

Correlation Between Product Quality with Interest in Buying Smartfren Modem in Students Faculty of Psychology University of Persada Indonesia Y.A.I

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Abstract: *The purpose of this research is to know the correlation of product quality with the interest of buying Smartfren modem on student of Faculty of Psychology University of Persada Indonesia Y.A.I The population in this study amounted to 61 students. Sampling method in this research use accidental sampling technique. The data collection of this research using Likert model scale. Test validity using Product Moment, reliability test using Alpha Cronbach. The calculation process using SPSS version 15.0 for windows. After testing, it is known that the validity and validity score of 19 product quality obtained 19 valid items and 13 items fall with reliability of 0.879 and buy interest scale obtained 22 valid items and 8 items fall with reliability value 0.883. The result of research data analysis by using Bivariate Correlation obtained correlation coefficient of product quality and buying interest with r value equal to 0.834 and p equal to 0.000 ($p < 0.05$), hence based on result of calculation of research data, hence can be concluded that there is significant relation with positive correlation direction between product quality with interest to buy Smartfren modem to Student of Faculty of Psychology University of Persada Indonesia Y.A.I.*

Keywords: Product Quality, Interest in buying

1. Introduction

The development of the era that triggers the growing need for a growing human, from the type of product that is not too important to the type of needs that are important. The faster the changes cause competition in the business world more stringent. This can be seen with emerging new products that have a variety of advantages to make consumers interested to buy it.

Along with the rapid advances in science and technology world, the Modulator Demodulator field (MODEM) is also progressing quite rapidly. Modulator is a part that has a function to change the information signal into a carrier signal in which the signal can be sent. While the demodulator is the part that has a function to change the carrier signal into an information signal. So, the modem can be said hardware or hardware that has a function as a tool for two-way communication. Actually all the tools used to communicate also use two-way communication and there is always a hardware called modem, for example, microwave radio and VSAT and many others. But most of them only know the modem as a hardware that is only used on computers or the like (Pitikkedu, January 4, 2013).

The function of the modem itself is to convert the digital signal from the cable into a voice signal even vice versa. Currently the modem is growing very rapidly, one of which is voice modem. Voice modem is a new function of modem that not only provides internet facilities, but also provides other useful facilities such as radio channels, streaming video, phone conversations, audio and many more (Pitikkedu, January 4, 2013).

In addition the modem has the ability to be a fax modem. This fax modem works like a facsimile, with a specially designed software, it can convert a modem into a facsimile machine, where the modem converts a digital document into an analog signal and resurrects it into an image file if the recipient is a fax modem or a printed document if the receiver is a facsimile machine (Bakhtiar, August 26, 2010). Since the discovery of a modem, human life movements have become easier to get information. The longer the human mindset changes with the times. The number of companies that issue the modem but still many lack of such as the connection so slow, many signals but slow, modem disconnect itself, modem is connected but difficult to connect. So that smartfren companies take new opportunities from the desires and needs that have not been met, take the weakness of the modems before or the company. This can be seen from the higher variety of prime card products for modems such as Tree, XL, X2, TelkomFlash, Axis, Esia and Telkom Flexi products.

Smartfren company is a form of production that seeks to serve the needs of consumers for the needs of the manufacturer, combining various factors of production in such a way as to produce a product that can be utilized and beneficial to the consumer. At the present moment a lot, various products that have become part of human life especially in big cities. Modem options that can be utilized by each community have advantages and disadvantages. One of them is modem based on CDMA technology (Code Division Multiple Access) which is different from GSM (Global System for Mobile communication) with true unlimited package offered by Smartfren, many people are interested to use Smartfren modem. Smartfren modem is much preferred because the unlimited true package has been

tested and many are using it, there are others who claim unlimited but if the quota runs out the connection will be slow or not move at all consumers are very disappointed with such prime products.

Manufacturers of smartfren are required to better take into account the needs and motivations of any underlying consumer, which allows marketers to understand and predict consumer behavior. Information about a product should be clear, so that consumers can know clearly about the product. Clear information about a required modem product allows consumers to more freely choose a modem product in accordance with the wishes and needs.

Smartfren modem selection for consumers, especially students is very suitable. This unlimited package is perfect for students who like to download and browse youtube because unlimited will never abis if matured on the exact charging date of one month, it can just be declared package runs out. Not only that the benefits of modem Smartfren also provides a special browser to facilitate customers, fast connection, not easy to disconnect itself, full signal does not slow to allow consumers to be able to do tasks easier, send email, find information easily and quickly.

