

Effect of Quality Products and Brand Image on Purchasing Decisions Through Interest to Buy Fertilizer NPK Custom PT. Fertilizer Kujang Cikampek

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ABSTRACT

Study this used for measure influence quality product and image brand to decision purchase through interest buy on custom NPK fertilizer PT. Fertilizer Kujang Cikampek . Study this is study quantitative where object used _ farmers use _ custom NPK fertilizer PT. Fertilizer Kujang Cikampek . Study this conducted with technique *nonprobability sampling* with method *purposive sampling* . As for the amount sample used _ in study this were 95 respondents. The design used in study this is testing hypothesis (*hypothesis testing*) with use *structural equity model* (SEM) – SmartPLS 4.0. Research results this give explanation that variable quality product no influential to decision purchase , however quality product to interest buy effect . Variable image brand influential to decision purchase and interest buy . Interest to buy influential to decision purchase as well as interest buy could mediate Among quality product to decision purchase and interest buy too _ mediate image brand to decision purchase. Study this own limitations object research that only done on the user custom NPK fertilizer PT. Fertilizer Kujang Cikampek . this _ as a suggestion for researcher next. renewal in study this combine variable quality product and image brand to decision purchase through interest buy .

Keywords: *Quality Product , Brand Image, Purchase Interest, Purchase Decision*

INTRODUCTION

Indonesia is an agricultural country that has land Extensive agriculture is one of them namely in Karawang regency . Majority Karawang residents have eyes livelihood as farmer , fine that owner land nor labour . With reality this , the development of the Karawang Regency area in the future still will backed by facts empirical that sector agriculture still will permanent play a vital role in development territory . The growing business world _ rapidly require every company for increase ability management in all aspects to be able to maintain continuity business and growth profit as purpose company . Expected marketing strategy _ company is how for increase total sale product on target.

Influencing factors decision purchase and interest buy that is quality product . Quality product determined by a group usability and function , including in it power resistance , independence from other products or component others , exclusivity , comfort , form outside (color , shape , packaging , etc.) and also the product that has best quality _ will capable grow with fast and will capable snatch market share (Suari et al., 2019) . Purchase decision influenced by quality product through interest buy , p that because if someone want to buy first thing _ seen that is quality product after know quality will own interest for buy so that could decide product purchases _ the . Variable image brand is also one _ influencing factors _ decision purchase and interest buy that is image brand . Brand is a name , term , sign , symbol , or design or combination from all this , which shows identity maker or seller product or services .

Quality Product

According to (Hadita et al., 2020) Purchase decision is behavior consumer with choose in a manner selective for product to be used . Purchase decision is something decision consumer in sort one _ from part existing options _ after that buy very popular product from alternative else , however there are two aspects Among desire buy as well as decision purchase (Space, 2017) . Based on understanding on so could pulled conclusion that decision purchase is a process where consumer decide for buy or use something product . As for indicators decision purchase according to (Hadita et al., 2020) are :

1. Needs and wants will something product ,
2. Desire try ,
3. Stability will quality something product ,
4. Purchase decision repeat .

Purchase Interest

According to (Halim & Iskandar, 2019) interest buy is reflecting consumer mental statements _ plan purchase something product with brand certain knowledge about intention buy consumer to product need known by marketers for describe behavior consumers in the future come . Interest to buy formed from attitude consumer to something product Thing the originate from belief consumer to quality product .

There is four indicators interest buy in study (Dewi, 2019) who can used as measure , among others following :

1. Transactional interest
2. Referential interest
3. Preferential interest
4. Explorative interest

Quality Product

Quality Product According to Kotler and Armstrong in (Budiono, Christian & Immanuel, 2018). quality _ product is characteristics product or services depending on their abilities for fulfil need stated consumers _ or implied .

