Conference Paper

The Effect of Price, Product Quality and Brand Image on the Interest in Purchasing Two Good Bakery Products

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Abstract

This study aimed to determine the effect of price (X_1), product quality (X_2), and brand image (X_3) on the interest to purchase (Y) Two Good products. A quantitative research approach was taken. Purposive sampling was used. There were 98 respondents. A questionnaire with a Likert scale was used to collect the data, which were analyzed using multiple linear regression processed with SPSS 25 Software. The price and product quality had a significant positive effect on the interest in buying Two Good products, while brand image did not.

Keywords: price, product quality, brand image, buying interest

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1. Introduction

This increase in population has widened opportunities in the food business industry in East Java. A number of spiku competitors that are fairly large in this industry and their products have spread widely to the people of Surabaya, namely Spikoe Old Recipes, Livana Spikoe, Cristine Spiku, Spika Butter Spiku, etc.. Two Good is an online-based company engaged in the food sector with a product in the form of spiku. This company was founded in January 2018. Two Good company was founded because they saw a great opportunity in the food industry in East Java. In addition, the Two Good company wants to provide a distinct differentiation in the spiku food industry with various innovations in terms of content, taste and presentation. Two Good Company presents 4 (four) flavors, namely original, chocolate, cheese and green tea. These 4 (four) menus are served in sizes 20 x 20 cm with a product selling price of IDR 100,000 per box. Two Good's own target market is Surabaya residents aged 16-55 years who come from the upper middle class. Two Good plans in the future to open a shop in

the Pakuwon City area, more precisely in the San Diego shophouse area. According to the results of research conducted by Prasetyo (2017), factors consisting of product quality, brand image and price simultaneously have a significant effect on purchasing decisions for Toshiba laptop products. [1] The results of this study provide the basic idea of a question to conduct a preliminary survey of potential Two Good customers who have bought another competitor's spiku brand. The question for the initial survey in this study was "What are your main considerations in purchasing spiku?". There are 3 (three) answers to Two Good potential consumers, namely Price, Product Quality, and Brand Image. Each prospective customer who has never purchased Two Good products but has purchased another brand of spikes is only allowed to choose 1 answer from the 3 answers provided. The number of respondents who have been determined as respondents in this initial survey was 50 respondents. A total of 17 respondents chose the price variable with a percentage of 34% (thirty four percent). A total of 18 respondents chose the product quality variable with a percentage of 36% (thirty six percent). A total of 15 respondents chose the brand goal variable by 30% (thirty percent). Seeing that there were 3 (three) variables in purchasing spiku that were selected above or equal to 30% (thirty percent), it was decided to further investigate the names or brands of competing products that had been purchased by these respondents based on the choice of variables they have chosen. Spikoe Old Recipe and Livana Spiku products can be used as a reference for research in studying the factors that can make prices attractive to consumers. According to Tjiptono & Chandra (2012), price can be simply defined as the amount of money (monetary unit) and / or other aspects (non-monetary) that contain certain uses needed to obtain a product. [2] According to Ong & Sugiharto (2013), indicators of price include prices that are affordable to consumers' purchasing power, prices are competitive with other product prices, price compatibility with product quality. [3] Faryabi (2012) also states that buying interest is the tendency of a consumer's behavior because he is attracted by a certain group of activities. [4] Arista and Astuti (2011) explain that this feeling of interest causes someone to pay attention and seek or try to get objects that match their interests. [5]

In addition, buying interest can also be interpreted as an encouragement that comes from within an individual who is able to make the individual want to take buyer's action, buying interest arises because of personal needs, wants, demands from society, the effects of advertising and thoughts and feelings towards the product. clear. Due to the fact that the food business with spiku products has many players, the company conducted a survey of 10 (ten) potential customers who have never purchased their purchase interest in spiku products from Two Good Bakery but have bought other

competing brands of spiku. Respondents used in this survey were drawn from various professions, both married and unmarried. Before they were asked a question, they were first explained about Two Good Bakery's spiku business. Based on the stated background, this research requires further information regarding the effect of price, product quality and brand image which are considered in determining the purchase interest of prospective Two Good consumers in buying company food products. The title chosen for this study is the Effect of Price, Product Quality and Brand Image on Purchase Intention at Two Good Bakery.