Buying interest is an important thing to note in consumer behavior, because interest can lead to buying behavior. Interest can arise because of something that is considered attractive, fun and in the right sense for consumers. As Whiterington (1999) notes that interest is an individual's attention to an object, person, problem or situation that has something to do with itself is done consciously and followed by feelings of pleasure. Interest must be regarded as an awareness, otherwise the interest has no meaning at all, therefore knowledge or information about an object must exist first rather than an interest in the object. Interests can be a reason for someone to buy a product, as well as Smartfren products are increasingly widespread in its current development.

Consumers do not hesitate to spend money and time to get information and desire through buying if the product is able to meet expectations. To make consumers experience satisfaction in consuming a product can be achieved by understanding and responding to the will of consumers. To get a prime card modem with good quality and in accordance with the wishes of his needs, usually the consumer will seek as much information about the quality of the desired product. Information can be obtained from the environment and various media, both print and electronic media.

The enormous environmental influences in the selection process of modem card products to be purchased or used by consumers, such environmental influences as advertising, information from friends, family and society. Marketing without coupled with advertising activities is impossible, because with advertising people can know the existence of a product with a certain price and quality. Basically advertising has a purpose that is to lure consumers. Advertising as a marketing tool can no longer be denied to persuade audiences to purchase the products offered (in Parulian, 2006). Not surprisingly, consumers find it difficult

to choose, so consumers more careful of a product offered so that consumers get the product in accordance with his expectations.

Consumers tend to use modem prime cards with brands that are known to have good quality products in the community, or in other words Smartfren has been known and widely in consumption by other consumers. Mowen & Minor (2002) says that product quality is a thorough evaluation of the customer for the good performance of goods or services. Consumers often assess the quality of products on the basis of various information cues that they relate to the product. Such information cues can be derived from intrinsic or extrinsic products (Schiffman & Kanuk, 2004). The intrinsic attribute is considered more rational and objective because it is a stimulus that can be accepted by the five senses, including size, color, and form. While extrinsic attributes are outside the product (external) such as price, packaging, advertising, and encouragement of peers. Often consumers value quality on the basis of external cues, such as price, brand image, manufacturer image, retail store image, or even country of origin in which the product is made (Schiffman & Kanuk, 2004).

Buying interest that arises in a consumer is often based not only on the quality considerations of the product, but there are other impetus that leads to buying a modem such as culture, social class, family, experience, personality, attitude, confidence, self and so on. The decision of consumers to buy a modem, often also based on irrational considerations, in the sense that the goods will be able to improve their self-esteem, not outdated, doing tasks easier, can search for information in intent, etc. (Pamangsah, 12 November 2008). This of course raises the desire to research, based on observations of researchers, Smartfren modem users are used at various age levels including students of UPI Y.A.I. This is supported by Smartfren modem products that suit the needs and desires of the wearer.

Before doing research, the author has conducted a preliminary study of limited observation with some students who use Smartfren modem. The influences of buying interest are not only product quality but there are motivations. Motivation is just a desire to buy a product without knowing or finding out the quality or quality of the product, it could be less good quality. However, the quality of the product is very important to find out the truth affect the purchasing power of these products, consumers who do purchasing activities first find information quality what is more superior in feel the benefits without any sense of disappointment after buying it.

The results of this observation shows that many students stated before making a purchase Smartfren modem first seek information about the quality of products that have a good impression. With this phenomenon, researchers decided to research the title of product quality relationship with the interest of buying modem Smartfren on faculty of psychology faculty UPI YAI.

2. Interest In Buying

According to Engel et al (in Aktriani, 2010) states that buying interest is a factor that comes immediately to determine the actual purchase while Kotler (in Aktriani, 2010) argues that interest in buying is against the individual's propensity to act before the buying decision really held. Through some of the above description it can be concluded that buying interest is an attitude or desire that encourages consumers to get what consumers want to make consumers happy and feel satisfied with the product purchased.

Interest can be known through the aspects that exist within the self and can be developed by each individual. Hurlock (1978) divides interest into two aspects:

a. Cognitive aspects

The cognitive aspect is based on the concept of an interest-related individual. For example, individuals who are interested in modem products will search Smartfren for information (knowledge) about Smartfren modem products and developments through people who know more about Smartfren modem or through print or electronic media. The information obtained forms the individual concept of the Smartfren modem. If the concept is positive then it will lead to the interest in buying modem products Smartfren.

b. Affective aspects

Affective aspect or emotional weight is a concept that builds the cognitive aspect of interest expressed in the individual's attitude toward activities generated based on a particular interest, one of which is interest in Smartfren modem, if one likes and has a good concept of Smartfren modem product, then the individual concerned will develop such interest and can be observed through visible behavior, such as always keeping up to date with Smartfren modem products and purchasing the preferred Smartfren modem.

