Analysis Of Product Quality, Brand Image, And Country of Origin On Interest To Buy Oppo Smartphone (Case Study On Employees Of Air Anyir Bangka PLTU)

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Abstract

This type of study is a survey. The population in this study is the employee of PLTU Air Anyir Bangka who are using Oppo Smartphone product. The sampling method is saturated sample (census technique) with 92 respondents. The sampling technique used non-probability sampling by distributing questionnaires and interviews as a method of collecting data in this study. The data analysis method used classical assumptions, multiple linear regression, T test and F test. The results showed that the level of product quality does not have a significant effect on buying interest, the brand image variable has a significant effect on buying interest, and the Country-of-origin variable does not have a significant effect on buying interest the Oppo smartphone.

Keywords: Product Quality, Brand Image, Country of Origin, Buying Interest

INTRODUCTION

In this era of globalization, humans are required to have high mobility. Along with this the need for information and communication technology is very important. Because with communication, humans can interact easily between humans. In addition, communication is also needed as a socialization process and fulfills the necessities of life, so that to smooth the communication process it is necessary to have a technological tool as an intermediary for communication such as cellphones (mobile phones). Mobile is one of them that can help humans in interacting easily with each other. Currently, the development of mobile phones is very rapid, especially on smartphones. According to a source e-marketer (www.emarketer.com) there is no doubt that the use of smartphones is currently experiencing a very rapid increase. From the data of active smartphone users in 2018 there was an increase from 2017. In 2017 there were 86.6 million active smartphone users. And it is predicted that in 2018 there will be an increase of 103 million active smartphone users. Based on the Ministry of Information and Communication and Informatics of the Republic of Indonesia (www.kominfo.go.id), Indonesia is an Asian digital technology giant that is being developed. With a population that reaches 250 million people with smartphone use growing very rapidly, the digital marketing research institute e-marketer estimates that in 2018 the number of active smartphone users in Indonesia will

reach more than 100 million people. Based on sources from the market research institute IDC 2017 (www.idc.com) there was a decline in the number of sales of Oppo smartphones in Indonesia in the fourth quarter of 2017. In the third quarter of 2017, Oppo smartphones gained 8.1% market share in Indonesia. However, in the fourth quarter, Oppo smartphones decreased by 1.2% to 6.9%. Oppo company was founded in 2004 in Dongguan, Guangdong, People's Republic of China by Tony Chen. The company is a global provider of electronics and technology services, providing the latest and most advanced mobile electronic devices to more than 20 countries, including the United States, China, Australia and other countries in Europe, Southeast Asia, the Middle East and Africa. After successfully entering the mobile phone market in 2008, the company began to spread its wings to enter the international market in 2010 and opened global business for the first time in April 2010 in Thailand (www.oppo.com). Buying interest in Oppo smartphones in Indonesia is quite potential as evidenced by sales of Oppo smartphones which entered the top five market share in Indonesia in 2016 to 2017. Unfortunately, in the fourth quarter of 2017 Oppo smartphones experienced a decline in market share in Indonesia. There are also potential consumers who do not believe in the quality of the Oppo smartphone itself due to doubts in the minds of consumers about the quality of Oppo that is not in accordance with the price. As quoted from the official Oppo smartphone facebook account, Guntarso Gun on April 13, 2018, said that Oppo smartphone often have software problems and suddenly turn off on their own. One of the comments on the Oppo smartphone forum website, Erde on March 11, 2016, stated that, there was an error in the selection of a public figure, Ayu Ting Ting as the "selfF1diary" brand image of the Oppo F1 product. In addition, Kompas.com reported that Isyana Sarasvati as the brand ambassador for Oppo smartphones uses the output of the iPhone for her daily life rather than the

smartphone as seen from the tweets on her Twitter. At thebeginning of the emergence of Oppo, not a few promoters (frontliners) of Oppo smartphones dodged stating that Oppo is a product made in America, Italy, Belgium, Denmark, or Korea to potential buyers (www.ponselmu.com). Not only that, but there is also a negative stigma by the Indonesian people who underestimate smartphone products made in China. The purpose of this study was to determine the relationship between product quality, brand image, and country of origin on buying interest in Oppo smartphones.

LITERATURE REVIEW
Product Quality
Product quality is the ability of product to perform its functions, it includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes. Product quality is the suitability of using the product to meet consumer needs and satisfaction. Product quality indicators consists of conformance to specifications, features, aesthetics, and serviceability.

