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Factors That Influence The Interest In Buying Local Brand Thanksinsomnia Among Youth In Surabaya

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ABSTRACT

This study aims to determine whether product quality and brand image affect consumer buying interest and analyze the effect of product quality and brand image on buying interest in the Thanksinsomnia brand in Surabaya. The population in this study were consumers of the Thanksinsomnia brand in Surabaya. The sample was taken as many as 107 respondents using the Non-Probability Sampling technique with the Accidental Sampling approach, namely the technique of determining the sample based on chance, that is, anyone who happens to meet with the researcher can be used as a sample if deemed suitable.Based on the research results, the results of the regression analysis are as follows Y = 3.801 + 0.214 X1 + 0.261 X2. Based on statistical data analysis, the indicators in this study are valid and the variables are reliable. In the classical assumption test, the regression model is multicollinearity free, does not occur heteroscedasticity, and is normally distributed. The individual order of each variable that has the most influence is product quality of 0.379, then brand image with a regression coefficient of 0.262. Thanksinsomnia brand needs to maintain the elements that have been rated well by customers and need to improve the things that are still lacking.

Keywords: Product quality, brand image, buying interest.

INTRODUCTION

Seeing the development of *brands* that are increasingly favored by young people in particular. Of course, the *fashion* in Indonesia has enormous potential to continue to be developed. Because young people need space or media to express themselves. Internet media is currently an alternative for *brand* to market their products, apart from being cheaper, very fast and easy to reach consumers. Marketing systems through internet media like this can reach almost all over the world.

You could say digital *marketing* is the most frequently used marketing in industry 4.0 today. Digital *marketing* -based media *web* such as *blogs*, *websites*, *e-mail*, *adwords*, or social networks. Of course digital *marketing* not just talking about *marketing* . By doing *digital marketing* , the brand image will be built and make people feel closer to *brand* . Brand image also plays an important role in the success of product marketing and sales, by having a strong positive brand image, customers will be loyal to the product line and they are willing to buy without hesitation.

Currently *brands* in Indonesia have sprung up, finally there is a struggle and competition in the youth market. Every *brand* is required to be more creative in marketing their products, the similarity of *target markets* and types of products is a challenge for every *brand* to create the uniqueness and *value* of each product.

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Having a good product is not enough, *brands* have to think of new ways to win the market. One of the *brands* that is currently a pioneer *fashion* is Thanksinsomnia *brand* , which was founded around 2012 and has no doubt about the quality of its products.

With a simple and casual look and has a design that today's young people are interested in. Thanksinsomnia managed to make consumers among teenagers very enthusiastic to get every product. Especially collaboration products with *brands* domestic and foreign. Thanksinsomnia has also registered her name in the Indonesian MURI Record when collaborating with *brand* Erigo in less than an hour, both of them managed to sell 1,500 t-shirts at a price of Rp. 100,000 per piece. (https://hai.grid.id/read/071895608/erigo-x-thanksinsomnia-print-rekor-muri-penjualan-kaos-terbanyak-via-online-dalam-sejam)

With the achievements and achievements that have been made up to nowadays it is very natural that many *brands* make Thanksinsomnnia their mecca, both in terms of design, marketing and so on. This is what makes researchers interested in conducting research on the *brand* Thanksinsomnia

Literature

Buying Interest

According to Ferdinand (2002), it is stated that buying interest can be identified through the following indicators:

a) Transactional interest, namely a person's tendency to buy a product.
b) Referential interest, namely the tendency of a person to refer products to others.
c) Preferential interest, which is an interest that describes the behavior of someone who has a main preference for the product. This preference can only be changed if something happens to the preference product.
d) Explorative interest, this interest describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product.

Product Quality

Tjiptono (2007) argues that the factors that are often used in evaluating satisfaction with a product are:

a) Performance (*performance*) operating characteristics of the core product (core product)purchased.
b) Additional characteristics or features (*features*), namely secondary or complementary characteristics.
c) Reliability (*reliability*), which is less likely to be damaged or fail to use.
d) Conformance to specification (*conformance to specification)* , namely the extent to which the design and operating characteristics meet the standards that have been set previously.

