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OPEN 0 ACCESS International Journal of Applied Research in Management and Economics ISSN 2538-8053 The Relationship Between Product Quality and Brand Image Willingness to Buy: A Study on Batik Lasem Consumer Kristians Haryanti 1 * Dwi Hastuti 2, Andreas Lako², and Krisprantono 3 1 Psychology Faculty, Soegijapranata Catholic University, Central Java, Indonesia 2 Economics and Business Faculty, Soegijapranata Catholic University, Central Java, Indonesia 3 Architecture and Design culty, Soegijapranata Catholic Uiniversity, Central Java, Indonesia

ARTICLE INFO Keywords: Product Q Brand image Willingness to Buy BatikLasem This research is important because there are still many batik craftsmen unconsciousness of the importance of product quality and brand image in influencing the possibility of consumers buying products (batik Las em cloth). Batik Lasem is a traditional Indonesian cloth originating from the City of Lasem in Central Java, Indonesia. The purpose of this research is to empirically examine product quality concepts consisting of eight (8) dimensions (performance, reliability, features, suitability, durability, service capability, aesthetics, and quality of customer perception) and brand image with a willingness buy. The data collection was involving 181 Lasem batik buyers in Central Java, Indonesia. Data were analyzed using SPSS version 20. 14 Three



(3) hypotheses in this study were accepted. The result of the analysis shows that 1). There is a positive significant relationship between product quality and willingness to buy; 2) There is a positive significant relationship between brand image and willingness to buy, and 3). There is significant relationship between product quality and brand image with willingness to buy. Introduction Batik is an original intangible cultural heritage of Indonesia that was recognized by UNESCO in 2009, precisely on October 2 (Rachmawati & Sawitri, 2015). According to Iwan Tirta (Kanti, 2008) batik is a traditional technique for decorating cloth by drawing certain motifs/patterns that contain philosophical meaning by using canting (a tool for drawing) and candles. The word batik comes from a combination of two Javanese words, which means "writing" and titik which means "point" (Rachmawati & Sawitri, 2015). To maintain and not become extinct, government Regulation Republic of Indonesia (Permendagri) No. 6 2016, instructs that Civil Servants, especially in Java, are required to wear batik cloth as the official clothing on every Friday. This government policy increases sales of batik significantly in the regions producing batik. Therefore, there is a need to develop batik business through micro, small, and medium business (UM.KM) and this should be supported by all



parties , i.e. the government, private and even universities through research h. This support, in which research is one of the m, is use fu l for the develo pm ent of bati k businesses (this research is one of the m). The governm ent has made ef fo rts to Batik thr ou gh re gulations and decisions. Despite in creas ing community, man y Bati k crafts men/ produ cers who do not have the awareness to im pro ve the qualit y and the bra nd image o f bati k that they produce. The y see m tc complacent because they feel that they alread y get*

Correspondence concerning this article should be addressed to Kristiana Haryanti, Organizational Pyschology Department, Soegijapranata Cathoilig University. Email: kristiana @unika.ac.id 2538-8053/ 2020 TJARME. All r ights reserved . INTL. J APPL. Res. MANAGE. & ECON, 2 (1):1-11, 2019 benefit because of the regulations made government which "force" the civil servants the uniforms. Batik craftsmen/producers awareness of the importance of marketing strategies y knowing the reasons why consumers buy batik and these include the quality of batik products and brand image. When we study consumer behavior, we will learn how individuals choose, uy, and use the product (Kotler and Keller (2007). A product is successfully marketed when it is accepted and bought by consumers. Willingness to intention of behavior of consumers buy



(Jahangir, Parvez, and Bhattacharjee, 2009). In making a purchase, consumers considerations before buying. There are values contained in the product that influence and cause someone to buy. Zeinhaml (1988) stated that there are two product qualities, namely and extrinsic. Intrinsic quality is related to the signs of a product, such as color and texture. Meanwhile, extrinsic quality is a sign of quality outside the product, for example brand image. The evidence in the field shows that each consumer has different considerations (Beneke, et al, 2013) and it is interesting to be studied. Tjiptono (2012) stated one product marketing strategy is to have a competitive advantage by paying attention to the brand so that it can be a special characteristic/differentiator of a product. According to Low and Lamb (2000), research interest in branding continues to be strong in the marketing literature and it has been much discussed in the marketing literature. Other than a well-known brand, product quality is one of the considerations of consumers when deciding to buy a product. Product quality is the overall quality or excellence of a product related to what is expected by consumers. According to Kotler and Keller (2007), quality is the totality of features and characteristics that enable products to satisfy the needs of consumers both stated and not stated. A prod



