

## THE INFLUENCE OF PRODUCT DEVELOPMENT TOWARD PURCHASE INTENTION (EXPERIMENT OF SERABI PRODUCT)

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### ABSTRACT

The purpose of this study was to determine the effect on purchase intention of product development with experiments on serabi product. This research is quasi experiment study, the research that to test the effect of a variable to another variable or examine the causal relationship between one variable with another variable. The study population was a student of economic faculty of the State University of Padang who know the products serabi. The sample used by 50 people. Primary data were collected through questionnaires distributed to the respondents of the study. While secondary data such as books, magazines, journals, and other relevant sources and can be used as a reference in the research. The technique of data analysis is descriptive and inductive analysis using logistic regression analysis, hypothesis testing and different test for paired samples. The results of the study showed that: 1) The development of product quality significantly influence purchase intention serabi, 2) The development of the product packaging does not significantly affect the purchase intention serabi, 3) The development of product features significantly influence purchase intention serabi, 4) Intention to buy serabi before and after the development of the product significantly different.

**Key Words:** Quality, Packaging, Feature, Purchase Intention

The food industry in Indonesia recently has been a thing which is always viewed by entrepreneur because it is really potential. Industrial development is really rapidly developed so it causes the competition. The food industry introduces new products which are more interesting and vary. So the market competition cannot be prevented anymore.

The emerging of new creative and innovative food in Indonesia now shows the food competition nowadays. So far, keripik is only identical with keripik singkong and keripik kentang. But, recently, we can see there is a kind of keripik made of fruit. For example: keripik from jackfruit, apple, mango, guava and other fruits. The development of the products of fruit keripik can be seen from its taste which is crispy, expires longer with the natural fruit flavor without any chemical substances.

According Durianto (2003: 109) intention to buy is something that is related to consumers plan to buy a particular product, as well as how many items of a product that is needed in a certain period

There are two factors that influence a consumer's purchase intention in choosing a product according to (Kotler, 2012: 224). The factors that influence consumer purchase intention is the attitude of the other person (attitude of others) that is dependent on how much negative or positive attitudes of others towards a choice consumer. Then consumer motivation is to fulfill the wishes of others and unexpected situations.

From the initial survey data conducted by the researchers can be concluded that the conditions of sale serabi indicate increased steadily but not too significant. It reflects that people's purchase intention towards serabi there, but the increase is not too large, while the times keep changing and increasingly stringent competition that can threaten business serabi, this condition is maintained if it would interfere with the sale of serabi or its business operations.

Based on the observed phenomena, the authors wanted to examine whether there is an influence product development toward purchase intention(experiment of serabi product).

Based on the explanation above, researchers interested in conducting research entitled "**The Influence of Product Development Toward Purchase Intention**" (**Experiment of Serabi Product**).

## **THEORY**

### **Concept of Purchase Intention**

According Durianto (2003: 109) intention to buy is something that is related to consumers plan to buy a particular product, as well as how many units of a product that is needed in a certain period

There are two factors that influence a consumer's purchase intention in choosing a product according to (Kotler, 2012: 224) :

1. First factor is attitude of others

It depends on how much negative or positive attitudes of others towards a choice konsumen. Then consumer motivation is to fulfill the wishes of others.

2. Second factor is unexpected situations

These factors can cause changes to a consumer's purchase decision. For example, a person intends the consumer to buy a product, but because there is something unexpected then the consumers change their purchase intention.

### **The Relationship Between Quality(X1), Packaging (X2), and Feature (X3) toward Purchase Intention (Y) (Experiment of Serabi Product)**

Product development is an attempt to make developing an appearance with how to adjust, improve, enlarge, reduce and redesign existing appearance. Surely by

doing product development, to meet the needs and desires of consumers that will arise on the purchase intention of products that have been developed.

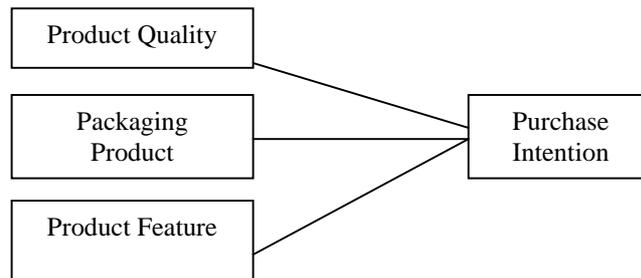
Product quality is conformance to requirements, suitability for use, continuous improvement aimed at satisfying the needs expressed. Consumers will be satisfied if their evaluation results show that the quality of products they use.

Product packaging is a container that serves to shield the product so it is not easy to spill and taste is maintained. Well-designed packaging can encourage sales. Packaging is the first product that faced the buyer and be able to attract buyers.