Brand Image
Brand image is the result of consumer perceptions and beliefs about the brand of a product that is seen, thought, or imagined. By creating a brand image of a product, it will certainly be very useful for consumers, because in the future the brand image will greatly affect consumer perceptions and consumer assessments of the alternative brands they choose, brand image has several indicators that will be used, namely: 1. Professional impression, 2. Modern impression, 3. Serving all users, 4. Attention to consumers.

Country Of Origin
Country Of Origin is the country of origin of a brand that affects purchase intention which is an important element in influencing purchase intention of a product. Consumers will be careful in evaluating where the

product comes from. Country of origin affects the perception and image in the minds of consumers. The basis for measuring country of origin is: 1. State innovation in production, 2. The level of technological progress of the origin of the brand, 3. Production design, 4. Production creativity, 5. Production quality, 6. The prestige of the country of origin of the brand, 7. The image of the country of origin of the brand as a developed country.

Buying Interest

Buying interest is a form of someone's attention to an item accompanied by feelings of pleasure and satisfaction with the item, so that interest creates a desire and then a feeling arises that convinces the individual that the item has benefits and feels like having the item by buying it. Purchase intention itself is also related to consumer plans to buy products according to their needs. Buying interest can be identified through the following indicators: Explorative interest, referential interest, transactional interest, and preferential interest. The factors that influence buying interest are product quality, brand image, customer satisfaction, price, promotion, and country of origin.

Based on the theory and phenomena above, the research hypothesis is as follows. 1. Ha1 = Product quality (X1) has a positive effect on buying interest in Oppo smartphones (Y) on PLTU Air Anyir Bangka employees, 2. Ha2 = Brand image (X2) has a positive effect on buying interest in Oppo smartphones (Y) on PLTU Air Anyir Bangka employees, 3. Ha3 = Country of origin (X3) has a positive effect on buying interest in Oppo smartphones (Y) on PLTU Air Anyir Bangka employees, 4. Ha4 = Product quality (X1), brand image (X2), and country of origin (X3) simultaneously have a positive effect on buying interest in Oppo smartphones (Y) in PLTU Air Anyir Bangka employees.

METHODOLOGY

This type of research is qualitative research. This study examines the effect of product quality, brand image, and country of origin on the buying interest of employees who have or are currently using Oppo smartphone products among employees of PLTU Air Anyir Bangka. This research is a type of survey research and the data sources used in this research are primary data and secondary data using data collection techniques in the form of questionnaires. The population in this study were 92 people who were using Oppo smartphones who then filled out a questionnaire. This study uses the independent variable (X) product quality, brand image, country of origin and the dependent variable (Y) buying interest. The measurement scale used is the likert scale. For statistical analysis of data will use the Statictical Package for Social Science Program (SPSS).

4. Research Finding

4.1. Demographic

The results of the characteristics of employee respondents at PLTU Air Anyir Bangka can be explained that respondents with male gender are 85 people (92.4%), while respondents with female sex are 7 people (7.6%). Based on the table above, it can be explained that respondents aged 18-20 years are 11 people (12%), respondents aged 21-23 years are 16 people (17.4%), and respondents aged > 23 years are 65 people (70.7%). Meanwhile, respondents with the following fields of work: Deputy Operation Manager: 1 person (1.1%).

Deputy Maintenance Manager: 1 person (1.1%), All Field Supervisors: 3 people (3.3%), Operational Staff: 6 people (6.5%), Low Maintenance Staff: 6 people (6.5%), Engineering Staff: 4 people (4.3%), IT Staff: 2 people (2.2%), HR & Finance Staff: 4 people (4.3%), OHS & Chemical Staff: 4 people (4.3%), Maintenance Staff:

13 people (14.1%), Production Operation Staff: 33 people (35.9%, Cleaning

Service: 15 people (16.3%). And respondents with expenses per month < Rp. 500,000 totaling 21 people (22.8%), respondents with expenses> Rp 2,000,000 totaling 41 people

4.2. Result of Data Instrument Data

4.2.1. Result of validity test

. a. Quality Product Variable

monthly expenses of Rp. 500,000 – Rp. 2,000,000 totaling 30 people (32.6%), and respondent with monthly

(44,6%).