2. Methods and Equipment

2.1. Methods

This research is a quantitative research. According to Bungin (2014), quantitative research is an approach to testing objective theory by examining the relationship between variables. The variables can then be measured, processed, and analyzed so that they can find out the truth of the research results. [6] Research involves a systematic and objective process, the target market is the sample and responses are measured using structured data collection techniques. According to Sugiyono (2013), quantitative methods are used to examine certain populations or samples, data collection uses research instruments, data analysis is quantitative / statistical, with the aim of testing predetermined hypotheses. [7] Primary data collected in this study were obtained through respondents' answers to a questionnaire that had been distributed to 100 respondents. The questionnaire used is an online questionnaire or via google form. The Likert scale will be used as a measure. According to Sugiyono (2013), the Likert scale is a scale measuring a person's attitudes, opinions and perceptions. The place used as the research location and the location for extracting research data is the Pakuwon City Surabaya area. The intended research time is when residents of Pakuwon City are active outside their homes, shop houses or apartments, such as washing cars, walking with dogs, healthy walks and so on. The data search activity in this research will begin with visiting residents who are potential Two Good consumers, especially those aged 16-55 years in the Pakuwon City area, then presented about the products to be issued by Two Good and given a product tester and the person will be asked to become a respondent. by filling out a written research questionnaire. According to Azwar (2014), the validity test measures the accuracy of a test or scale in carrying out its measurement function. [8] Pearson correlation will be used to test

validity. The method of calculation is by calculating the correlation of each value or score on each statement with the total value or score. Pearson's fault tolerance level is 0.05. If the significance value is less than 0.05, it is declared valid. According to Azwar (2014), the reliability test was carried out with the aim of knowing the consistency of the results of repeated measurements on the same questionnaire respondents. Cronbach Alpha will be used in the study, the measurement is said to be reliable if the resulting Cronbach Alpha value isabove 0.7. Conversely, if the Cronbach Alpha value is less than 0.7 then it is considered unreliable. According to Priyatno (2013), the normality test aims to see whether a residual is normally distributed or not. [9] The Kolmogorov-Sminov test was used in this study to determine whether the distribution of data on each variable was normal or not. If the significant value in the Kolmogorov-Sminov test> 0.05, the residuals are normally distributed. Conversely, if the significance value is less than 0.05, it means that the residuals are not normally distributed. According to Priyatno (2013), multicollinearity is a condition in which two or more independent variables in the regression model have a perfect or near perfect linear relationship. A good regression model should not have a correlation between the independent variables. If the independent variables are correlated, then these variables are not orthogonal. Orthogonal variables are independent variables in which the correlation value between independent variables is equal to zero. The multicollinearity test is measured using the VIF (Variance Inflation Factor) value. If the VIF value <10, multicollinearity symptoms do not occur. If the VIF value> 10, multicollinearity occurs. According to Ghozali in Farli and Tielung (2015), the heteroscedasticity test aims to test whether in the regression model there is an inequality of variants from the residuals of one observation to another. [10] The method used in the heteroscedasticity test is the Glejser test. If the value is sig. in the Glejser test for each independent variable> 0.05, heteroscedasticity does not occur or it is called the same residual variance (homoscedasticity). If the value is sig. in the Glejser test for each independent variable <0.05, heteroscedasticity occurs or is called unequal residual variance. According to Ghozali (2016), the autocorrelation test aims to test whether in the linear regression model there is a correlation between errors in period one and the previous period. The method used for the autocorrelation test in this study is to compare the Durbin Watson value with the Durbin Watson table, if the Durbin Watson value found is between the dU and 4-dU values, there is no autocorrelation. According to Ghozali (2016), the linearity test aims to see whether the model specifications used are correct or not. This linearity test uses the Test for Linearity, if the significance value is less than 0.05, it means that the independent and dependent variables have a linear relationship. If the significance value is more than