Features product is a product that distinguishes serabi products than other serabi. Product features can influence the consumer's decision to buy a product, because the product features firmly attached to a product and are often used by consumers as the basis and consideration to decide to buy or not the goods or services offered. Good features to attract consumers purchase intentions, improve product performance, reduce production costs and provide a strong competitive advantage in the product in the target market.

The influence of quality, packaging, and features of the relationship between these variables in consumer behavior towards purchase intention of consumers.

### **Conceptual Framework**



Based on theory, the research hypothesis can be formulated as follows:

- H1 :There is significant influence of product quality toward serabi product purchasing intention.
- H2 :There is significant influence of packaging toward serabi product purchasing intention .
- H3 :There is significant influence of product feature toward serabi product purchasing intention.

### **RESEARCH METHDOLOGY**

This study can classified as a quasi-experiment study. The aims of this study is to examine the effect of a variable to another variable or examine the causal relationship between the variables with the variables that attempt to explain the influence of quality (X1), packaging (X2), and features (X3), as a variable independent toward purchase intention (Y) as the dependent variable.

The population of this study is the population in this study were students of the Faculty of Economics, State University of Padang who have purchase intention of product development serabi.

The sampling method use in this study is purposive sampling. Purposive sampling technique which is one of the nonprobability sampling. Purposive sampling consists of a specific person who can provide information that is expected to researchers, either because only those who know about it or because certain criteria were determined researcher. Respondents in this study were all students of the Faculty of Economics UNP.

Data analysis technique used is logistic regression analysis and paired sample test. Logistic regression analysis aims to predict the dependent variable in the form of large a binary variable using the independent variables of known magnitude. (Idris, 2013: 55). Meanwhile, paired sample test aimed to compare the average of the two samples are paired (paired samples), whether different or the same. Paired sample is a sample of the same subjects experiencing different treatments such as purchase intention serabi before and after product development.

Processing and analysis was performed with SPSS 16.0 computer program.

## **RESEARCH RESULT AND EXPLANATION**

Respondents that were encountered in this study were aged between 16-25 years as many as 49 people with the presentation of 98%.

Before doing the study, the questionnaires distributed to 30 respondents to test the validity and reliability of research instruments. According Arikuntoro (2002: 144), validity is a measure that shows the value of an instrument. A question be valid if the value of  $r > 0.3640$  (Idris, 2013: 8). Validity of test results is done there is a single question that has  $r < 0.364$  is 0.253.

Based on the purpose of the research is the extent of influence on purchase intention of product development experiments on pancake products based indicators of quality, packaging and features by using Logistic Regression.

According Arikuntoro (2002: 144), validity is a measure that indicates the level of validity an instrument. A question be valid if the value of  $r > 0.3640$  (Idris, 2013: 8). Validity of test results there is a single question that has  $r < 0.364$  is 0.253.

Based on the purpose of the research is the extent influence of product development toward purchase intention (experiment of serabi product) based indicators of quality, packaging and features by using Logistic Regression results are as follows:

### **Hosmer and Lemeshow Test**

Step	Chi-square	df	Sig.
1	4.087	8	.849

From the result test obtained by the value of Chi-square of 4,087 with sig. by 0.849. From the results it appears that sig. greater than alpha (0.05), which means the decision is to accept  $H_0$  which means there is a discrepancy between the predicted classification with the classification observed. It means the logistic regression model can be used for further analysis.

The data were processed and analyzed by logistic regression analysis aimed to determine the effect of independent variables (quality, packaging and features) on the dependent variable (purchase intention). From data processing logistic equation is obtained as follows:

$$Y = -27.307 + 0,424 X1 - 0,242 X2 + 1,124 X3$$

From the above equation can be described on the influence of product development toward purchase intention (experiment of serabi product) as follows:

### **1. The Influence Development of Product Quality Toward Purchase Intention (Experiment of Serabi Product).**

The results showed that the development of quality products significantly has influence toward purchase intention (experiment of serabi product), with a regression coefficient of 0.424 which is positive with a significance of 0.014 is less than 0.05. It showed that better the development of quality product it will be more stronger consumer purchase intentions for serabi product.

Schiffman and Kanuk (2008: 163) said that consumers evaluation of the quality of the product will be able to help them to consider which products they want to buy.

Based on the results of research on the influence of the quality of the product toward purchase intention (experiment of serabi product), this research is quite acceptable in the society. Because of the results of this study most consumers liked the addition of the sauce on the serabi product.

### **2. The Influence Development of Product Packaging Toward Purchase Intention (Experiment of Serabi Product).**

The results showed that the development of packaging products that do not have influence toward purchase intention consumer (experiment of serabi product), with a regression coefficient of -0.242 which is positive with a significance of 0.237 is greater than 0.05. It showed that the better development of the product packaging is not necessarily the strength of consumer purchase intention for serabi product.