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e) Durability*related*to how long the product can continue to be used, including the technical life and economic life of the product.

f) *Serviceability* includes speed, competence, comfort, easy repair and satisfactory handling of complaints.

g) Aesthetics is the attractiveness of the product to the five senses.

h) (*perceived quality*) is the image and reputation of the product as well as the company's responsibility towards it.

Brand Image

According to Davidson (1998) the dimensions of brand image consist of:

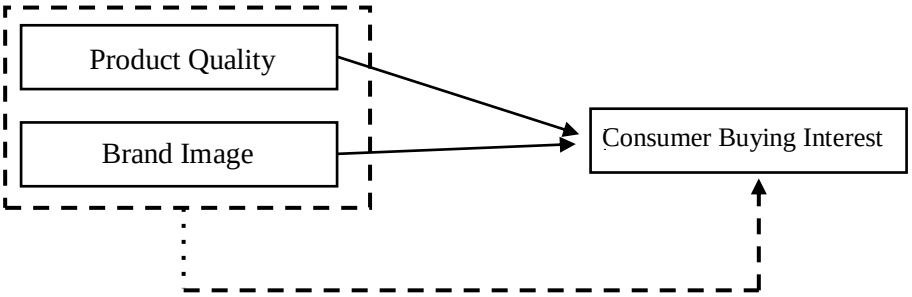
a) *Reputation* (good name), a fairly high level or status of a certain product brand.

b) *Recognition* , namely the level of recognition of a brand by consumers. If a brand is not known, then the product with that brand must be sold by relying on a low price.

c) *Affinity* (emotional connection), the emotional connection that occurs between the brand and the customer. That is an emotional relationship that arises between a brand and its consumers. A product with a brand that is liked by consumers will be easier to sell and a product that is perceived to have high quality will have a good reputation. This affinity is parallel to the positive association that makes consumers like a product.

d) *Brand Loyalty* (brand loyalty), how far the loyalty of consumers to use products with certain brands.

Thinking Framework



Hypothesis

H1 : Product Quality has a positive effect on consumer buying interest

H2 : Brand Image has a positive effect on consumer buying interest

H3 : Product Quality and Brand Image have a positive effect on consumer buying interest

RESEARCH METHODS

Types of Research

Based on the background of the problem, problem formulation, and research objectives that have been described previously, the type of research used in this study used survey research.

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Which is where information is collected from *respondents* by using *a questionnaire*. This type of survey research is limited to research whose data is collected from a sample of the population to represent the entire population (Singarimbun, 2008: 3).

The survey research format in this study was conducted to obtain clarity on the relationship between brand image and product quality to purchase intention.

Place and Time of

Research This research will be conducted on young people in the city of Surabaya. The time of the research was carried out in May 2022 - finished starting with the schedule of guidance, seminar proposals to thesis.

Population and Sample

The population in this study were young people in Surabaya.

Hair et al (1995) suggested that the minimum sample size was 5-10 observations for each estimated parameter. In this study, the number of research indicators was 21 so that the minimum sample size was 5 times the number of indicators or 21 x 5 = 105 and the maximum sample was 210. Hair et al (1995) determined that the appropriate sample size was between 100-200 so that the number of samples used is 105. According to the National Population and Family Planning Agency (BKKBN) the age range of young people is 10-24 years old and unmarried, so the respondents in this study are young people aged 10-24 years or under 30 years who are not married. The use of a larger number of respondents, so that if there is biased or invalid data, it does not reduce the number of respondents below the minimum sample suggested by Hair et al (1995).

Variables and Operational Definitions

Research variables are everything that is formed whatever is determined by the researcher to be studied, so that information is obtained about it, then conclusions are drawn (Sugiyono, 2015). The variables to be studied are as follows:

Independent

variables Independent variables are variables that affect or cause changes or the emergence of the dependent variable (tied) (Sugiyono, 2015). The independent variables in this study are

a. Product Quality (X1)

Product is anything that can be offered to the market for attention, purchase, use, or consumption that can satisfy a want or need. Conceptually, the product is a subjective understanding of the producer on something that can be offered as an effort to achieve organizational goals through meeting consumer needs and activities, in accordance with the competence and capacity of the organization as well as the purchasing power of the market. In addition, the product can also be defined as consumer perceptions described by producers through their production. Products are considered important by consumers and are used as the basis for decision making (Kotler and Armstrong 2001).