0.05, it means that there is no linear relationship. According to Priyatno (2013), this analysis is to see the relationship or influence of one dependent variable with more than one variable. According to Kuncoro (2013), the F statistical test basically shows whether all the independent variables included in the model have a joint influence on the dependent variable. [11] If the sig value of the F test is $\leq$ 0.05 (5%), it can be concluded that the price independent variable (X1), the product quality independent variable (X2) and the brand image independent variable (X3) simultaneously have a significant effect on the dependent variable. buying interest (Y). If the value of the F test sig> 0.05 (5%), it can be concluded that the independent variable price (X1), the independent variable of product quality (X2) and the independent variable of brand image (X3) simultaneously do not have a significant effect on the dependent variable buying interest. (Y). According to Kuncoro (2013), the t statistical test basically shows how far the influence of one explanatory variable individually in explaining the dependent variable. If the significant value of the results of t count $\leq$ 0.05 (5%), it can be concluded that the independent variable price (X1), the independent variable of product quality (X2) and the independent variable of brand image (X3) have an individually significant effect on the dependent variable buying interest. (Y). If the significant value of the results of t count> 0.05 (5%), it can be concluded that the independent variable price (X1), the independent variable of product quality (X2) and the independent variable of brand image (X3) have no significant effect individually on the dependent variable of interest. buy (Y). The correlation coefficient (R) is an estimate of how far two or more independent variables are related to the dependent variable. If the correlation coefficient number produces a positive value, then the two variables have a unidirectional relationship. If the independent variable in this study has increased, the dependent variable will also increase. Meanwhile, if the correlation coefficient results in a negative value, it means that the relationship between the two variables is reversed. According to Sugiyono (2013), the coefficient of determination (R2) basically measures how far the independent variable explains the variation in the dependent variable. The value used in a coefficient of determination is zero to one. If the value of R2 is small, it means that the ability of the independent variable to carry out all variations of the variable is very limited. According to Ghozali (2001) that the value is very close to one, the independent variable provides almost all the information needed to predict the variation of the independent variable.

3. Results

The sampling method in this study is a non-probabilty sampling method, namely purposive sampling technique. Data were collected by distributing questionnaires directly to the entire population in Pakuwon City in the form of a questionnaire. The sample in this study was Two Good prospective consumers who are residents of Pakuwon City. Of the 98 respondents who were asked to fill out the questionnaire, all of them filled out the questionnaire completely. The gender distribution of the respondents in this study is as follows. It is known that of the 98 respondents, 59 respondents (60.2%) were male and the remaining 39 respondents (39.8%) were female. The research conducted also divided respondents into age categories. The following is the age distribution of respondents who are grouped into 4 categories in this study. These categories are 16-25 years old, 26-35 years old, 36-45 years old and 46-55 years old. A total of 27 respondents (27.6%) aged 16-25 years, 35 respondents (35.7%) aged 26-35 years, 22 respondents (22.4%) aged 36-45 years and 14 respondents (14.3%) aged 46-55 years. This normality test aims to see the distribution of data in a data group whether it is normally distributed or not. In regression analysis, one of the assumptions that must be met is that the resulting residuals must be normally distributed. Therefore, to test whether the residuals were normally distributed, the Kolmogorov-Smirnov test was used. The Kolmogrov-Smirnov significant value is 0.140. Sig value. 0.140> 0.05, it can be concluded that the residuals are normally distributed at the 0.05 level. Multicollinearity test is a test that aims to show whether or not there is a strong relationship between the independent variables in the multiple regression model. If in a multiple regression model there is multicollinearity, a strong relationship between the independent variables, then the beta coefficient value of the independent variable can change drastically if there is an addition or reduction of the independent variable in the model. In this case, multicollinearity can affect the predicted value of the independent variable although it does not affect the predictive power simultaneously. If the multicollinearity test results show VIF <10, it can be assumed that in the multiple regression model of this study there is no multicollinearity. The VIF results for each variable are 1,153, 1,338 and 1,433. Each VIF value on the independent variables X1, X2 and X3 shows a value <10, so it can be concluded that the regression model of this study does not occur multicollinearity. The heteroscedasticity test aims to see whether there is an inequality of variants of the residuals for all observations in the linear regression model. The Heteroscedasticity test was carried out to see if there were deviations from the classical assumption requirements in linear regression, where the regression model had to meet the absence