The results of the calculation of the validity of the product quality variable with 8 questions are as follows:

Table 4.1 Result Of Product Quality Variable Validity Text (X1)

Question Item	r-count	r-critical	Description
X1.1	0,848	0,30	Valid
X1.2	0,881	0,30	Valid
X1.3	0,667	0,30	Valid
X1.4	0,859	0,30	Valid
X1.5	0,897	0,30	Valid
X1.6	0,876	0,30	Valid
X1.7	0,864	0,30	Valid
X1.8	0,806	0,30	Valid

Source: Data Processed by Researchers, 2018

Based on the table above, it can be concluded that the results of the validity test of the product quality variable with 8 questions are declared valid, because the value of r-count r-critical is 0.30.

b. Brand Image Variable

The results of the calculation of the validity of the brand image variable with 8 questions are as follows:

Table 4.2
Result Of Brand Image Variable Validity Test (X2)

Question Item	r-count	r-critical	Description
X2.1	0,856	0,30	Valid
X2.2	0,784	0,30	Valid
X2.3	0,859	0,30	Valid
X2.4	0,873	0,30	Valid
X2.5	0,813	0,30	Valid
X2.6	0,855	0,30	Valid

Question Item	r-count	r-critical	Description
X2.7	0,81	0,30	Valid
X2.8	0,741	0,30	Valid

Source: Data Processed by Researchers, 2018

Based on the table above, it can be concluded that the results of the validity test of the brand image variable with 8 questions are declared valid, because the value of r-count r-critical is 0.30.

c. Country of Origin Variable

The results of the calculation of the validity of the country-of-origin variable with 8 questions are as follows:

Table 4.3 Result Of Country-of-Origin Variable Validity Test (X3)

Question Item	r-count	r-critical	Description
X3.1	0,828	0,30	Valid
X3.2	0,844	0,30	Valid
X3.3	0,733	0,30	Valid
X3.4	0,863	0,30	Valid
X3.5	0,6	0,30	Valid
X3.6	0,831	0,30	Valid
X3.7	0,815	0,30	Valid
X3.8	0,875	0,30	Valid
X3.9	0,875	0,30	Valid
X3.10	0,744	0,3	Valid

Source: Data Processed by Researchers, 2018

Based on the table above, it can be concluded that the results of the validity test of the country-of-origin variable with 10 questions are declared valid, because the value of r-count r-critical is 0.3.

Table 4.4
Result Of Buying Interest Variable Validity Test (Y)

Question Item	r-count	r-critical	Description
Y.1	0,632	0,30	Valid
Y.2	0,622	0,30	Valid
Y.3	0,845	0,30	Valid

Y.4	0,879	0,30	Valid
Y.5	0,853	0,30	Valid
Y.6	0,87	0,30	Valid
Y.7	0,878	0,30	Valid
Y.8	0,823	0,30	Valid

Source: Data Processed by Researchers, 2018

Based on the table above, it can be concluded that the results of the validity test of the buying interest variable with 8 questions are declared valid, because the value of r-count r-critical is 0.30.

4.2.2. Result of reliable test

The results of the reliability test for each variable the results are presented in the following table.

Table 4.5
Result Of Reliability Test

No	Variable	r-alpha	r-critical	Description
1	Quality Product (X1)	0,939	0,6	Reliable
2	Brand Image (X2)	0,932	0,6	Reliable
3	*Country of Origin* (X3)	0,938	0,6	Reliable
4	Buying Interest (Y)	0,921	0,6	Reliable

Based on the table above, reliability tests were carried out on statement items that were declared valid. A variable is said to be reliable if the answer to the statement is always consistent. So, the result of the reliability coefficient of the product quality instrument is 0.939, the brand image instrument is 0.932, the Country of Origin instrument is 0.938, and the purchase interest instrument is 0.921, it turns out to have a "Cronbach Alpha" value greater than 0.600 which means the four instruments are stated reliable or meet the requirements.

4.3. Result of Qualitative Analysis
4.3.1. Normalitas Data Test

Table 4.6
Result Of Normalitas Data

One-Sample Kolmogorov-Smirnov Test			Unstandardiz ed Residual
N			92
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		2.77183929
Most Extreme Differences	Absolute		.073
	Positive		.070
	Negative		-.073
Test Statistic			.073
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.

Source: Data Processed by SPSS 22

Based on the test results above, it shows that the data has a significance level of 0.200. This indicates that the resulting significance level is greater than 0.05. Thus, the data analyzed in this study were normally distributed.

4.3.2. Mullticollinearity Test

Table 4.7
Result Of Multicollinearity Test

No.	Variable	*Tolerance*	VIF	Description
1	Quality Product	0,126	7,929	There is no multicollinearity
2	Brand Image	0,126	7,910	There is no multicollinearity
3	Country of Origin (COO)	0,632	1,583	There is no multicollinearity

Source: Data Processed by Researchers, 2018

Based on the table above, it can be explained that the product quality variable has a tolerance value of 0.126 and a VIF of 7.929, the brand image variable has a tolerance value of 0.126 and a VIF of 7.910, and the country of origin (COO) variable has a tolerance value of 0.632 and a VIF of 1.583. It can be concluded that in this regression model there is no multicollinearity.

