image is the consumer's assessment of the brand in a market. The creation can be created based on personal experience or hearing his reputation from others or the media (Aaker, 2013).

2.3 Attractiveness

Attractiveness is the ability of a company, its products and brand image to attract the attention of consumers (Bovee, 2015).

2.4 Impulsive buying

Impulsive buying is an irrational purchase and occurs spontaneously because there is a strong urge to buy immediately at that time and the emergence of strong positive feelings about an object so that impulsive based purchases tend to occur with attention and ignore the negative consequences (Ariani, 2016).

2.5 Intention to buy

The intention to buy is buying interest as a possibility for someone to buy back a certain product that he sees (Putra, and Santika, 2016; Dodds, Monroe, and Grewal, 1991).

2.6 Theoretical Framework

The variables used were explained as Fig. 1 and each relationship of an independent variable with dependent variable represent hypothesis.

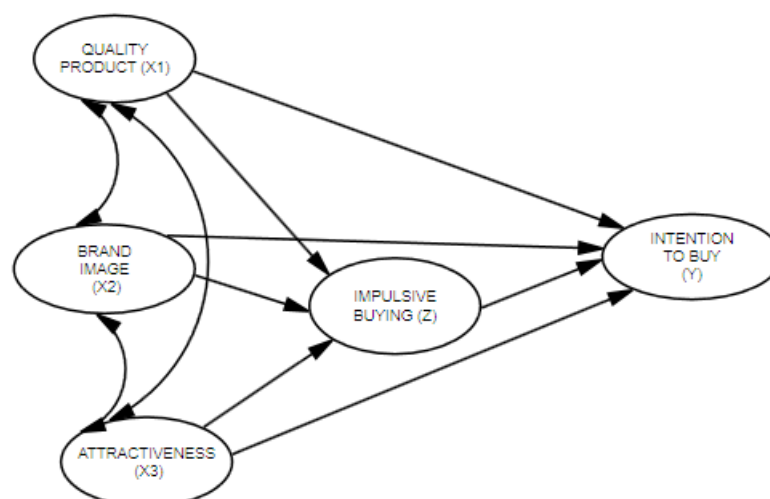


Figure 1. Conceptual Framework

2.7 Research Hypotheses

The research hypothesis is as follows:

1. Product quality has a significant positive effect on consumers' impulsive purchases.
2. Brand image has a significant positive effect on consumers' impulsive purchases.
3. Product attractiveness has a significant positive effect on impulsive purchases.
4. Product quality has a significant positive effect on consumer intention to buy.
5. Brand image has a significant positive effect on consumer intention to buy.
6. Product attractiveness has a significant positive effect on consumer intention to buy.
7. Impulsive buying has a significant positive effect on consumer intention to buy.

III. RESEARCH METHODE

3.1 Research Subjects

The study population was consumers of liquid organic fertilizer Ajjin Brand produced by Ajinomoto in Bakorwil III East Java, totaling 2,151 consumers.

Referring to the Slovin formula with a tolerance of 5%, then the amount of sufficiency of the sample is = 340 respondents. In this study, drawing samples using the purposive sampling method. Furthermore, the sample size of respondents for each location is determined by the proportional allocation formula as shown in Table 1.

Table 1. Population and Research Samples

No	Regency / City	Population / Number of Consumers	Number of Samples
1	Jember	327	52
2	Banyuwangi	298	47
3	Bondowoso	304	48
4	Situbondo	279	44
5	Lumajang	332	52
6	Probolinggo	253	40
7	Malang	358	57
	Total	2.151	340

3.2 Research Measurement

Product quality variables are measured by 5 indicators adopted from Hidayat (2009), namely: performance, features, reliability, conformance, and design / product appearance. Variable Brand image is measured by 5 indicators adopted from Panjaitan & Panjaitan (2012), namely: famous, superior, good product, reputable, and good impression. Attractiveness variable is measured by 3 indicators adopted from Gogi (2016), namely: rational, emotional, and moral. Impulsive purchase variables are measured by 4 indicators adopted from Putra, and Santika (2016); Hoch & Loewenstein (1991) namely: emotion, hedonic pleasure, cognitive and affective. The Intention To Buy variable is measured by 4 indicators adopted from Nurcahyo et al. (2017) namely: transactional interest, referential interest, preferential interest, explorative interest.

IV. RESULT AND DISCUSSIONS

4.1. Characteristics of Respondents

Broadly speaking, it appears that the majority of respondents are those in the age group of 17-25 years. The number of respondents in the age group 17-25 years was 40.6%, the number of respondents belonging to the age group 26-35 years were 32.0%, the age group 36-45 years was 25.0%, and the age group 46-55 2.4% yearly. Based on male gender 45.3%, while women consisted of 54.7%. Based on the length of time that Ajifol has used fertilizer, it appears that most of the respondents, as many as 28.2%, have used Ajifol fertilizer for (1-2) years. 19.4% have used (> 1) years. Based on the status of respondents married, 99.1%, and 0.9% unmarried.