According to Kotler and Keller (2016:8) there is a number of reject measuring quality product , which consists from :

1. Form (Form) A product has a form including physical structure, shape and size of the product.
2. Features A product is equipped with product features that have basic functions.
3. Adjustment (Customizatin) A product can be differentiated according to the wishes of each enthusiast or consumer through marketers.
4. Performance Quality (Performance Quality) Quality of performance is the level of the product operates through the main characteristics. An increasingly important dimension to differentiate if a firm has delivered and implemented a value model through higher quality at lower prices is quality of performance.
5. Conformance Quality Conformance quality is the degree to which all production units are identical in meeting agreed specifications.
6. Durability in question is a measure of the long operating life of a product that can withstand stressful or ordinary conditions, which is an added value for the product.
2. Reliability Reliability is the product's ability to overcome problems that will be encountered such as darkness and damage within a certain period of time.
3. Ease of Repair (Repairability) Ease is measured through the product's ability to repair failures or decrease in benefits.

Brand Image

According to (Firmansyah in Ernawati, Dwi , & Argo, 2021) image brand is representation from whole perception to brand and shape from past information and experience _ to brand it . Image against brand related with attitude in the form beliefs and preferences to something brand . Whereas (Chalil in Ernawati, Dwi , & Argo, 2021) state that image brand could defined as representation from whole perception will formed brand _ from information as well as past experience _ consumer on brand certain . According to (Muhtarom in Ernawati, Dwi , & Argo, 2021) Brand image is method for convincing consumer to the product brand , as reflected in the mind memory consumer , if company could give good brand _ so automatic customer will own interest buy , because image in brand is choice main for decide purchase . The indicators used for measure image brand . According to (Hernikasari et al., 2022) Forming indicators _ image brand are :

1. Maker image (Corporate Image),
2. Product or consumer image (Product Image),
3. User image (User Image)

Purchase Decision

According to (Hadita et al., 2020) Purchase decision is behavior consumer with choose in a manner selective for product to be used . As for indicators decision purchase according to (Hadita et al., 2020) are :

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2. Referential interest
3. Preferential interest
4. Explorative interest

METHOD

Study this analyze connection every variable for test influence quality product and image brand to decision purchase through interest buy custom NPK fertilizer at PT Pupuk Kujang Cikampek .As for location research that was made object study is user Custom NPK fertilizer at PT Pupuk Kujang Cikampek . Research time this walk started September to _ with October 2022.population is the area of generalization that it comprises from object / subject that has quantity and characteristics specified by the researcher _ for studied and then pulled in conclusion . Population in study this that is farmers use _ custom NPK fertilizer from PT Pupuk Kujang Cikampek . Deep sample study this as many as 95 respondents . The criteria used _ in study this , as following :

1. Customers who use NPK Custom Fertilizer from PT Pupuk Kujang Cikampek
2. Have used products from PT. Fertilizer Kujang Cikampek

In research this data collection with spread questionnaire or questionnaire and the types of questions asked is the required data in study with use technique scale likert . Study this use SmartPLS 4.0 for process the existing data obtained for support results from study this . Partial Least Squares (PLS) in it consists from three type analysis , among others namely outer model test, inner model test and testing hypothesis .

FINDING AND DISCUSSION

Convergent Validity (Validity converge)

Validity test convergent determine valid or no his something variable . in this test could is said to be valid if score outer loading factor its > 0.7 (Ghozali & Latan, 2015) . Following is outer loading factor of each indicator on the variable research :

1. Quality Product

on quality product there are 6 statements with total 95 respondents farmers use _ NPK Custom Fertilizer PT . Fertilizer Deer Cikampek . For fulfil conditions to be declared valid then each statement item must own score *outer loading factor* > 0.7. Following validity data results convergent could seen in the table *outer loading* under this :

Table 1. Quality Outer Loading Results Product

Items	Results	Condition Convergent Validity	Conclusion
KP1	0.758	>0.7	Valid
KP3	0.859	>0.7	Valid
KP4	0.778	>0.7	Valid
KP7	0811	>0.7	Valid
KP8	0.827	>0.7	Valid
KP10	0.823	>0.7	Valid

Source: Primary data processed (2022)

Based on table 1. it can be concluded from the 6 statement items that have *outer loading values* KP1 *factor* of $0.758 > 0.7$, KP3 of $0.859 > 0.7$, KP4 of $0.778 > 0.7$, KP7 of $0.811 > 0.7$, KP8 of $0.827 > 0.7$, and KP10 of $0.823 > 0.7$ can declared valid and meets the requirements for convergent validity.