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Quality is a condition of an item based on an assessment of its conformity with predetermined measuring standards. Based on this opinion, it is known that the quality of goods is determined by the assessment benchmark. The more in accordance with the standards set, the more quality it is considered (Handoko, 2002). Based on research developed by Tjipto (2008) in Pamungkas (2014) there are 8 indicators, namely: performance, characteristics or features, reliability, conformance to specifications, durability, repairability, beauty, and perceived quality with 11 question items, each item measured by a 5-point Likert.

b. Brand Image (X2)

Sangaji and Sopiah (2013) wrote that image is a concept that is easy to understand, but difficult to explain systematically because of its abstract nature. Image of a brand is related to attitudes in the form of beliefs and preferences towards a brand. According to research developed by Davidson (1998) in Sari (2016) there are 3 indicators of brand image, namely: Reputation, Recognition, and Affinity, with 5 question items, each item measured by Likert 5 points

Dependent Variable (Y)

The dependent variable is a variable that is influenced or be a result of the existence of an independent variable (free) (Sugiyono, 2015).

Buying

Interest Buying Intention is a personal action with a relative tendency to the brand. Whereas attitude is a summary evaluation, interest is "a person's motivation in the sense of his conscious plan to exert effort to carry out the behavior" (Josephine, 2006). According to research developed by Ferdinand (2002) in Dewa (2009) buying interest has the following indicators: transactional interest, referential interest, preferential interest, and exploratory interest. with 5 question items, each item is measured by Likert 5 points.

Research Instruments

According to Sugiyono (2010), the research instrument is a tool that is observed. The research instrument is a questionnaire compiled based on indicators of the research variables. These indicators are stated in detail in the questions in the form of a questionnaire and distributed to respondents. Determination of the score given to each item of the instrument in this study respondents were asked to fill in each item of the question by choosing one of the five available options. Scoring and measurement of alternative answers using a Likert scale which has five alternative answers. The author divides them into five groups:

1. SS: Strongly agree score 5
2. S: Agree score 4
3. KS: Disagree score 3
4. TS: Disagree score 2
5. STS: Strongly disagree score 1

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This study uses a questionnaire which contains the questions that are given to the respondent to be given an answer or response. The questionnaire grid in this study is presented as follows:

Table 1. The questionnaire grid in this study is presented

No.	Variables	Indicator	No. Questions
1.	Product Quality Tjipto (2008), in Pamungkas (2014)	a. Performance b. Product features c. Reliability Conformity with specifications e. Endurance f. Serviceability g. beauty h. Perceived quality	1,2 3,4 5 6 7 8 9 10,11
2.	Davidson's brand image (1998), in Sari (2016)	a. Reputation b. Recognition c. Affinity	12,13 14,15 16
3.	Interest in buying Ferdinand (2002), in Dewa (2009	a. Transactional interest b. Referential interest c. Preferential interest d. Explorative Interests	17 18 19 20.21

Data Collection Techniques

This study used a questionnaire data collection technique (questionnaire). According to Sugiyono (2010), the questionnaire is a data collection technique that is done by giving a set of written questions to the respondents to answer. Respondents are people who will be studied (sample). Questionnaires in the form of questions were distributed to respondents in accordance with the problems studied to obtain data in the form of respondents' statements.

Data Analysis

Techniques Data analysis techniques are processes to simplify data into a form that is easier to read and interpret so that it is useful to test whether there is a relationship between one variable and another.