Packaging product according Silayoi (2004 : 609) that "*Consumer are more likely to spontaneously imagine aspects of how a product looks, tastes,*

*feels, smells, or sound while they are viewing a product picture in the package”.*

Meanwhile, the packaging according to Kotler and Keller (2009: 27) that all the activities of designing and producing the container for a product.

Packaging According to Kotler and Armstrong (2008: 275) is the activity of designing and producing the container or wrapper for a product. Wrap or attractive packaging will give a plus to the consumer who is distinguish some forms of product quality is almost same.

### **3. The Influence Development of Product Feature Toward Purchase Intention(Experiment of Serabi Product).**

The results showed that the development of product features that significantly influence toward consumer purchase intention (experiment of serabi product), with a regression coefficient of 1.124 which is positive with a significance of 0.002 is less than 0.05. It showed that the better development of products features the more powerful consumer purchase intentions for serabi product.

Product features can influence the consumer's decision to buy a product, because the product features firmly attached to a product and are often used by consumers as the basis and consideration to decide to buy or not a good or service being offered (TjiptonoFandy, 2002: 103).

### **4. The Result of Paired Sample Test**

Based on the results of the t test for paired samples, before and after the purchase intention of product development, quality before and after, before and after packaging and features before and after development, it was found that all the T value greater than t table and the Sig. (2 tailed) of <0.05, then the hypothesis is accepted, it means the average purchase intention, quality, packaging and features before and after the development of the product is significantly different in the sense that there is a change in purchase intention, quality, packaging and features prior to product development with product development after .

## **Hypotheses Test**

To test the hypothesis, the Wald test analysis was used, which is to see the effect of each independent variable on the dependent variable.

### **1. Hypothesis 1**

The first hypothesis in this study is the quality (X1) a significantly influence toward purchase intention (Y) (experiments of serabi product).

Wald test on the hypothesis test views of degrees of freedom (df) =  $nk-1 = 50 - 3 - 1 = 46$  and  $\alpha = 0.05$  level obtained  $t_{hit} = 6,064$  and the value of table = 2,021. Thus  $t_{hit} > t_{table}$  then the hypothesis accepted. It can be

concluded that there is a significant relationship between the development of the quality of the consumer's purchase intention (experiment of serabi product).

## **2. Hypothesis 2**

The second hypothesis proposed that packaging (X2) had no significant effect on purchase intention (Y) (experiment of serabi product).

Wald test on the hypothesis test views of degrees of freedom (df) =  $nk-1 = 50 - 3 - 1 = 46$  and  $\alpha = 0.05$  level obtained  $t_{hit} = 0.785$  and the value of table = 2,021 hits Thus  $t_{hit} < t_{table}$ , then the hypothesis is rejected It can be concluded that there is no significant influence of the packaging development of consumer purchase intention (experiment of serabi product).

## **3. Hypothesis 3**

The third hypothesis proposed that feature (X3) a significant effect on purchase intention (Y) (experiment of serabi product).

Wald test on the hypothesis test views of degrees of freedom (df) =  $nk-1 = 50 - 3 - 1 = 46$  and  $\alpha = 0.05$  level obtained  $t_{hit} = 9.243$  and the value of table = 2.021 Thus  $t_{hit} > t_{table}$ , then the hypothesis is accepted. It can be concluded that there is a significant relationship between the development of features of the consumer's purchase intention (experiment of serabi product).

## **CONCLUSION AND SUGGESTION**

### **Conclusion**

Based on the research results and explanation the influence of product development toward purchase intention (experiment of serabi product), it can be concluded as follows:

1. There is a significant relationship between the development of the quality of the consumer's purchase intention. This means that the development of quality real serabi participate in determining the consumer's purchase intention. Additional serabi with sauce can enhance the flavor and quality of the serabi will be able to increase consumer purchase intention.
2. There is a significant difference between the development of packaging on consumer purchase intention. It means that the development of a real serabi packaging not participate in determining the consumer's purchase intention. Additional of product attributes (topping and jam) on the serabi can improve the quality of taste.
3. There is a significant relationship between the development of features to the consumer's purchase intention. It means that the development of a real serabi features also determine the consumer's purchase intention. Serabi can be processed with various additional pieces will be able to determine the consumer's purchase intention.

4. There is a change in purchase intention, quality, packaging and features prior to product development after product development.

### **Suggestion**

Based on the research results and conclusions above, to increase purchase intention of serabi, the researcher provide the following suggestions:

1. Create a new variant of various flavor. For example adding some flavours like durian, strawberry, and chocolate, mangoes or other variants. So, the consumers can choose their own flavor based on their own appetite.
2. The packaging of serabi to be longer uniquely developed so that it influences the purchasing intention of the customers.
3. People has to develop serabi more unique and interesting so that it influences the customers' purchase intention.

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