However, there are several statement items that must be removed from the product quality variable because they do not meet the *convergent validity assessment requirements*, namely as follows:

Table 2. Quality Outer Loading Results Invalid Product

Items	Outer Loading Results	Convergent Validity Terms	Conclusion
KP2	0.695	>0.7	Invalid
KP5	0.652	>0.7	Invalid
KP6	0.607	>0.7	Invalid
KP9	0.523	>0.7	Invalid

Source: Primary data processed (2022)

Based on table 2. it can be concluded that there are 4 statement items that have *outer loading factor values* , namely KP2 of $0.695 < 0.7$, KP5 of $0.652 < 0.7$, KP6 < 0.607 and

KP9 of 0.523 < 0.7 are declared invalid because they do not fulfill convergent validity requirements.

2. Brand Image

On image brand there are 6 statements with total 95 respondents farmers use _ NPK Custom Fertilizer PT . Fertilizer Deer Cikampek . For fulfil conditions to be declared valid then each statement item must own score *outer loading factor* > 0.7. Following validity data results convergent could seen in the table *outer loading* under this :

Table 3. Brand Image Outer Loading Results

Items	Results	Condition Convergent Validity	Conclusion
CM1	0.765	>0.7	Valid
CM2	0.819	>0.7	Valid
CM3	0.789	>0.7	Valid
CM4	0.775	>0.7	Valid
CM5	0.762	>0.7	Valid
CM6	0.804	>0.7	Valid

Source : Primary data processed (2022)

Based on table 3. it can be concluded from the 6 statement items that have *outer loading values* CM1 factor was 0.765 > 0.7 , CM2 was 0.819 > 0.7 , CM3 was 0.789 > 0.7 , CM4 was 0.775 > 0.7 , CM 5 was 0.762 > 0.7 , and CM6 was 0.8 04 > 0.7 can be declared valid and meets the requirements for convergent validity.

3. Purchase Decision

On decision purchase there are 9 statements with total 95 respondents farmers use _ NPK Custom Fertilizer PT . Fertilizer Deer Cikampek . For fulfil conditions to be declared valid then each statement item must own score *outer loading factor* > 0.7. Following validity data results convergent could seen in the table *outer loading* under this :

Table 4. Outer Loading Results of Purchasing Decisions

Items	<i>Outer Loading Results</i>	<i>Condition Convergent Validity</i>	Conclusion
KPN1	0.795	>0.7	Valid
KPN2	0.846	>0.7	Valid
KPN3	0.839	>0.7	Valid
KPN4	0.776	>0.7	Valid
KPN5	0.779	>0.7	Valid
KPN6	0.771	>0.7	Valid
KPN7	0.769	>0.7	Valid
KPN8	0.802	>0.7	Valid
KPN9	0.729	>0.7	Valid

Source: Primary data processed (2022)

Based on table 4 it can be concluded from the 9 statement items that have *outer loading values* KPN1 factor was $0.795 > 0.7$, KPN2 was $0.846 > 0.7$, KPN3 was $0.839 > 0.7$, KPN4 was $0.776 > 0.7$, KPN5 was $0.779 > 0.7$, KPN6 was $0.771 > 0.7$, KPN7 of 0.769 , KPN8 of 0.802 , and KPN9 of 0.729 can be declared valid and meet the requirements for convergent validity.