of heteroscedasticity. In this study, if the sig. in the Glejser test for each independent variable> 0.05, heteroscedasticity does not occur or it is called the same residual variance (homoscedasticity). If the value is sig. in the Glejser test for each independent variable <0.05, heteroscedasticity occurs or is called unequal residual variance. The Glejser significance values for each independent variable are 0.396, 0.402 and 0.970, respectively. The three independent variables have a sig value. > 0.05 so it can be concluded that these three independent variables experienced homoscedasticity or did not occur heteroscedasticity symptoms. This regression model can also be said to meet the requirements of classical assumptions in linear regression and is feasible to use. Autocorrelation test is a test that aims to see whether there is a correlation between variables and changes in time. If the test results show autocorrelation, then the disturbance value is no longer paired independently but in pairs in autocorrelation. In this study, the Durbin Watson Autocorrelation Test was used. The results of the Durbin Watson Autocorrelation Test will produce a Durbin-Watson value which will later be compared with the dU value in the Durbin- Watson table. In this study, the significance value used was 0.05 (5%). The results can be concluded that there is no autocorrelation if the DW value is between the dU and (4-dU) values. It can be seen that the Durbin-Watson value is 1.873. Whereas in this study, the amount of data (n) taken was 98 people with 3 independent variables (k). The independent variables in this study were variables X1 (Price), X2 (Product Quality) and X3 (Brand Image). Based on the Durbin-Watson table, if the significance value used is 0.05, n = 98 and k = 3, then the dU value is 1.712. Thus the reference range is dU = 1.712 to (4-dU) = 2.288. Because the Durbin-Watson value of 1.873 is between 1.712 and 2.288 (dU and (4-dU) values) it can be concluded that there is no autocorrelation. Linearity test aims to see whether two variables have a significant linear relationship or not. If the results of the Linearity Test show a significance (linearity) of less than 0.05 (5%), it can be assumed that the two variables have a significant linear relationship.

TABLE 1: ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Minat Beli * Harga	Between Groups	(Combined)	129,135	7	18,448	10,093	,000
		Linearity	124,938	1	124,938	68,356	,000
		Deviation from Linearity	4,197	6	,700	,383	,888
	Within Groups		164,497	90	1,828		
	Total		293,633	97			

It can be seen that the significance value of Linearity is 0.000 where 0.000 <0.05. So it can be concluded that the independent variable Price (X1) and the dependent variable Buying Interest (Y) have a significant linear relationship.

TABLE 2: ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Minat Beli * Kualitas Produk	Between Groups	(Combined)	76,358	12	6,363	2,489	,008
		Linearity	26,746	1	26,746	10,463	,002
		Deviation from Linearity	49,611	11	4,510	1,764	,073
	Within Groups		217,275	85	2,556		
	Total		293,633	97			

It can be seen that the significance value of Linearity is 0.002 where 0.002 <0.05. So it can be concluded that the independent variable product quality (X2) and the dependent variable Buying Interest (Y) have a significant linear relationship.

TABLE 3: ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Minat Beli * Citra Merek	Between Groups	(Combined)	39,179	7	5,597	1,980	,066
		Linearity	17,145	1	17,145	6,064	,016
		Deviation from Linearity	22,034	6	3,672	1,299	,266
	Within Groups		254,453	90	2,827		
	Total		293,633	97			

It can be seen that the significance value of Linearity is 0.016 where 0.016 <0.05. So it can be concluded that the independent variable Brand Image (X3) and the dependent variable Buying Interest (Y) have a significant linear relationship. The analysis in this study uses the independent variables X1(Price), X2 (Product Quality) and X3 (Brand Image). Meanwhile, the dependent variable is Y (Purchase Interest). In order to determine the relationship between the independent variables X1 (Price), X2 (Product Quality) and X3 (Brand Image) as the independent variable having a positive or negative relationship, multiple regression analysis was carried out.