uct that has good quality will certainly make consumers interested in buying it again in the future. A pleasant experience that is marked by the quality of goods that matches or exceeds expectations (satisfaction with the product) will make consumers to repurchase the product. Good product quality will make consumers feel satisfied (Lasa nder, 2013). If the product has a marker (brand) that is known or recorded in consumers' memory, it will make consumers purchase it if they need the item in the future. Jahan gir, et al. (2009) stated there is a significant relationship between product quality and brand image with consumers' desire to buy. Beneke, et al. (2013) also suggested that product quality has a significant effect on consumers' desire to buy a product. Based on the results of the above studies, the researchers are interested in conducting research whether the quality of product and brand image are significantly related to the desire to buy. Given that the product to be studied is Batik Lasem, this research question needs to be proven empirically. This research is based on the efforts of researchers to help develop micro, small and medium businesses in Indonesia, especially in the city of Lasem, Central Java, because batik Lasem has become one of the most potential businesses to improve the lives of the local people and suppo



rt the Indonesian economy. The purposes of this study are : 1. To empirically examine the relationship between product quality and willingness to buy. 2. To empirically examine the relationship between brand image and willingness to buy. 3. To empirically examine the relationship between product quality and brand image with willingness to buy. The results of this study will be able to provide benefits and feedback to batik Lasem craftsmen /producers so that they can further develop their business . This research is also expected to provide feedback to the government to preserve batik . Literature Review and Hypotheses 2.1. Product quality and willingness to buy In buying an item, consumers will certainly pay attention and consider the product, whether product meets qualifications needs. Products tangible INTL . J APPL. Res. MANAGE. &ECON, 2 (1):1-11, 2019 intangible someone purchase. Furthermore, according and Armstrong (2008), a product is a set of characteristics of goods and services that has the ability to meet the needs which is a combination of durability, reliability, accuracy, service capability as well as other attributes of a product. Another expert, Garvin (2007), stated that product quality is a collection of features and sharp brand product characteristics which have a contribution to fulfill the specified demand.



Gaspersz explains that there eight (8) dimensions quality of a product: 1). Performance, namely characteristics be the appearance of, real product. Product appearance reflection of how , product is presented or displayed to customers; 2). Reliability, namely the consistency of the reliability of a operational process in eyes of consumers . reliability of a prod uct m easure of the likelihood that product will not be dam aged or fail in a ce rta in period of time. A pro duct i s said to have hi gh relia bility when it can attra ct th e tru st of consu mers reg ardin g q uality of relia bility of a product ; 3). Featu res , namel y the secon dary or comple menta ry characteristics , defined as of co mpl ete ness att ri butes that exist in a p rod uct or the existenc e of additional privileges. At a certa in point, the perfo rmance of each brand difference features; 4). Conf ormance sp ecificatio ns, design charac teristic s op eration predeter mined sta ndards . the i d entic al and me et the pro mised target spe cific atio ns; 5). Durabilit y, i.e. h ow lon g the prod uct c an con tin ue to be used. A produ ct is expect ed not to be bro ken ev en thou gh it is ofte n used , an d it is als c expecte d to be ab le to fu nction well for a long time; 6). Serv ice capa bil ities ; they incl ude speed , competence , comfort, easy repair, and satisfying complaint handlin g. The y can b e de fined as a meas urement of how easy it is



to repair a damaged or failed product ; 7). Aesthetics , namely the beauty of a product that can be captured by the five senses and can be as attributes attached to a product , such as color, model or design, shape , taste , scent and others ; 8) . Customer perceived quality , namely the quality that the customer feels. When applied to measuring product quality , Perceived Quality is the basic quality of the product. Kotler and Keller (Hermawan, 2011) stated that product quality must be measured through the perception of product quality that buyers Consumer perceptions of product quality are attitudes of customers because they have compared expectations with the reality of the product (Zeithaml , 1988) . If consumers feel that product quality can meet their expectations , they will have the desire to make purchases again. Other researchers, Grewal, et al 1999) also said that product quality is a significant determinant of purchasing . This opinion is also supported by Cronin et al (2000) and Snijdt et al (2004) who stated that when consumers feel that the quality of product is higher than they expect , this will cause a desire to buy. Furthermore, Agarwal and (2004) suggested that customers accordance with the product quality standards they expect. HI. There is a positive significant relationship between product quality and willingness to buy