4. Purchase Interest

On interest buy there are 5 statements with total 95 respondents farmers use _ NPK Custom Fertilizer PT . Fertilizer Deer Cikampek . For fulfil conditions to be declared valid then each statement item must own score *outer loading factor* > 0.7. Following validity data results convergent could seen in the table *outer loading* under this :

Table 5. Outer Loading Results of Buying Interest

Items	Outer Loading Results	Condition Convergent Validity	Conclusion
MB1	0.819	>0.7	Valid
MB2	0.814	>0.7	Valid
MB3	0.882	>0.7	Valid
MB4	0.862	>0.7	Valid
MB5	0.846	>0.7	Valid

Source: Primary data processed (2022)

Based on table 5. it can be concluded from the 9 statement items that have *outer loading values factor* MB1 of 0.819 > 0.7 , MB2 of 0.814 > 0.7 , MB3 of 0.882 > 0.7 , MB4 of 0.862 > 0.7 , and MB5 of 0.846 > 0.7 can be declared valid and meet the requirements for convergent validity .

Discriminant Validity (Validity discriminant)

Validity test discriminant could seen from score its *cross loading factor* must be > 0.7 and also value *cross loading factor* on the indicator at each variable must more big from variable other (Ghozali & Latan, 2015) . Following score *cross loading factor* of each of the variables contained in study this :

1. Quality Product

Table 6. Quality Cross Loading Results Product

Items	Variable			
	Quality Product	Brand Image	Purchase Decision	Purchase Interest
KP1	0.758	0.551	0.496	0.528
KP3	0.859	0.466	0.581	0.461
KP4	0.778	0.430	0.416	0.405
KP7	0.811	0.606	0.387	0.624
KP8	0.827	0.512	0.578	0.512
KP10	0.823	0.635	0.581	0.626

Source : Primary data processed (2022)

Based on table 6. above showing that score *cross loading* from the indicator items KP1, KP3, KP4, KP7, KP8 and KP10 all own value > 0.7 and value *cross loading* also have more

value _ big from variable other , so fulfil condition validity discriminant . With conclusions that each indicator item quality product in study this capable explain variable latent and possess good discriminant *validity* .

2. Brand Image

Table 7. Brand Image Cross Loading Results

Items	Variable			
	Quality Product	Brand Image	Purchase Decision	Purchase Interest
CM1	0.429	0.765	0.671	0.593
CM2	0.486	0.819	0.663	0.640
CM3	0.722	0.789	0.681	0.711
CM4	0.515	0.775	0.574	0.654
CM5	0.443	0.762	0.664	0.631
CM6	0.554	0.804	0.717	0.722

Source: Primary data processed (2022)

Based on table 7. above showing that score *cross loading* from the indicator items CM1, CM2, CM3, CM4, CM5 and CM6 all own value > 0.7 and value *cross loading* also have more value _ big from variable other , so fulfil condition validity discriminant . With conclusions that each indicator item quality product in study this capable explain variable latent and possess good discriminant *validity* .

3. Purchase Decision

Table 8. Results of Cross Loading Purchasing Decisions

Items	Variable			
	Quality Product	Brand Image	Purchase Decision	Purchase Interest
KPN1	0.660	0.777	0.795	0.778
KPN2	0.540	0.743	0.846	0.687
KPN3	0.610	0.722	0.839	0.775
KPN4	0.395	0.599	0.776	0.619
KPN5	0.584	0.661	0.779	0.728
KPN6	0.346	0.584	0.771	0.573
KPN7	0.375	0.616	0.769	0.580
KPN8	0.423	0.657	0.802	0.722
KPN9	0.393	0.601	0.729	0.588

Source: Primary data processed (2022)

Based on table 8. above showing that score *cross loading* from the indicator items KPN1, KPN2, KPN3, KPN4, KPN5, KPN6, KPN7, KPN8 and KPN9 all own value > 0.7 and value *cross loading* also have more value _ big from variable other , so fulfil condition validity discriminant . With conclusions that each indicator item quality product in study this capable explain variable latent and possess good discriminant *validity* .