Validity Test and Reliability

a. Test Validity Test

According to Sugiyono (2014:361) said that the validity test is used to test the extent to which the truth of an instrument as a research measuring tool. The instrument validity test is carried out in testing that there are similarities between the data collected and the data that actually occurs in the object under study. The purpose of the validity test is to see whether the proposed variable can provide information that should be measured or validity regarding the ability of a variable to

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measure what should be measured. The validity test was carried out on the question items in the questionnaire, namely by calculating the coefficients of each question using the total score obtained and then compared with the critical number r of the moment product. If the correlation coefficient is greater than the critical value, the question is considered valid (Ghozali, 2013: 136). The following are the criteria for evaluating the validity test, namely:

a. If r count > r table, then the questionnaire item is declared valid.
b. If r count < r table, then the questionnaire item is declared invalid.

b. Reliability Test

According to Sugiyono (2014:168) the reliability test is related to the degree of consistency and stability of the data or findings. Because it is pleasing to the degree of consistency, if there are other researchers repeating or replicating the research on the same object, it will produce the same data as well. Measurement of reliability in this study is to use the method *(one shot method)* or measurement only once. Reliability was selected based on the value *of Cronbach's alpha*. Or the alpha of each variable is more than 60% or 0.6 then this research is said to be reliable or reliable.

Multiple Linear Regression Multiple

linear regression analysis is used to determine whether there is an influence between the independent variable (independent) and the dependent variable (dependent). Namely the relationship between brand image and product quality on purchasing decisions. And also the multiple linear regression equation for this research, namely:

$$KP = a + \beta_1 CM + \beta_2 KPr + e$$

Description:

KP = Purchase Decision

= = Constant

$=_1$ = Brand Image regression coefficient

$2_{Product}$ Quality regression coefficient

CM = Brand Image

KPr Quality Product

e = *Standard*

Classical Assumption

a. Test Normality Test

The normality test aims to test whether in the regression model, the confounding variable or residual has a normal distribution or not, if this assumption is violated, the statistical test becomes invalid in a small sample size or the variable is not normally distributed (Ghozali, 2015: 160). Usually the test to measure normality uses *the Kolmogorov-Smirnov* (KS) and

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graph approach. A good test of variables is those that are normally distributed or close to normal. Here's how to make a decision on the normality test (Santosa, 2010: 154):

a. Significant number (sog) > = 0.05 then the data is normally distributed.
b. Significant number (sog) <α = 0.05 then the data is not normally distributed.

a) Graphical Approach The

normality test can be detected using a normal probability plot graph, namely by comparing data that is normally distributed or close to a normal distribution. The following are the basics of the graphic approach:

a. If the points spread in the direction of or around the diagonal line, it shows that the data is normally distributed and is said to be able to meet the normality test.
b. If the points spread not in the same direction and away from the diagonal line, it shows that the data is not normally distributed and is said to be unable to meet the normality test.

b) (*Kolmogorov Smirnov test* KS)

(*Kolmogorov Smirnov test* KS) is a test that uses the cumulative distribution function.Test *Kolmogorov Smirnov* (KS)

1. If the significant number (sig) > 0.05 then the data is normally distributed.
2. If the significant number (sig) < 0.05 then the data is not normally distributed.

b. Multicollinearity Test

The multicollinearity test aims to determine whether there is multicollinearity or to test whether the model finds correlations between independent variables (independent). A good regression model should not have a correlation between independents (Ghozali, 2015: 105). One way to detect multicollinearity is to look at *Toleracne* and *Variance Inflation* (VIF). The following are the basics of the multicollinearity test:

a. Tolerance value <0.10 and VIF value > 10, it indicates the existence of multicollinearity.
b. Tolerance value > 0.10 and VIF value < 10, it indicates the absence of multicollinearity.

a. Heteroscedasticity

Test The Heteroscedasticity Test aims to test whether the regression model has an inequality *variance* from *residuals*one other observation (Ghozali, 2015:139).

a) If there is a certain pattern, such as a point in the form of a certain regular pattern (wavy, widening, then narrowing), then heteroscedasticity has occurred.
b) If there is a clear pattern, and the points spread above and below on Y, there is no heteroscedasticity.

b. Autocorrelation Test Autocorrelation

test is a test where the dependent variable is not correlated with the value of the variable itself, both the value of the previous period and the value of the period after.