2. 2. Brand Image and willingness to buy Brand is one of the important things in the production process. Brands can be perceived as the life of a product (Rahnawati and Sawitri, 2015). It has an important role in the sale of products or services. According to Kotler (2000), a brand is a name, term, symbol, design that is used to differentiate and services of the competitors. Brand important in consumer's evaluations of brands. Brand names help consumers remember the benefits of the brand (Janiszewski and van Osselaer, 2000). Furthermore, according to Kotler (2000), image is a way of how people perceive a product. is influenced by many factors outside the control of the producer. Consumers develop INTL. J APPL. Res. MANAGE. & ECON, 2 (1):1-11, 2019 set of beliefs toward brand through the attributes of the product/service they receive. A set of beliefs about , brand forms a brand image. Consumers brand image of a product will vary according to the experience they receive. Another expert, Keller (1993), defines brand as an association or perception made by consumers based on their memories of a product. Thus, brand image does not exist in the actual technology, features, or products themselves, but it is something that is brought about by promotions, advertisements, or consumers who use the product. Through the brand image,



consumers can recognize a product, evaluate quality, reduce purchase risk, gain experience and certain satisfaction from certain branded products that they buy. High quality brands enable consumers to identify the advantages and specificities of a brand that leads to loyalty to the brand (David, 1991; Oliver, 1997). This means that the make consumers return to buy it. Furthermore, Hsieh and Li (2008) stated that a good brand will give a strong message effect when compared with competitors brand information. A brand name and a buying experience that do not disappoint will make consumers remember and have a perception of good quality of the product. This situation will be stimulate a strong consumers urge to buy products with the brand. This means that brand image is an important determinant in making decisions for the consumers to buy (Burmann et al, 2015). According to Akaah and Korgaonkar (1988), consumers are likely to buy famous brand positive brand image way reduce purchasing risk. This opinion is supported Grewal, (1998), stated that the better the brand image, the more consumer recognition quality of its products. Consumers usually have limitations in terms of the amount of time and product knowledge they have. Therefore, to make a purchasing decision they will tend to choose products with a brand image that is already



known. This argument is supported by Rao and Monroe (1988) who stated that a brand with a more positive image does have the effect of reducing the risk of bad perception of the product to consumers and increasing positive feedback from consumers. Therefore, consumers generally reduce the risk of purchasing and believe that they can make satisfying purchases by choosing well-known brands. There is a positive significant relationship between brand image and willingness to buy. Product quality and brand image with willingness to buy means the subjective tendency of consumers to buy certain products, and it has proven to be a key factor in predicting consumer behavior (Fishbein and Ajzen, 1975). According to Jahangir, Parvez, and Bhattacharjee (2009), willingness to buy consists of the possibility of customers to shop buy products. In buying products, consumers may be able to respond differently to the same product (Lampe & Gazda, 1995). There are several considerations made by consumers before buying a product. Akash (1988) suggests that consumers are more likely to buy famous brand products with a positive brand image as a way to reduce purchasing risk. Therefore, consumers generally believe that they can make satisfying purchases by choosing risk purchasing by doing so (Gul, et al., 2012).



Furthermore, Cro nin et al. (2 000) said that high ly q uality of a product will increase the perceived value of the product which ultimately res ults in cons umers willingness to buy. Sno j et al. (2004) also stated the sa m e thing, that is, p erce ived produc t qu ality will mak e consu mers ha ve the desire to bu y. Rese a rch conducted b y Jah an gir, et al (2 00 9) als o a significant relationshi p between product qualit y and b ran d image with the desire to significant relationship willingness to I I I I INTL. J. APPL. Res. MANAGE. & ECON ., 2 (1):1-11, 2019 Conceptual framework Based on the objectives and literature previously explained, this study proposes a model to empirically prove whether there is a relationship between product quality and brand imae with willingness to buy. This research model is shown in Figure 1. PRODUCT QUALITY BRAND IMAGE WILLINGNESS TO BUY 1. Conceptual framework of research variable and their relationships Research Methods The research method used in this study is a quantitative analysis method, namely research that emphasizes numerical data statistical (Sugiyono, 2(3.1. 1 2 Research Variables The variables of this study consist of 2 (two) independent variables namely product quality (X1) and brand image (X2) and one (1) dependent variable, namely willingness to buy (Y). 3.2. Population and sample Population is defined as a region of realizations consisting of objects /subjects that have certain qualities and characteristics determined by researchers to be studied and then the conclusions are drawn (Sugiyono, 2006). The population used in this study are Lasem batik consumers who for batik in the city of Lasem, Central Java, Indonesia. Samples are part of the population. samples research were taken



using procedures so that only a portion of the population was taken and used to determine the traits and characteristics in the population (Nazir, 2005). The sampling technique used in this study was incidental sampling. The samples in this study, as many as respondents, were consumers who bought batik Lase m in 19 batik Lase m crafts man shops in Lasem city, Central Java, Indonesia.