4. Purchase Interest

Table 9. Cross Loading Results of Buying Interest

Items	Variable			
	Quality Product	Brand Image	Purchase Decision	Purchase Interest
MB1	0.521	0.748	0.738	0.819
MB2	0.535	0.668	0.719	0.814
MB3	0.586	0.761	0.745	0.882
MB4	0.572	0.693	0.711	0.862
MB5	0.593	0.674	0.713	0.846

Source: Primary data processed (2022)

Based on table 9. above showing that score *cross loading* of the indicator items MB1, MB2, MB3, MB4, and MB5 all own value > 0.7 and value *cross loading* also have more value _ big from variable other , so fulfil condition validity discriminant . With conclusions that each indicator item price in study this capable explain variable latent and possess good discriminant *validity*.

Average Variant Extracted (AVE)

Validity test discriminant for know value (AVE) with condition every variable must own value > 0.50 new said fulfil condition validity discriminant .

Table 10. Average Variant Extracted (AVE) Results

Variable	Average Variant Extracted (AVE)
KP	0.656
CM	0.617
when	0.625
MB	0.714

Source: Primary data processed (2022)

Based on table 10. shows that results from score *average extracted variant* all existing variables _ in study this namely , quality product own score of $0.626 > 0.5$, image brand of $0.617 > 0.5$, decision purchase of $0.625 > 0.5$, and interest buy of 0.714 with conclusion from results *Average Variant Extracted* that has been fulfil condition validity discriminant .

Composite Reliability

Composite reliability is a test of consistency and stability for reliable measure of every variable . Something variable could said reliable if own score *composite reliability* its > 0.7 .

Table 11. *Composite Reliability Results*

Variable	Results	Condition <i>Composite Reliability</i>	Conclusion
KP	0.920	>0.7	Reliable
CM	0.906	>0.7	Reliable
when	0.937	>0.7	Reliable
MB	0.926	>0.7	Reliable

Source : Primary data processed (2022)

Based on table 11. shows results score from *composite reliability* from every variable quality product of $0.920 > 0.7$, image brand of $0.906 > 0.7$, decision purchase of $0.937 > 0.7$, and interest buy of $0.926 > 0.7$. Namely in conclusion is that variable quality product , image brand , decision purchase and interest buy own high value _ more from 0.7 up variable the worthy used in research .

Cronbach Alpha

Cronbach alpha is used with purpose for fulfil condition reliability from something variable . one _ condition variable said reliable from cronbach alpha ie own value > 0.7 .

Table 12. *Cronbach Alpha results*

Variable	Results	Composite Reliability Requirements	Conclusion
KP	0.896	>0.7	Reliable
CM	0.876	>0.7	Reliable
when	0.925	>0.7	Reliable
MB	0.900	>0.7	Reliable

Source : Primary data processed (2022)

Based on table 12. shows results cronbach alpha on every existing variables _ researched this , namely the variable KP has score cronbach alpha was $0.896 > 0.7$, CM was $0.876 > 0.7$, KPN was $0.925 > 0.7$, and MB was $0.900 > 0.7$. It can be concluded that from every existing variables _ has fulfil condition reliability and can said variable the reliable .

Hypothesis Test

hypothesis	Variable	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
H1	KP → MB	0.182	0.190	0.082	2,220	0.027
H2	CM → MB	0.718	0.711	0.077	9,378	0.000
H3	KP → KPN	0.005	0.018	0.070	0.072	0.943
H4	CM → KPN	0.415	0.416	0.098	4,243	0.000
H5	MB → KPN	0.507	0.492	0.098	5.191	0.000

Source : Primary data processed (2022)

Showing that from fifth existing variables _ in study this among them quality product , image brand , decision purchase and interest buy . Can be seen H1 for variable quality product to interest buy own influence because own results P-Value $0.027 < 0.05$, H2 ie image brand to interest buy own influence because own results P-Value $0.000 < 0.05$, H3 ie variable quality product to decision purchase no be accepted because own the P-Value > 0.05 , namely 0.943 so could stated no exists influence quality product to decision purchase , H4 ie image brand to decision purchase own influence because own results the P-Value is $0.000 < 0.05$, and H5 is interest buy to decision purchase own influence because own results P- Value $0.000 < 0.05$.