Tabel 4: Coefficients[a]

TABLE 4

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,622	1,754		2,635	,010
	Harga	,616	,080	,633	7,697	,000
	Kualitas Produk	,130	,065	,178	2,011	,047
	Citra Merek	-,074	,096	-,070	-,769	,444

a. Dependent Variable: Minat Beli

The interpretation of the above equation based on the analysis of the regression coefficient value is that the coefficient X1 (Price) is positive at 0.616, with a sig. $\leq$ 0.05 so it can be concluded that the variable X1 (Price) has a significant effect on Y (Purchase Interest), the coefficient value of X2 (Product Quality) is positive at 0.130, with a sig. $\leq$ 0.05 so it can be concluded that the variable X2 (Product Quality) has a significant effect on Y (Purchase Interest) and the coefficient value of X3 (Brand Image) is negative at 0.074, but the sig value. > 0.05 so it can be concluded that the variable X3 (Brand Image) has no significant effect on Y (Purchase Interest). The F test is a test that aims to see the effect of all independent variables simultaneously on the dependent variable. In this study, a significance level of 0.05 was used. If the F test results show a probability value $\leq$ 0.05, it can be concluded that there is a significant effect simultaneously between the independent variables on the dependent variable. However, if the probability value> 0.05, it means that there is no significant effect simultaneously between the independent variables on the dependent variable.

TABLE 5: ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	131,935	3	43,978	25,566	,000[b]
	Residual	161,698	94	1,720		
	Total	293,633	97			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Citra Merek, Harga, Kualitas Produk

It is known that the F value is 25.566 and the sig. amounting to 0,000. Due to the sig. $\leq$ 0.05 so it can be concluded that there is a significant effect simultaneously between the independent variables on the dependent variable. In other words, the variables X1 (Price), X2 (Product Quality) and X3 (Brand Image) simultaneously have a significant effect on variable Y (Purchase Interest). The t test or partial test aims to see the effect of the independent variables partially on the dependent variable. In this study,

the significance level used was 0.05. The t test results can be seen in the coefficients column in the sig (significance) column. If the probability of t value or significance is ≤ 0.05, it can be concluded that there is a partial influence of the independent variable on the dependent variable. However, if the probability of the t value or significance> 0.05, it can be concluded that there is no effect of the independent variable on the dependent variable partially. It can be seen that the sig value of the variable X3 (Brand Image)> 0.05, it can be concluded that X3 (Brand Image) has no significant effect on variable Y (Purchase Interest) partially. While the variables X1 (Price) and X2 (Product Quality) have a partially significant effect on variable Y (Brand Image) due to the sig. ≤ 0.05.

TABLE 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,670^a	,449	,432	1,312

a. Predictors: (Constant), Citra Merek, Harga, Kualitas Produk

The correlation coefficient (R) is 0.670, where it can be concluded that there is a strong relationship between the variables X1 (Price), X2 (Product Quality) and X3 (Brand Image) on Purchase Intention (Y). R Square is 0.449 or 44.9%, where it can be concluded that the dependent variable (Purchase Interest) which is explained by the independent variable (Price, Product Quality and Brand Image) is 44.9%. Meanwhile, 55.1% was explained by other independent variables besides Price, Product Quality and Brand Image.

4. Discussion

Based on the results of the t test in the t test sub-chapter, it is known that the price variable (X1) has a significant effect on the Purchase Interest variable (Y). Based on the test results, the t test results show the sig value. in the price variable (X1) of 0.000 which is in accordance with the provisions of the significance value ≤ 0.05, it can be concluded that the price variable (X1) has a partially significant effect on the Purchase Intention (Y) variable. A positive t value indicates that the price variable has a unidirectional influence on the Purchase Interest variable. These findings can prove that the research conducted by Oosthuizen et al. (2015) who got research results that the price variable has a positive effect on the purchase intention variable. The results of hypothesis testing Kolopita and Soegoto (2015) found that the price variable in this study had a significant effect on purchase intention, especially for respondents at PT. Sinar Galesong Manado branch, and the influence of the price variable on consumer buying interest is significant.