3.3. Method of Data Collection and Measurement collection techniques used in this study are quantitative methods using scale that is distributed to respondents. Scale according to Nazir (2005) is a way to change qualitative data (attributes) into a quantitative order (variables). The measurement scale used in this study is a Likert scale. Likert scale is related to statements about one's attitude matter (Umar, 2005). On a scale there are no right or wrong answers. Subjects were asked to (altemit)iv INTL. J APPL. Res. MANAGE. & ECON, 2 (1):1-11, 2019 reliability, features, conformance, durability, ability, aesthetics, customer perceived quality. Each dimension consists of 3 (three) items; 2) Brand image scale, adapted from (2000), which items; and 3) Willingness to buy scale adapted from a scale made by Dodd et al (Sweeney et al, 1999) which consists of 2 (two) items. Information about the description of respondents in this study can be seen in Table 1. Sample Characteristics in Summary Percentage (%) Percentage (%) Sex Man 69 38.1 Woman Missing > 65 7 1 0.6 Education Basic school Junior High School Senior High School Vocational School Diploma Under Graduate Magister 10 5.5 Source: processed primary data coefficient variables are between 0.854 and 0.964. According to Nunnally (1978), reliability is in the range respondents, the



number of female Batik cloth buyers is higher than that of male. The number of male buyers (38.1 %) number of female people (55.8%), and there are: 11 people (6.1 %) who do not reveal their sex. In terms of age, the largest number of respondents is in the age range of 29 to 40 years with a total of 81 people (44.8%). of the education of respondents, most of them were high school graduates, 68 people (37.6%). In this test 0.80. Therefore, the scale of the 3 (three) variables used in this study is reliable. Variable, Cronbach Alpha and Number of Items Variable Product Quality Brand Willingness to Buy Cronbach Alpha 0.854 Number of Items 6 2 Source: processed primary data

Correlation Analysis Correlation analysis is correlation variables. variables, namely product quality brand image, a positive significant correlation. Product quality is positively significantly correlated with willingness to buy ($r = 0.685$, $p < 0.05$). Source: processed primary data

test hypothesis 3, a regression analysis and partial correlation were performed. contains the results of the regression analysis. From the results it can be seen that $F = 98.59$, relationship with willingness to buy. Hypothesis 3 is proven acceptable. Regression Analysis Model Summary Statistics .527 .521 .819 .527 98.509 2 177 .000 Adjusted R Std. Error of----- Square the Estimate R Square F Change Sig. F Change Change a. Predictors: (Constant), Total Brand Image, Total Product Quality Source: processed primary data

The effective contribution of the product quality and brand image variables to willingness to buy still 47.3% other variables outside willingness to buy. After calculating in more detail to determine the contribution of product quality and brand image,



the researchers found that the contribution of product quality to willingness to buy is 24.5%. The effective contribution of brand image to willingness to buy is 28.2%. Furthermore, hypothesis hypothesis partial correlation performed. The results Table analysis that there is significant correlation between product quality with willingness to buy by controlling (ryrz $p < 0.1$). This Hypothesis is acceptable. partial correlation results also show that there is a positive significant correlation between brand image and willingness buy by controlling product quality results indicate that hypothesis 2 is also proven. Table 5 Partial Correlation Analysis Coefficients a Unstandardized Standardized Correlations Coefficients Coefficients B Std. Error Beta Zero-order Partial Part (Constant) 1.083 .576 1.879 .062 Total Quality Total Brand Image .151 .033 .405 4.624 .000 .694 .328 .239 a. Dependent Variable: Total Willingness to buy Source: processed primary data Discussion The main objective of this research is to empirically examine the relationship between product quality and brand image with willingness to buy among batik Lasem consumers. The results show that there is significant relationship between product quality and brand image willingness to buy ($F = 98.509$, INTL. J APPL. Res. MANAGE. & ECON, 2 (1):1-11, 2019 also supported by Jahangir et al. (2009). They conducted research to buy a computer with the brand "X" among and they found a significant correlation between product quality with willingness to buy of 0.51, p INTL. J APPL. Res. MANAGE. & ECON, 2 (1):1-11, 2019 makes it easy to provide business loan funds for craftsmen, but it is advisable that the government provide training related to improve the quality of batik Lasem



products. In addition, training also needs to be given on the importance of brand imaging for the business development of batik Lasem craftsmen.

Acknowledgment paper is output of research that received Ministry of Research, Technology and Higher Education of the Republic of Indonesia (abbreviated RI Ministry of Research and Technology). This funding is given to increase the research interest and scientific work of lecturers as one of the three responsibilities of higher education Reference Agarwal, S., and Teas, R.K. (2001).

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