DISCUSSION

Influence Quality Product Against Buying Interest

Based on results from analysis that has been done and concluded that hypothesis first or H1 is accepted because own influence Among quality product to interest buy custom NPK fertilizer from PT. Fertilizer Kujang Cikampek . Result of analysis in study this in line with research conducted _ (Saputra, 2017) which stated that quality product own significant influence _ with interest buy , which means the more tall level quality product the more high level too desire somebody for buy that is interest buy custom NPK fertilizer from PT. Fertilizer Kujang Cikampek .

Product has an important meaning for company because without exists product , company no will could do whatever from business , buyer will buy product if feel suitable . Because of that product must customized with desire or need buyer order marketing product it worked . Interest to buy ie where somebody feel interested so that own desire for buy something product . because _ that tightly relationship Among quality product to interest buy . Thus , if PT . Fertilizer Kujang Cikampek want to increase interest buy

consumers , it is very necessary for notice factor enhancement quality product with fix that still less and improve the already ok .

The Effect of Brand Image on Purchase Intention

Based on results from analysis that has been done and concluded that hypothesis first or H2 is accepted because own influence Among image brand to interest buy custom NPK fertilizer from PT. Fertilizer Kujang Cikampek . Result of analysis in study this in line with research conducted _ (Fauziah & Aziz Mubarok, 2019; Zainuddin, 2018) in his research state that image brand own significant influence _ with interest buy , which means where the more tall level image brand the more high level too decision somebody for buy custom NPK fertilizer from PT. Fertilizer Kujang Cikampek .

Interest to buy is one _ important thing _ in a company although interest buy no influential live in sale however interest buy is an internal process increase sale product company , Many factors influence and improve interest buy one of them is image brand or brand image on something product . Custom NPK Fertilizer PT. Fertilizer Kujang Cikampek already own image good brand in memory _ customers , p that could proven through study this is the image already attached to the user or buyer Custom NPK Fertilizer PT. Fertilizer Kujang Cikampek do purchase based on image the brand .

Influence Quality Product Against Purchasing Decisions

Based on results from analysis that has been done and concluded that hypothesis first or H3 is rejected because no own influence Among quality product to decision purchase custom NPK fertilizer from PT. Fertilizer Kujang Cikampek . Result of analysis in study no in line with study (Suari et al., 2019) however results this in line with research conducted _ (Nasution et al., 2020) which states that quality product no own significant influence _ with decision purchase , which means the more tall level quality product no affect decision purchase custom NPK fertilizer from PT. Fertilizer Kujang Cikampek .

Quality a product owned by custom NPK fertilizer from PT. Fertilizer Kujang Cikampek no determine decision purchase , because user this custom NPK fertilizer no too notice quality product for decide purchase of fertilizers the . the factor because many competitor PT. Pupuk Kujang Cikampek that moves in the same field own same quality . _ Besides that quality product no determine decision purchase because many fertilizer that get one of the subsidies urea fertilizer that has same use _ then price relatively cheap compared with custom NPK fertilizer . It can be concluded based on results search in the field quality no influential to decision purchase product , quality product no Becomes something important _ for farmer because fertilizer non- subsidized which is relatively expensive to obtain as well as quality his far from non - subsidized fertilizer because that for the farmers quality no Becomes something important _ for they for choose a product .

The Effect of Brand Image on Purchasing Decisions

Based on results from analysis that has been done and concluded that hypothesis first or H4 is accepted because own influence Among image brand to decision purchase custom NPK fertilizer from PT. Fertilizer Kujang Cikampek . Result of analysis in study this in line with research conducted _ (Hakim & Saragih, 2019) which stated that image brand own significant influence _ with decision purchase , which means the more tall level image brand the more high level too interest buy custom NPK fertilizer from PT. Fertilizer Kujang Cikampek .

Brand Image can interpreted as perception about brand reflected by the association brand held in memory consumer . Brand Image consists from knowledge and belief consumer about brand . Consumers who have perception positive about something brand , means brand the give message compared with brand competitors . So that image brand from custom NPK fertilizer PT. Fertilizer Kujang Cikampek it really affects decision purchase , because with exists good brand in memory _ consumer so opportunity for decide for use product those who have perception is posited in the mind consumer .