Many factors can influence the emergence of buying interest. According to Shaleh and Wahab (2004) the outline of these factors are grouped into two namely:

a. Factors from within individuals

This factor comes from within the individual itself, such as age, gender, personality experience, and others. For example, individuals who are interested to buy smartfren modem because the individual has experience using smartfren modem.

b. Environmental factor

Environmental factors are sourced from outside the individual, including the family environment, community, peers, and so on. This environmental factor has a greater influence on the emergence and growing interest in buying someone such as individuals who are interested in buying smartfren modem because friends who have previously bought it.

Meanwhile, according to Buyer (in Aktriani, 2010) psychological factors that affect consumer buying interest consist of:

a. Motivation

Where a person has a desire to buy the object because the profit satisfy their needs so as to mengurangi tension it has.

b. Perception of Product Quality

Where in buying or choosing an object the consumer must obtain knowledge and information on the object. An individual process chooses to organize and interpret inputs to create meaningful images. Making this as a result of perception, so against the object created affects the emergence of an individual's buying interest in a product. Every individual who engages in purchasing goods or services always wants good quality and if possible at an affordable price to determine a product of good quality, necessarily requires experience of type products.

In the science of marketing, perception is one of the important psychological factors that are often considered and taken into account in order to understand consumer behavior. Individuals often decide to purchase a product based on their perception of the product. Consumer perceptions of a product may vary as well as perceptions of brand, price, service, power, and overall product quality.

Differences in perceptions that often arise in the market are much influenced by the competition of similar products in quality, price and service satisfactory or other forms of comparative advantage. Based on the description above, it can be concluded that in general there are many factors that can affect the emergence of buying interest, but in general can be grouped into two namely, factors from within such as age, gender, experience, personality and environmental factors such as family, community, peers. Of both factors are environmental factors and perception of a larger product to emerge and develop interest in buying someone.

3. Product Quality

According to Kotler (in Jasfar, 2011) the quality of the product is the ability of a product to prove its functions, namely in the form of durability or reliability, accuracy, ease of operation and improvement, and the value of other attributes.

Product quality is essential to ensure consistent quality of products to reduce costs such as inspection costs, production or operation delay due to damaged product, and replacement cost due to defective material (Subroto, 2011).

Assauri (in Aktriani, 2010) says that the quality of the product is the factors contained in a good or the result that causes the goods or the results in accordance with the purpose for which the goods or the product is intended or needed. the intended factors are the properties possessed by the goods, such as its form, its composition and strength. The quality of the product set by the company is a good product condition, useful to satisfy the consumer, because consumers are more aware whether the product can achieve the expected goal. Based on the above description can be concluded that the quality of the product is a process that

occurs within the individual in choosing, comparing, and giving assessment of the quality of a product whether the product is satisfactory or not based on experience and knowledge so that consumers do not feel let down.

According to David Garvin (in Laksana, 2008), product quality finds eight dimensions used by consumers in measuring product quality. The eight dimensions are, among others:

- a) Performance: relates to the functional aspect of the product and is a key characteristic that the customer considers when it comes to purchasing a product, which includes faster with respect to time dimensions that describe speed and ease or how to obtain products, Cheaper deals with cost dimensions that describe the price or cost of a product that the customer must pay.
- b) Additional Behavior (Feature): is the second aspect of performance that incurs basic functions with regard to choices and development.
- c) Reliability (Realibility): a characteristic that reflects the probability or probability of success rate in using the product.
- d) Conformation: relates to the level of product suitability to predetermined specifications based on customer desires, the conformity reflects the degree to which the operating characteristics meet established standards.
- e) Durability: The lifespan of a product of this characteristic is related to the durability of the product.
- f) Service Ability: a characteristic related to speed, friendliness or courtesy, competence, ease and accuracy of improvement.
- g) Aesthetics: is a subjective characteristic so that it deals with personal judgment and reflection of individual references or choices, so that a product is more related to personal feelings and includes certain characteristics.
- h) Perceived Quality: is subjective in relation to the customer's feelings in consuming the product.

4. Product Quality Relations With Interest in buying

Individuals in buying products always want to get good and quality products. So far, the consumer's assessment of the quality of a product is still colored by hesitations. This is because consumers get little objective information from producers or marketers. Someone who has seen and heard the quality of a product must have an attitude and belief in the product. This will certainly affect the behavior it has associated with the stimulus it receives. In other words there is a stimulus in the individual that encourages him to behave in accordance with the stimulus object it receives.