4.2 Results Testing Instrument

The results of testing the validity showed significant for all indicators or the item in question, which means that the indicators or items of questions for each of the variables included in the questionnaire have been eligible validity. From the results of Pearson product moment correlation, it is known that all of the questionable items on the questionnaire correlated significantly to the error rate of 5% (** <0.05), so we can say all of the item in question is valid and can be processed further.

Reliability test results with test Cronbach alpha (α) in this study indicate that all variables of the study are reliable, since the entire value of the alpha coefficient of each variable larger study of standardized (0.6), so that each item question on measurement instruments can be used. The value of the corrected item total correlation of the entire item in question is greater than 0.3.

4.3 Confirmatory Factor Analysis

Results of confirmatory factor analysis of the measurement model of research based on the results of statistical tests, obtained value of the loading factor for each indicator forming a study variable is greater than 3, therefore, all indicators of research variables are indicators that significantly shape each study variable.

Table 2: Confirmatory Factor Analysis

Research variables	Relationship	C. R.	Loading Factor (λ)	Probability
Product quality	Quality \rightarrow qual1	-	0,800	0,000
	Quality \rightarrow qual2	13.210	0,827	0,000
	Quality \rightarrow qual3	13,144	0,831	0,000
	Quality \rightarrow qual4	9,018	0,563	0,000
	Quality \rightarrow qual5	5,830	0,375	0,000
Brand image	Image \rightarrow Cit1	-	0,481	0,000
	Image \rightarrow Cit2	5.900	0,478	0,000
	Image \rightarrow Cit3	6,437	0,909	0,000

Attractiveness	Image → Cit4	5,321	0,443	0,000
	Image → Cit5	5,746	0,518	0,000
	Attractive → att1	-	0,595	0,000
	Attractive → att2	6,712	0,929	0,000
	Attractive → att3	8,207	0,595	0,000
Impulsive buying	Impulsive → imp1	-	0,654	0,000
	Impulsive → imp2	108164	0,684	0,000
	Impulsive → imp3	10,703	0,995	0,000
	Impulsive → imp4	5,845	0,378	0,000
Intention To Buy	Intention → int1	-	0,734	0,000
	Intention → int2	6,524	0,898	0,000
	Intention → int3	6,883	0,888	0,000
	Intention → int4	9,051	0,846	0,000

4.3. Goodness of Fit Test

The results of data processing using a sample of 340 shows Chi-square is 352,724 with a probability of 0.067. Meanwhile, from GFI, AGFI, TLI, CFI, RMSEA and CMIN / DF respectively 0.927, 0.912, 0.951, 0.957, 0.062 and 1.463, all within the range of acceptable values. The results are shown in Fig. 2.

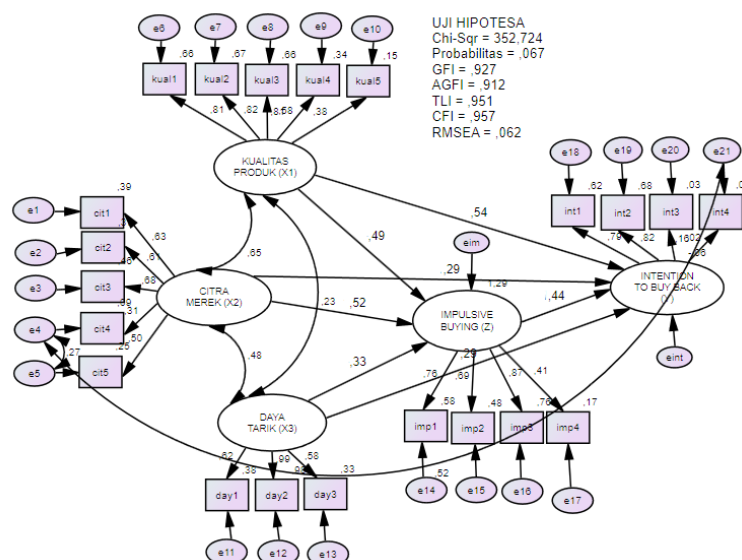


Figure 2: Coefficient of Research Model Path

4.5. Hypothesis testing

Hypothesis testing is done based on the estimated value of the parameters of the research model shown in Table 2.