4.3.3. Heteroscedactivity Test

Table 4.8
Result Of Heteroscedactivity Test

No.	Variable	Sig.	Sig Value	Description
1	Quality Product	> 0,05	0,594	There is no heteroscedactivity
2	Brand Image	> 0,05	0,457	There is no heteroscedactivity
3	Country of Origin (COO)	> 0,05	0,009	heteroscedactivity

Source: Data Processed by Researchers, 2018

Based on the table above, product quality has a significance value of 0.594, brand image has a significance value of 0.457, andthe country of origin (COO) has a

significance value of 0.009. Product quality and brand image variables have a significance value above 0.05 while the country of origin (COO) has a significance value below 0.05. So, it can be concluded that the variable of product quality and brand image does not occur heteroscedasticity and while the country of origin (COO) occurs heteroscedasticity in the regression model.

4.3.4. Autocorrelation Test

Table 4.9
Result Of Autocorrelation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,750	2,698		1,761	,082
	Kualitas Produk	,270	,173	,275	1,564	,121
	Citra Merek	,535	,175	,538	3,067	,003
	Negara Asal (COO)	,017	,075	,018	,227	,821

a. Dependent Variable: Minat Beli

Source: Data Processed by SPSS 22

Based on table 4.16 above, it shows that the Durbin-Watson value is 1.637, which means that the Durbin-Watson value is between -2 and +2 or $-2 < DW < +2$, so there is no autocorrelation in the regression model.

4.3.5. Multiple Linear Regression Analysis

Table 4.10

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,811[a]	,658	,646	2,81869	1,637

a. Predictors: (Constant), Negara Asal (COO), Citra Merek, Kualitas Produk

b. Dependent Variable: Minat Beli

Result Of Multiple Linear Regression Analysis Test

Source: Data Processed by SPSS 22

Based on table 4.18, the multiple linear regression equation can be formulated as follows:
$$Y = 4.750 + 0.270X1 + 0.535X2 + 0.017X3 + e$$
Based on the regression equation above, it can be explained as follows:

a. The constant value of 4.750 can be interpreted if the variables of product quality, brand image, and country of origin (Country of Origin) are considered zero or fixed, then the interest in buying Oppo smartphones becomes 4.750.
b. Based on the calculations in the table,

product quality (X1) obtained a regression coefficient value with a positive direction of + 0.270 which means that for every one unit increase in product quality (X1), the buying interest variable will increase by + 0.270 times.

c. Based on the calculations in the table, the brand image (X2) is obtained by the regression coefficient value with a positive

direction of + 0.535 which means that for

every one unit increase in brand image (X1), the buying interest variable will increase by + 0.535 times.

d. Based on the calculations in the table, the country of origin (X3) obtained a regression coefficient value with a positive direction of + 0.017 which means that for every increase in the country of origin (X3) one unit, the buying interest variable will increase by + 0.017 times.

4.3.6. The Coefficient of Determination

Table 4.11
Result Of the Coefficient Determination Test

No.	Variable	t-count	t-table	Prob. Sig		Descrption
1	Quality Product	1,564	1,987	0,121	0,05	No Significant Effect
2	Brand Image	3,067	1,987	0,003	0,05	Significant Effect
3	Country of Origin	0,227	1,987	0,821	0,05	No Significant Effect

Source: Data Processed by SPSS 22

Based on the table above, it can be explained that the results of the regression calculation can be seen that the coefficient of determination (adjusted R2) obtained is 0.646. This means that buying interest in

Oppo smartphones is influenced by 64.6% by product quality (X1), brand image (X2), country of origin (X3), while the remaining 35.4% is influenced by other variables not included in the research model.

4.3.6. Hypothesis Test
a. t test

Table 4.12
Result Of SPSS Coefficient Output.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,750	2,698		1,761	,082
	Kualitas Produk	,270	,173	,275	1,564	,121
	Citra Merek	,535	,175	,538	3,067	,003
	Negara Asal (COO)	,017	,075	,018	,227	,821

a. Dependent Variable: Minat Beli

Source: Data Processed by SPSS, 2018

Table 4.13
Result Of Hypothesis Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,811^a	,658	,646	2,81869	1,637

a. Predictors: (Constant), Negara Asal (COO), Citra Merek, Kualitas Produk

b. Dependent Variable: Minat Beli

Source: Data Processed by Researchers, 2018

Based on table 4.13, the t-table is obtained from the formula:
t-table = t (α / 2; n – k - 1)
= t (0.05 / 2; 92 – 3 – 1)
= t (0.025; 90)
Based on the table above, it can be obtained the t-count value of 1.564 with a significant value of 0.121. This shows that the t-count value is smaller than the t-table value of 1.987 and the significant value is greater than 0.05. Thus, H0 is accepted, and Ha is