Interest is an important thing, because interest is a condition that precedes before individuals consider or make a decision to buy an item, so buying interest is a thing that must be considered by the producers or sellers. Susanto (in Aktriani, 2010) said that individuals who have interest in buying, show the presence of attention and a sense of pleasure to the goods. The existence of this individual interest creates a desire, so that there is a feeling that convinces himself that

the goods have benefits for himself and what this individual interest can be followed by a decision that ultimately lead to the realization of buying behavior.

When a person has an interest in a product, then the individual has an interest in the product and will find out about the product, at what price, where to buy the product, and how its quality, if appropriate then the consumer will buy it. Products that have a famous brand then the quality will be better than the product that is not famous, but the price is equated with the quality of the product. High quality products have long-lasting, varied and attractive properties to consumers.

Consumers tend to assess the quality of a product based on the factors they associate with the product. Such factors can be intrinsic such as price, store image, brand image and promotional message. If the attributes contained in a product that is in accordance with what the consumer wants, then this will generate interest in buying (Leon & Lazar, 2004).

Based on the above thinking product quality can increase and attract consumer buying interest (Wahyu, 2005). From the description above can be concluded that the quality of the product is one of the factors that influence the buying interest to the Smartfren modem.

5. Research and Method

The research method used in this research is quantitative research method. In this study, the population used is all students of psychology faculty UPI Y.A.I using modem Smartfren. The sampling technique chosen is accidental sampling, anyone who happens to meet with the researcher can be used as a sample and when viewed by the person who happened to meet it is suitable as data source (Sugiyono, 2006). The reason for using the technique is the required sample in accordance with the research objectives and research characteristics, ie only students of the Faculty of Psychology UPI Y.A.I using smartfren modem. So the accidental sampling technique is considered appropriate for the population with these characteristics.

In this research data collection method used to know and reveal research variable is by using scale. According to Saifuddin Azwar (2003), the characteristic scale as a psychological measuring tool is a question or question that does not directly reveal the attributes to be measured but reveals the behavioral indicators of the attributes concerned. Scale method is a method of collecting data in the form of items containing statements prepared in writing to the subject with a view to obtaining information about the problem under investigation.

This study uses a scale based on a Likert scale model consisting of five categories of answers: uncorrespondently, uncorrespondent, neutral, correspondent, correspondently. The way of giving the value used in favorable group of statements (Favorable) with the unfavorable questions group with the scoring system in this study are as follows:

Table 1: Scale Response Assessment

| Criterion | Favorable | Unfavorable |
|-------------------|-----------|-------------|
| Uncorrespondently | 1 | 5 |
| Uncorrespondent | 2 | 4 |
| Neutral | 3 | 3 |
| Correspondent | 4 | 2 |
| Correspondently | 5 | 1 |

Scale method used is presented in two kinds, namely:

- Interest in buying scale:

Interest Scale The purchase in this study, based on the characteristics of buying interest according to Edward K. Strong, JR (in Crow & Crow, 1989) consisting of pleasant, permanent, intensity, acceptance, participation. Based on the results of the item validity testing, the buying interest scale initially has 30 items consisting of 15 favorite items and 15 unfavorable items. After the tested obtained 22 items that meet the criteria as a good item. Rit move from 0.306 up to 0.755. From the results of data analysis, the coefficient alpha for the buying interest of 0.883, with megacu on Guilford rule, it can be stated that the buying interest scale has reliability coefficient with reliable criteria (0.7 - 0.9). Thus, the scale of measurement can be said to have reliability.

- Product quality scale :

The product quality scale in this research is based on product quality dimension consisting of Performance, Feature, Realibility, Conformance, Durability, Service Ability, Aesthetics), perceived quality (Laksana, 2008). Based on the results of the validity test item quality scale of the product initially has 32 items consisting of 16 items favorites and 16 items unfavorable. After the tested obtained 19 items that meet the criteria as a good item. Rit move from 0.278 up to 0.749. Result of data analysis obtained by alpha coefficient for product quality scale equal to 0.879, with megacu on guilford rule hence can be stated that scale of product quality have coefficient of reliability with criterion reliabel (0,7 - 0,9). Thus, the scale of measurement can be said to have reliability.

Data analysis is directed to test the hypothesis, which is in accordance with the purpose of research, that is knowing the relationship of product quality with the interest of buying Smartfren modem on the students of Faculty of Psychology UPI Y.A.I, then the analysis test is done by using Bivariate Correlation formula. Bivariate correlation is used to test the relationship between one independent variable with one dependent variable (Kuncono, 2005). This test is done by using SPSS version 15 for windows.