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One measure in determining whether there is an autocorrelation problem is the Durbin-Watson (DW) test. The test method uses the Durbin-Watson test (DW test) with the following conditions:

1) If d is less than dl or greater than (4-dl), then the null hypothesis is rejected, which means there is an autocorrelation.

2) If d lies between du and (4-du), then the null hypothesis is accepted, which means there is no autocorrelation.

3) If d lies between dl and du or between (4-du) and (4-dl), then it does not produce a definite conclusion.

c. Linearity Test

According to Sugiyono and Susanto (2015:323) linearity test can be used to determine whether the dependent variable and the independent variable have a linear relationship or not significantly. Linearity test can be done through a test of linearity. The criterion that applies is that if the significance value of linearity is 0.05, it can be interpreted that there is a linear relationship between the independent variable and the dependent variable.

Feasibility Test of Model

a. F

Test *Goodness of fit* test or F test shows whether all *variables*included in the model have an effect on the *variable* (Ghozali, 2015:98). Among the sample regressions in providing a statistically estimated actual value. The F test can be measured from the value of the F statistic which indicates whether all the independent variables included in the model have a joint effect on the dependent variable. The F test was conducted to measure the accuracy of the function. The test was carried out using a significance level of 0.05 (α=5%). The following are the basics of testing the F test:

a. If it is significant f < 0.05 then the model in the study is said to be suitable for use in the study.
b. If the significance is f > 0.05 then the model in the study is said to be unfit for use in the study.

b. Coefficient of Determination ($R2^{)}$test

The Coefficient of Determination ($R2^{)}$**is** used to measure how far the model's ability to provide the information required by the dependent variable is. The value of the coefficient of determination is between zero (0) and one (1). If the value of the coefficient of determination is getting bigger (closer to 1), then the independent variable can provide the information needed by the dependent variable. And if the coefficient value is getting smaller (closer to 0) then the independent variable only provides limited information on the dependent variable.

Hypothesis

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1. Testing T

According to (Ghozali, 2015:98) T-test is a test to determine whether there is an influence of the independent variable on the dependent variable. This test is conducted to determine whether the proposed hypothesis is accepted or rejected. Here are the basics of the t test:

a. If the significance value of t > 0.05 then the hypothesis is rejected (regression coefficient is not significant). This means that product quality and brand image have no influence on buying interest.

b. If the significance value of t < 0.05 then the hypothesis is accepted (significant regression coefficient). This means that product quality and brand image have an influence on buying interest.

RESEARCH RESULTS AND DISCUSSION

Table 2. Validity Test

Indicator	r count	r table	Description
Product Quality			
X1.1	**0.611**	**0.190**	**VALID**
X1.2	**0.670**	**X1.3**	**VALID**
X1.4	**0.679**	**0.190**	**VALID**
X1.5	**0.752**	**0.190**	**VALID**
0.190	**0.671**	**0.190**	**VALID**
X1.6	**0.769**	**0.190**	**VALID**
X1.7	**0.779**	**0.190**	**VALID**
X1.8	**0.575**	**0.190**	**VALID**
X1.9	**0.814**	**0.190**	**VALID**
X1.10	**0.695**	**0.190**	**VALID**
X1.11	**0.694**	**0.190**	**VALID**
Brand Image			
X2.1	**0.640**	**0.190**	**VALID**
X2.2	**0.669**	**0.190**	**VALID**
X2.3	**0.764**	**0.190**	**VALID**
X2.4	**0.713**	**0.190**	**VALID**
X2.5	**0.704**	**0.190**	**VALID**
Interest in Buying			
Y1	**0.629**	**0.190**	**VALID**
Y2	**0.670**	**0.190**	**VALID**
Y3	**0.629**	**0.190**	**VALID**
Y4	**0.466**	**0.190**	**VALID**
Y5	**0.730**	**0.190**	**VALID**

Source: Data processed by researchers,

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2022 it can be seen that all indicators used in this study to measure the variables used have a greater correlation coefficient than r table = 0.190, so all indicators in this study are valid.