Hermanto and Cahyadi (2015) also add that the price independent variable (X2) has a partially significant effect on repurchase interest (Y). From the research results obtained, the aspect that must be evaluated by Two Good is the price aspect that Two Good sets according to product quality. The product quality referred to in this study is whether Two Good products include spiku with good raw materials when eaten directly or indirectly. It is assumed that potential consumers have not yet found product quality when listening in terms of presentations that explain product specifications and try products directly. It is possible that when listening to the presentation and trying the product, Two Good did not provide information on whether the ingredients used included good quality ingredients or not. That is why potential consumers are not sure about Two Good products, so this question item becomes the question item with the lowest value. The effort that Two Good can do to overcome this problem is to ask about suggestions and criticisms regarding the price and quality of the products expected by potential consumers of all ages so that they can be input for Two Good in the future. In addition, you can also make product photos that show the quality of the materials used in making the product so that the product looks more convincing. Include photos that contain testimonials from satisfied consumers after buying Two Good products to make potential consumers more confident that Two Good has good product quality. The results of the questionnaire found that the price set by Two Good had better benefits than other products. This can be because all respondents in the study already had experience in finding useful products from other competitors' products. Two Good in seeing this, it is necessary to carry out more trials in order to issue products with better benefits than competitor products so that they can reach more potential consumers of various ages in Pakuwon City. Price greatly influences the purchase interest of potential consumers. This can be seen in potential consumers who are still in doubt about the price set by the quality of the product and the benefits of the product. Two Good needs to improve the quality of the product and the benefits contained in the product so that the price can be accepted by potential consumers. A positive price coefficient also states that the greater the investment the company makes for the price, the more potential consumers will buy Two Good products. If the company invests in prices such as increasing the selling price of products, then the time, effort and costs incurred will not be wasted because potential customers will be interested in buying. The less the company's investment in price, the lower the purchase interest of potential consumers will be because the price will not be increasingly trusted and will not be of interest to potential customers. It can be assumed that in buying interest, potential consumers see the price factor as the main factor before buying a product. Based on the t test

results in the t test sub-chapter, it is known that the Product Quality variable (X2) has an effect on the Purchase Intention (Y) variable. The product quality variable (X2), based on the test results, shows the sig value. The product quality variable is 0.045 which is in accordance with the provisions of the significance value ≤ 0.05, it can be concluded that the Product Quality variable (X2) has a partial effect on the purchase intention variable (Y). A positive t value indicates that the Product Quality variable (X2) has a direct effect on the Purchase Intention (Y) variable. These findings can prove the results of research conducted by Prasetyo (2017) which found that product quality has a positive effect on consumer purchase interest. Prasetyo's research results (2017) show that consumer buying interest will increase if product quality increases. This finding also supports Himawan's (2016) findings which state that product quality has a positive and significant effect on buying interest in Acer notebooks. Hermanto and Cahyadi (2015) also add that product quality (X1) has a partially significant effect on repurchase interest (Y). So it can be concluded that product quality has a significant influence on repurchase interest. The results of the questionnaire show that potential consumers do not doubt that Two Good products have a distinctive color and taste. This is because potential consumers have experience in seeing and feeling products that have more distinctive colors and tastes so that some potential consumers do not see and feel the distinctive colors and flavors of Two Good at the time of presentation and trying the product. Prospective consumers are also not sure that Two Good products can last long. This is because Two Good products only last 4 days at room temperature. Unlike other competitor products, on average, it can last for 5 days at room temperature. Aspects that need to be evaluated are the distinctive color and taste and durability of the product. Two Good has yet to find a spiky color and flavor differentiation from its other competitors during product trials until now. Two Good also hasn't found a way to make the product last longer without reducing the quality of the product served. Two Good found that putting the product in the refrigerator can make the product last much longer. Lower temperature can maintain product quality better. This method is used by Two Good in maintaining product quality before it reaches consumers. However, if the product has arrived in the hands of consumers and is not immediately put in the refrigerator, the durability of the product can immediately decrease along with the ongoing room temperature. What Two Good should do is to search for suggestions and criticisms regarding the color and taste expected from potential customers and that other competitors have never provided for potential consumers of various ages so that they can be input for Two Good in the future. Two Good also needs to include a label on the packaging that the product is much more durable when put in the refrigerator so that consumers can enjoy the product much