6. Result and Discussion

The purpose of this data analysis is to see the relationship between independent variables with the dependent variable, that is between the Quality of Products with Interest Buying and only use items declared valid or valid only. This analysis is done by using bivariate correlation program SPSS 15 for windows, and obtained $r = 0.834$ with $p = 0.000$ ($p < 0.05$), thus can be stated that (Ho) "no relationship of product quality with interest to buy Smartfren modem on Faculty students Psychology of UPI YAI "was rejected, while (Ha) stated that" there is a relation of product quality with interest

to buy modem Smartfren on student of Faculty of Psychology UPI Y.A.I "accepted.

Thus the results of this study is "There is a significant relationship with the direction of positive correlation between product quality with the interest to buy Smartfren modem on the students of the Faculty of Psychology UPI Y.A.I", which means that the higher the quality of the product the higher the buying interest is perceived.

After that, the normality test was conducted to determine whether the research data was normally distributed or not tested by using Shaphiro Wilk normality test, because the respondents were less than 100 people. From this result obtained $p = 0.001$ smaller than 0.05 for product quality, then the scale is not normally distributed. Similarly, the P value of interest buying scale is 0.001 where $p < 0.05$ then the data distribution is not normal.

Meanwhile, to know the level of product quality and buying interest is done categorization. From product quality catagorization it is known that average or mean of product quality is high, seen from mean 65.02 which belongs to high category that is $X > 59.477$, it shows that overall product quality is in high category. Similarly, buying interest, buying interest categories or buying interest mean is high, seen from 74.77 mean that is high ie $X > 68.8127$, it shows that overall buying interest is in high category.

Result of hypothesis test by using SPSS version 15.00 for windows obtained result of bivariate correlation analysis which test correlation between one independent variable with one dependent variable got result as follows, correlation between product quality with buying interest obtained $r = 0.834$ and $p = 0.000$ ($p < 0.05$), thus it can be stated that Ho "there is no relation of product quality with interest to buy Smartfren modem on student of Faculty of Psychology UPI YAI" is rejected, while Ha stating that "there is relationship of product quality with interest to buy Smartfren modem to student of Faculty of Psychology UPI YAI" accepted. Can be concluded the results of this study is There is a significant relationship with the direction of positive correlation between product quality with the interest to buy Smartfren modem on Psychology Faculty students of UPI Y.A.I ", which means that the higher the quality of the product the higher the buying interest is perceived.

The results of this study is supported by the Susanto opinion (in Aktriani, 2010) said that individuals who have interest in buying, showing the presence of attention and a sense of pleasure to the goods. The existence of this individual interest creates a desire, resulting in feelings that convince himself that the goods have benefits for himself and what this individual interest can be followed by a decision that ultimately lead to the realization of buying behavior, as is known, the quality of products in each individual different, so it will bring different buying interests as well

The quality of a product will affect the buying interest that is in the individual. Product quality will stimulate consumer interest to buy followed by buying behavior. Consumers tend to assess the quality of a product based on the factors they

associate with the reesbut product. the product may be intrinsic in character, such as price, image, store image, brand image, and promotion. If the attributes contained in a product that matches what the consumer wants, it will generate interest in buying (Leon & lazar, 2004).

Based on the results of normality testing performed to determine whether the study data distributed normal or not tested by using the normality test Shaphiro Wilk, because the responder is less than 100 people. Based on the results of the research categorization of 61 students, from product quality catagorization is known if the average or mean of product quality is high, seen from mean 65.02 which belongs high category that is $X > 59.477$, this shows that overall product quality is in high category. Similarly, buying interest, buying interest category or buying interest mean is high, seen from 74.77 mean that includes high is $X > 68.8127$.

7. Conclusion

Based on the results of data analysis that has been obtained, it can be concluded that: There is a significant relationship between product quality with the interest of buying modem smartfren on psychology faculty students of UPI Y.A.I With the direction of positive correlation means the higher the quality of the product the higher perceived interest.

Based on the results of data analysis and from the conclusion of the research results, the authors give some suggestions:

- Theoretical Suggestions Researchers suggest for further research to examine consumer behavior variables, advertising, and brand image that affect the quality of products and buying interest. So it can enrich information in the field of psychology.
- Practical Tips Judging from the results and also the conclusion that the two variables are categorized high, the authors suggest the producers more maintain and pay attention to the quality of goods so that consumers can make repeat purchases and in addition, can do promotion, either through advertising in the media or participate in modem shows. And students to be more considerate and consider the advantages and disadvantages in buying goods.

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