Table 3. Reliability Test

NO	Variable	Cronbach Alpha	Information
1.	Product Quality	**0.892**	**Reliable**
2.	Brand Image	**0.735**	**Reliable**
3.	Buying Interest	**0.612**	**Reliable**

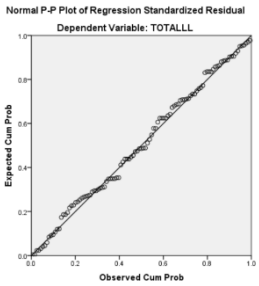
Source: data processed by researchers, 2022

From the above results show that all variables have a sufficient Alpha coefficient, which is above 0 ,60 so that it can be said that all measuring concepts of each variable from the questionnaire are reliable, then the items in each of these variables are feasible to be used as measuring instruments.

Classical Assumption Test

Normality Test of

a) Graphical Approach



Source: data processed by researchers, 2022

Based on the picture above, the *Normal Probability Plot* above shows that the distribution of points is around the diagonal line. This means that the data in this study are normally distributed because they have met the basics of the normality test.

b) Test *Kolmogorov Smirnov* (KS)

		Unstandardized Residual
N		107
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.81597435
Most Extreme Differences	Absolute	.049
	Positive	.049
	Negative	-.048
Test Statistic		.049
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

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Source: data processed by researchers, 2022

Based on the results of the normality test test, namely data on a sample of 107 respondents, it shows that for testing the Product Quality variable, Brand Image on buying interest is normally distributed. It is proven by the significance value which has exceeded the error rate limit, which is 0.200 > 0.05. thus the test on the research variables is normally distributed and can be continued on the next test**.**

Heteroscedasticity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.648	1.269		2.874	.005
	TOTAL	.005	.031	.017	.149	.882
	TOTALL	-.081	.055	-.167	-1.486	.140

a. Dependent Variable: absres

Source: data processed by researchers, 2022

The results of heteroscedasticity testing with the glajser test show that the significant value (sig.) for the X variable (TOTAL = Product Quality and TOTALL = Brand Image) where the significant value shows a number (0.882; 0.140) with sig value > 0.05. So it can be concluded that there is no heteroscedasticity in the regression model.

Multicollinearity Test

Model	**Collinearity Statistics**	
	Tolerance	**VIF**
Product Quality	**,741**	**1,349**
Brand Image	**,741**	**1,349**

Source: data processed by researchers, 2022

It can be seen that the regression model does not experience multicollinearity disorders. This can be seen in the tolerance value of each variable which is greater than the specified default value of 0.10. Meanwhile, the VIF value also shows below the number 10. So it can be concluded that there is no multicollinearity between independent variables in the regression model.

Autocorrelation Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.560[a]	.313	.300	2.843	1.618

a. Predictors: (Constant), TOTALL, TOTAL

b. Dependent Variable: TOTALLL

Source: data processed by researchers, 2022

Based on the table it can be seen that the DW value is 1.618. Meanwhile, from the DW table with a significance of 0.05 and the amount of data (n) = 107, and k (number of independent

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variables) = 2, so that the value of du is 1.7036, the value of dl is 1.6660, 4-dl is 2.3340 and the value is 4 -du is 2.2964. If d is smaller than dl (1.618 < 1.666), then the null hypothesis is rejected, which means there is an autocorrelation. in this regression model.

Linearity Test

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
TOTALLL * TOTAL	Between Groups	(Combined)	571.794	22	25.991	3.347	.000
		Linearity	321.269	1	321.269	41.373	.000
		Deviation from Linearity	250.525	21	11.930	1.536	.087
	Within Groups		652.281	84	7.765		
	Total		1224.075	106			

Source: data processed by researchers, 2022

Based on the data obtained from the linearity test results in table 4.13 it can be seen that *Linearity* has a significant value of (0.000 < 0.05) so it can be assumed that there is a linear relationship.

Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.801	2.180		1.744	.084
	TOTAL	.214	.053	.379	4.015	.000
	TOTALL	.261	.094	.262	2.775	.007

a. Dependent Variable: TOTALLL

Source: data processed by researchers, 2022

The form of the regression equation is as follows:

Y = 3.801 + 0.214 X1 + 0.261 X2

1. The regression coefficient value of X1 is 0.379. Product Quality variable has a positive and significant effect, meaning that the more product quality increases, the consumer's buying interest will also increase.