The Influence of Purchase Interest on Purchasing Decisions

Based on results from analysis that has been done and concluded that hypothesis first or H5 is accepted because own influence Among interest buy to decision purchase custom NPK fertilizer from PT. Fertilizer Kujang Cikampek . Result of analysis in study this in line with research conducted _ (Muhtarom et al., 2022) in his research state that interest buy own significant influence _ with decision meaningful purchase _ where the more tall level interest buy the more high level too desire or interest somebody for buy custom NPK fertilizer from PT. Fertilizer Kujang Cikampek .

Consumer do purchase first must feel interested and wanted for something product , then if already interested _ so Thing next to be conducted do purchase so that consumer the decide for buy product because product the corresponding with requirement , quality , or because existing image _ owned by the brand . Based on p the custom NPK fertilizer from PT. Fertilizer Kujang Cikampek succeed in offer product so that Thing that customer own interest purchase of custom NPK fertilizer from PT. Pupuk Kujang Cikampek , with that consumer will decide for do purchase of custom NPK fertilizer from PT. Fertilizer Kujang Cikampek .

Influence Quality Product Against Purchasing Decisions Through Buying Interest

Based on results from analysis that has been done and concluded that hypothesis first or H6 is accepted or own influence because variable interest buy could mediate Among quality product to decision purchase custom NPK fertilizer from PT. Fertilizer Kujang Cikampek . Result of analysis in study this in line with research conducted _ (Goddess, 2019) in his research state that quality product own significant influence _ with decision interest - mediated buying _ buy , which means where the more tall level quality product the more

high level too decisions made by consumers _ through interest consumers on custom NPK fertilizer from PT. Fertilizer Kujang Cikampek .

Quality product it is very important because if quality product the well , then consumer will buy product the . Interest in buying _ consumer impact on decisions purchase . Consumer after obtain something encouragement next will processed in self consumer as desired . _ If consumer feel confident in the product the consumer will do decision for buy . Consumer custom NPK fertilizer from PT. Fertilizer Kujang Cikampek after look for information about quality products on the internet or through colleague his relatives about custom NPK fertilizer from PT. Pupuk Kujang Cikampek and information obtained _ is good and very suitable with need consumer so that consumer the interest to product such and then decide for buy custom NPK fertilizer from PT. Fertilizer Kujang Cikampek .

The Effect of Brand Image on Purchasing Decisions Through Buying Interest

Based on results from analysis that has been done and concluded that hypothesis first or H7 is accepted or own influence because variable interest buy could mediate Among image brand to decision purchase custom NPK fertilizer from PT. Fertilizer Kujang Cikampek . Result of analysis in study this in line with research conducted _ (Kojongian et al., 2019) in his research state that image brand own significant influence _ with decision interest - mediated buying _ buy , which means where the more good image owned brand _ something product or more brands high level too decisions made by consumers _ through interest consumers on custom NPK fertilizer from PT. Fertilizer Kujang Cikampek .

Brand image that has good memories in memory _ consumer will affect level sales , with the good a consumer brand image will believe so that buy product the . First stage consumer do purchase that is first look image brand good or bad , if product the have a good image eat consumer next will own desire for buy product the . Consumer if already own desire for buy something product opportunity for decide for buy product the the more big , because that consumer custom NPK fertilizer from PT. Fertilizer Kujang Cikampek do purchase through interest buy because already have a good image among farmer .

CONCLUSION

Study this there is purpose for know influence quality product and image brand to decision purchase through interest buy custom NPK fertilizer PT. Fertilizer Kujang Cikampek . As for the results analysis from study this could pulled in conclusion as following :

1. Product quality affects interest buy .
2. Brand image effect on interest buy .
3. Product skin is not effect on decisions purchase .
4. Brand image effect on decisions purchase .
5. Interest to buy influential to decision purchase .
6. Quality product influential to decision purchase through interest buy .
7. Brand image influential to decision purchase through interest buy .

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