longer with product quality that does not drop drastically. A positive product quality coefficient also states that the greater the investment a company makes for product quality, the more potential consumers will buy Two Good products. If a company invests in product quality, such as using raw materials from abroad, the time, effort and costs incurred will not be in vain because potential consumers will be interested in buying. The less the company's investment in product quality, the lower the purchase interest of potential customers will be because the quality of the product will not be increasingly trusted and will not be of interest to potential consumers. It can be assumed that in buying interest, potential consumers see the product quality factor as the main factor before buying a product. Based on the t test results in the t test sub-chapter, it is known that the Brand Image variable (X3) does not significantly influence the Purchase Intention (Y) variable. Variable Brand Image (X3) based on the test results, it can be seen that the sig value. The brand image variable is 0.473, which is not in accordance with the provisions of the significance value $\leq$ 0.05, it can be concluded that the Brand Image variable (X3) does not partially affect the Purchase Intention (Y) variable. This finding can prove the results of research conducted by Desi (2009) in Himawan (2016) which found that the brand image variable has no effect on the purchase interest variable of potential consumers. Arista and Triastuti (2011) also state that the brand image variable (X3) does not have a significant effect to become a requirement for the variable interest in buying Telkom Speedy products. According to Ende and Kusuma (2017), brand image has no significant effect on buying interest in Xiaomi brand smartphones. This means that potential consumers perceive the problem of brand image as not the main thing in the consideration of buying a product. There are other attributes that are the main reason to buy. Prospective consumers in Pakuwon City are not affected by Two Good's brand image. This is because the brand image is not the main consideration in buying products. If the brand image is improved, it will not significantly increase the buying interest of potential consumers. This is because the brand image of other competitors has already been recognized by the people of Pakuwon City. For prospective consumers, whatever the existing spectrum, logo, symbol or term is often not a problem, because the brand image of other competitors has become too embedded in the minds and hearts of loyal consumers. The possible outcome is insignificant because potential customers are not yet able to distinguish the Two Good brand message from other spiku brands. In order for the Two Good brand message to be distinguished from other spiku by potential buyers, Two Good will make improvements by creating a more attractive brand message in the future so that it does not seem ordinary and has more striking differentiation than other spiku brands. The negative coefficient of brand image also states that the greater

the investment the company makes for the brand image, the lower the buying interest of potential consumers for Two Good products. If a company invests in a brand image such as using an endorser, it will only waste time, effort and cost because potential customers will not be interested in buying. The less company investment in the brand image, the more potential consumers will buy interest because the brand image will be more trusted and desirable by potential customers. In Pakuwon City, there is a San Francisco tenant martabak in a San Antonio shop whose brand has been established since 1967. However, through short interviews with employees, it can be concluded that the popularity possessed is not strong enough to attract potential consumers to buy, contrary to what is stated by Kotler and Armstrong (2016). It can be assumed that in buying interest, potential consumers consider other factors besides brand image, such as price, product quality, brand trust, etc. before buying a product.

5. Research Limitations

1. The sample of respondents used is only 98 people from the population of Pakuwon City residents of approximately 4,000 people.

2. Respondents who fill in have relatively high activity so that it can reduce the level of accuracy.

6. Conclusion

Based on the results of statistical and descriptive data analysis, it is concluded that:

1. The variable X1 (Price) has a significant effect on Y (Purchase Intention), so that the first hypothesis (H1) is accepted.

2. The variable X2 (Product Quality) has a significant effect on Y (Purchase Interest), so that the second hypothesis (H2) is accepted.

3. The variable X3 (Brand Image) has no significant effect on Y (Purchase Intention), so the third hypothesis (H3) is rejected.

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