2. The value of the X2 regression coefficient is 0.262. The Brand Image variable has a positive and significant effect, meaning that if the brand image increases it will further increase consumer buying interest

Hypothesis Testing

T

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.801	2.180		1.744	.084
	TOTAL	.214	.053	.379	4.015	.000
	TOTALL	.261	.094	.262	2.775	.007

a. Dependent Variable: TOTALLL

Source: data processed by researchers, 2022

1. Product Quality (X1)

Test results with SPSS are declared valid because the t-count value is greater than the t-table value, namely 4.015 > 1.982 and the t-count value and product quality are 4.015 with a significant

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profitability of 0.000. Since the significance probability is less than 0.05, then H0 is rejected and Ha is accepted.

Which means it can be said that partially product quality has a significant effect on consumer buying interest.

2. Brand Image (X2)

The test results with SPSS are declared valid because the t-count value is greater than the t-table value, namely 2.775 > 1.982 and the t-count value and buying interest are 2.775 with a significance probability of 0.007. Because the significance probability is less than 0.05, then H0 is rejected and Ha is accepted.

Which means it can be said that partially Brand Image has a significant effect on Consumer Buying Interest.

F test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	383.525	2	191.763	23.727	.000[b]
	Residual	840.549	104	8.082		
	Total	1224.075	106			

a. Dependent Variable: TOTALLL

b. Predictors: (Constant), TOTALL, TOTAL

Source: data processed by researchers, 2022

Based on the results of the F test in the table above, it shows the calculated F value of 23,727 with a significance probability of 0.000. Because the significance probability is less than 0.05, then H0 is rejected and Ha is accepted. Which means it can be said that the variables of Product Quality and Brand Image have a simultaneous effect on Consumer Buying Interest.

Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.560[a]	.313	.300	2.843

a. Predictors: (Constant), TOTALL, TOTAL

b. Dependent Variable: TOTALLL

Source: data processed by researchers, 2022

Based on the calculation results of the SPSS program it is known that the value of the coefficient of determination (Adjusted R Square) obtained is 0.300. This means that 30% of the variation in buying interest can be explained by the variables of product quality and brand image. While the remaining 70% can be explained by other reasons outside the study or from the two variables.

Discussion

Effect of Product Quality on Purchase Intention

The results of this study indicate the first hypothesis which states that product quality variables have a significant effect on buying interest, in other words that product quality must be improved in terms of materials and strong capabilities in order to achieve goals in the company .

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This means that the more product quality increases, the consumer's buying interest will also increase. Based on the questionnaire that has been filled out by respondents stating the quality of the *brand* with an average of 4.10 where the value is included in the "High or Good" category, it means the product quality variable with 11 indicators, namely performance, characteristics or features, reliability, conformance with specifications, durability, repairability, beauty, and quality are rated well by respondents. This shows that variations in changes that occur in Product Quality will cause changes to the ups and downs of buying interest.

Product is one of the elements of the marketing mix that is quite important because the product is what will be consumed by consumers in the form of goods or services. For more details, we will review the definition of a product. A product is anything offered to the market to gain attention, demand, use or consumption that can fulfil a need or desire.

Perceived Product Quality is a dynamic condition related to products that meet or exceed consumer expectations. Purchasing decisions are influenced by perceived product quality, Thanksinsomnia products offer perceived prices that match the perceived product quality provided, Thanksinsomnia products in the form of clothes have good durability, the fabric is not easily damaged and durable screen printing is a quality Thanksinsomnia product in accordance with what consumers need and want.

The better the quality offered by Thanksinsomnia products, the higher the Thanksinsomnia products in the eyes of consumers, because consumers feel that these products are in accordance with what consumers need and want, thereby increasing consumer interest in buying these products.

Product quality can be seen from product packaging, product design, product features, guarantees, and others. High product quality can fulfil the desire to repeat greater repurchases from customers and cause purchase interest. Product quality has a direct impact on performance, and is closely related to purchase intention. This review shows that maintaining good product quality will increase consumer buying interest.