Table 3: Hypothesis Testing

H	Relationship	Standardized Coefficient	C.R	P	Decision
H1	Quality → Impulsive	0,488	3,762	0,000	accepted
H2	Image → Impulsive	0,525	7,124	0,000	accepted
H3	Attractive → Impulsive	0,335	3,365	0,000	accepted
H4	Quality → Intention	0,543	2,948	0,003	accepted
H5	Attractive → Intention	0,287	2,293	0,022	accepted
H6	Image → Intention	-0,288	-2,481	0,020	rejected
H7	Impulsive → Intention	0,440	2,991	0,003	accepted

V. CONCLUSION AND RECOMMENDATIONS

This research has found that the intention to purchase Ajifol liquid organic fertilizer can be explained significantly by product quality, brand image, product attractiveness, and impulsive customer purchases. This finding can be an alternative model or a way of managing product quality, brand image, product attractiveness, and impulsive buying and impulsive buying customers with the aim of increasing repurchase intentions.

Consumer buying interest is part of the consumer behavior component in the attitude to consume, the tendency of respondents to act before the buying decision is actually implemented. Therefore, consumer buying interest is an intention that arises from within a person to make a purchase of a product or service with consideration before the purchase process takes place.

Based on the results of the analysis and hypothesis testing of the research that has been done before then the conclusion of this research can be drawn as follows: Product quality has a significant effect on consumers' impulsive purchases. This shows that with good product quality, it will drive up impulsive consumer purchases. So it can be concluded that the quality of products consisting of reliability, features, performance, stability and appearance, if produced properly and always improved, the impulsive buying of consumers will increase. The results of the study are in line with the findings of Gogi (2016); Wiliem (2011). 2). Brand image has a significant effect on consumers' impulsive purchases, this shows that the brand image of Ajifol products will drive up consumers' impulsive purchases. So it can be concluded that a brand image consisting of good products, good impressions, well-known products, superior and reputable, if maintained properly and always improved then the impulsive buying of consumers will increase. The results of the study are in line with the findings of Malik et al. (2013); Tang, and Hao (2017). 3). Product attractiveness has a significant effect on consumers' impulsive purchases. This shows that the attractiveness of Ajifol products currently available can encourage the impulsive buying of consumers. So it can be concluded that the appeal which consists of emotional, rational, and moral, if done well and always improved, the impulsive buying of consumers will increase. The results of the study are in line with the findings of Ariani (2016); Cahyorini And Rusfian (2011). 4). Product quality has a significant effect on consumer intention to buy, this shows that with a good product quality, will encourage an increase in consumer intention to buy. The results of the study are in line with the findings of Dhariyal et al. (2017); Purba et al. (2018). 5). Brand image has a significant effect on consumer intention to buy, this shows that with a good brand image, will encourage consumer intention to buy. The results of the study are in line with the findings of Wang, and Tsai (2014). 6). The attractiveness has a significant negative effect on consumers' intention to buy, this shows that the attractiveness of Ajifol products at this time, has not been able to encourage consumer intention to buy. The results of the study are not in line with the findings of Gogi (2016). 7). Impulsive buying has a significant effect on consumer intention to buy. This shows that impulsive purchases of consumers that exist today, can encourage the increase in consumer intention to buy. Therefore, it can be concluded that the impulsive buying of consumers consisting of cognitive, hedonic pleasure, affective, and emotion, if carried out properly and always increased, the intention to buy consumers will increase. The results of the study are in line with the findings of Wiliem (2011); Dhariyal et al. (2017).

Of the three variables hypothesized to influence impulsive purchases, the greatest value is the direct link between brand image and impulsive purchases. This confirms that Ajifol's liquid fertilizer brand image is very dominant influencing impulsive purchases of Ajifol liquid fertilizer consumers. On the other hand, of the three variables hypothesized to influence intention to buy in this study, the greatest value is the direct relationship between product quality and consumer intention to buy. This also emphasizes the role of product quality. Therefore, the intention to buy consumers will increase with increasing the quality of Ajifol liquid fertilizer products. Thus the quality of the product should be maintained and if possible the quality is improved, so that the intention to buy consumers will increase.

Given the large role of brand image in impulsive consumer purchases, it is recommended that companies always improve Ajifol's brand image by providing education on how to use Ajifol fertilizer properly. Share information about consumers / farmers who are successful after using Ajifol fertilizer. Implementing Ajifol's product innovation process on an ongoing basis. Further research is also recommended to further examine the effect of product quality, brand image and attract on impulsive purchases and their impact on intention to buy by adding other variables and indicators, and expanding the scope of the research area. Given the large role of brand image in impulsive consumer purchases, it is recommended that companies always improve Ajifol's brand image by providing education on how to use Ajifol fertilizer properly. Share information about consumers / farmers who are successful after using Ajifol fertilizer. Implementing Ajifol's product innovation process on an ongoing basis. Further research is also recommended to further examine the effect of product quality, brand image and attract on impulsive purchases and their impact on intention to buy by adding other variables and indicators, and expanding the scope of the research area.

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