= 1.987
Based on tables 4.20 and 4.21 above, it can be explained as follows:
1. Effect of product quality (X1) with buying interest (Y)
rejected. This means that the product quality variable does not have a significant influence on the purchase intention of Oppo smartphones on PLTU Air Anyir Bangka employees.
2. The influence of brand image (X2) with

buying interest (Y)

Based on the table above, it can be obtained the t-count value of 3.067 with a significant value of 0.003. This shows that the t-count value is greater than the t-table value of 1.987 and the significant value is less than 0.05. Thus, H0 is rejected, and Ha is accepted. This means that the brand image variable has a significant influence on the purchase intention of Oppo smartphones on PLTU Air Anyir Bangka employees.

3. The influence of Country of Origin (X3) with buying interest (Y)

Based on the table above, the t-count value is 0.227 with a significant value of 0.821. This shows that the t-count value is smaller than the t-table value of 1.987 and the significant value is greater than 0.05. Thus, H0 is accepted and Ha is rejected. This means that the Country-of-Origin variable does not have a significant influence on the purchase intention of Oppo smartphones among PLTU Air Anyir Bangka employees.

b. f test

Table 4.14

Result Of F **Test**

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1344,697	3	448,232	56,417	,000ᵇ
	Residual	699,161	88	7,945		
	Total	2043,859	91			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Negara Asal (COO), Citra Merek, Kualitas Produk

Source: Data Processed by SPSS 22

Based on the table above, it shows that the F-count value of 56,417 is greater than the F-table of 2.71 [obtained from F-table = F (k; n − k) = F (3; 92 − 3) = 2.71] and the significance value of F is 0.000 less than 0.05. Thus, H0 is rejected, and Ha is accepted. This means that the independent variables that include product quality, brand.

image, country of origin (COO) simultaneously and positively affect the dependent variable, namely the purchase intention of Oppo smartphones on PLTU Air Anyir employees.

greater than 0.05. So, it can be concluded, the product quality variable does not have a significant effect on buying interest in Oppo smartphones. This could be due to the different interests of each respondent. Good quality is not enough to encourage respondents' buying interest in Oppo smartphones. Most respondents who are

8.Conclusion

Based on the analysis and results of hypothesis testing on PLTU Air Anyir Bangka employees who are using Oppo smartphones, it can be concluded as follows:

1. Based on the results of the partial test (t test) obtained a significant value of 0.121. This indicates that the significant value is

well off in terms of finance tend to choose a smartphone brand that reflects their personality, they tend to be more concerned with prestige than in terms of quality.

2. Based on the results of the partial test (t test) obtained a significant value of 0.003. This indicates that the value is significantly smaller than 0.05. So that it can be concluded, the brand image variable has a significant influence on buying interest in Oppo smartphones. This can be caused because the brand image formed by Oppo smartphones is quite strong compared to its current competitors. This indicates that in a decision-making process, the Oppo smartphone branding is strong enough to encourage potential consumers to buy.

3. Based on the results of the partial test (t test) obtained a significant value of 0.821. This indicates that the significant value is greater than 0.05. So, it can be concluded, the Country-of-Origin variable does not have a significant effect on buying interest in Oppo smartphones. This could be because the respondents in this study doubted the quality of smartphones made in China. Because so far, many replica smartphone products produced by the

4. Based on the results of the simultaneous test (F test) it shows that in this study a Chinese state do not match the original quality of the original smartphone country.

significant F value of 0.000 is smaller than 0.05. Thus, product quality, brand image, country of origin (COO) simultaneously affects buying interest. And when viewed from the results of the Adjusted R2 test in this research, the value of 0.646 is obtained. This shows that buying interest in Oppo smartphones is influenced by 64.6% by product quality (X1), brand image (X2), country of origin (X3), while the remaining 35.4% is influenced by other variables not included in the model. study.

Based on the conclusions above, the researchers provide input to Oppo smartphones to always improve the qualityof their products and convince consumers not to give bad perceptions of Oppo smartphone products made from China so that consumers can trust and have an interest in buying Oppo smartphones.

Researchers will also develop this research with other independent variables such as price, promotion and customer satisfactionthat can affect buying interest.

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