The Effect of Brand Image on Purchase Intention

Based on the results of the analysis, it shows that Brand Image has a positive effect on consumer buying interest. This shows that the second hypothesis is proven that Brand Image has a positive effect on consumer buying interest.

Based on the questionnaire that has been filled out by respondents who state the brand image of the Thanksinsomnia brand with an average of 3.92 where the value is included in the "High or Good" category, meaning that the brand image variable with 3 brand image indicators, namely: Reputation, Recognition, and Affinity, are rated well by respondents.

Brand image is a distinguishing name or symbol (such as a logo, stamp, packaging) with the intention of identifying goods or services from a particular seller or a group of sellers. Customers

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form an image through the synthesis of all signals or associations generated by the brand, such as brand names, visual symbols, products, advertising, sponsorship, articles which are then developed and interpreted by customers. Brand image, a brand or product always has its own image in the eyes of a consumer because the brand is an identifying mark for the seller or maker of a product and service.

A brand is a complex symbol that can convey up to six levels of understanding as follows (Attributes, Benefits, Values, Culture, Personality, User). Brand as a name, term, sign, symbol, or design or a combination of all of them intended to identify the goods or services of a person or group of sellers and to distinguish them from competitors' goods or services.

Impression creation is one of the basic characteristics in modern marketing orientation, namely through giving more attention and creating a strong brand so that the implication of this is that a product brand can create an Image or Image for the product itself, so that it is able to embed information in the minds of consumers or make the basic motivation for consumers in choosing a product.

The Effect of Product Quality and Brand Image on Purchase Intention

Based on the data analysis and factual findings previously described, it can be concluded that the third hypothesis is proven that there is a positive relationship between product quality and brand image with purchase intention of the thanksinsomnia brand among young people in Surabaya.

CONCLUSIONS

Research on the relationship between brand image and product quality with purchasing decisions provides conclusions and proves that the hypothesis put forward at the beginning is correct. Research conducted in Surabaya from May to July 2022 provides the following conclusions:

1. Based on the data analysis and factual findings previously described, it can be concluded that there is a positive relationship between product quality and purchase intention of the thanksinsomnia brand among young people in Surabaya.

2. Based on the data analysis and factual findings previously described, it can be concluded that there is a positive relationship between brand image and purchase intention of the thanksinsomnia brand among young people in Surabaya.

3. Based on the data analysis and factual findings previously described, it can be concluded that there is a positive relationship between product quality and brand image on buying interest in the thanksinsomnia brand among young people in Surabaya.

4. The coefficient of determination is 30%, this means that 30% of buying interest can be influenced by product quality and brand image, the remaining 70% is influenced by other variables that are not explained in the regression model such as after-sales service, service quality and price.

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This means that product quality and brand image affect purchase intention. The better the product quality and brand image provided by the company, the higher the buying interest made by consumers.

The results of this study indicate that there is a positive relationship between product quality and brand image with purchase intention of the thanksinsomnia brand among young people in Surabaya.

Suggestions

Based on what has been obtained from this study, there are several suggestions that the authors provide regarding product quality, brand image and consumer buying interest, namely, among others:

1. Purchasing decision variable (Y), an indicator of the low quality of Thanksinsomnia brand products above other similar product brands, meaning that the thanksinsomnia brand can further improve the quality of its products - further products both in terms of materials or screen printing so as not to lose competitiveness with other competitors.
2. Product quality variable (X1), the indicator Thanksinsomnia is the best local brand gets the lowest score, meaning that the thanksinsomnia brand can pay more attention to the product research and development division in order to become the best local brand for consumers.
3. Brand image variable (X2), the indicator I know the Thanksinsomnia brand through friends got the lowest score. Therefore, the thanksinsomnia brand can do more frequent promotions either online or offline so that people can find out and get to know thanksinsomnia better.
4. For further researchers, it is hoped that they can test other variables or other factors related to consumer buying interest. For example, such as price, promotion and service quality variables. So that it can provide a broader picture of the factors that can influence consumer buying interest.

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