

Milenial Generations' Interest Of Buying As A Quality Impact Of Silverqueen Chocolate Products In Bandung City

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Article History: Received: 11 January 2021; Revised: 12 February 2021; Accepted: 27 March 2021; Published online: 10 May 2021

Abstract: Millennials like chocolate, 55% admit to giving gifts of chocolate compared to other products. Silverqueen chocolate occupies the top position in chocolate bars, but has not been able to encourage consumer buying interest. The purpose of this study was to determine how product quality, consumer purchase interest, and its effects. The research method used is descriptive and verification. Data collection techniques using questionnaires, interviews, and observations. The sample in this study were millennial consumers who like Silverqueen chocolate in the city of Bandung. The minimum sample in this study was 130 respondents, and the analysis tool used was simple regression. The results showed that the quality of Silverqueen products and the buying interest of millennial' consumers was quite good.

Keywords: Product quality, purchase interest, millennial, chocolate, silverqueen.

1. Introduction

Chocolate is the fourth most favorite snack category after the pastry, biscuit and candy category with a market value of up to USD 776 million or around IDR 11.2 trillion Rupiah. Promising opportunities for the chocolate industry can be seen from the penetration of chocolate consumption in Indonesia, which is still around 78 percent compared to other snack categories such as biscuits which have reached 90 percent (www.tribunnews.com).

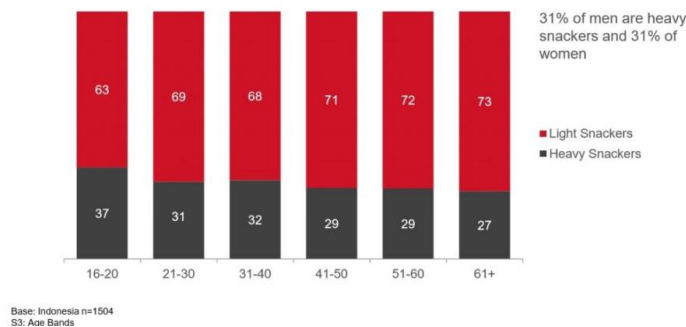


Figure 1.
Snack Consumption by Age Data

Based on Figure 1, it is stated that young people are more dominant in carrying out "snacking" activities. The data above shows, if the total number of heavy snackers and light snackers is the highest, the age category 16-20 years is the category of consumers with the highest snacking hobby. The percentage of heavy snackers at this age reached 37%, and 63% light snackers. While the age of 61+ is the lowest snackers with a percentage of heavy snackers 27%, and light snackers 73% (<http://marketeters.com>)

According to the article entitled "Indonesia 2020: The Urban Middle Class Millennials", explained that the millennial generation is a generation born between 1981-2000, or who are currently 15 to 34 years old. Generation of Millennials also known as Generation Y (www.researchgate.net)

Reporting from "Kompasiana" explains that millennials love chocolate, the proof is that on Valentine's Day chocolate sales are selling well among this segment. A Shop Back survey that targets the millennial segment in 2020 shows, as many as 55% of respondents admit that they will buy their partner gifts for this Valentine's Day. Uniquely, 54% of female respondents said they were most enthusiastic about giving gifts to their partners. And chocolates (50%) are the most sought after among other products as gifts. (www.kompasiana.com).

Researchers found the phenomenon reported by Top Brand magazine regarding the top data for phase 1 chocolate bar brands in 2020 as follows:

Table 1. Data on Top Brand Chocolate Bars 2020

No.	Chocolate Bar	Percentage	Top Brand
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1	Silverqueen	61.5%	★
2	Cadbury	12.7%	★
3	Delfi	6.5%	★
4	Toblerone	2.6%	

Source: <https://www.topbrand-award.com>

Based on the data in table 1, it can be seen that the Silverqueen brand chocolate occupies the top position at 61.5%, which means that the brand image of the Silverqueen as a brand of chocolate is more famous than other brands. According to Schiffman and Kanuk in Maghfiroh et al (2020: 135) which states that if consumers do not have experience with a product, they tend to trust brands that they like or are well-known for, as well as Silverqueen chocolate which has a better brand image so that consumers certainly will be more interested in buying these products.

To further strengthen the above opinion, a pre-survey was conducted with 30 respondents. This survey was to determine whether the brand image is able to influence consumer buying interest in choosing chocolate bar products. The following are the results of the pre-survey researchers:

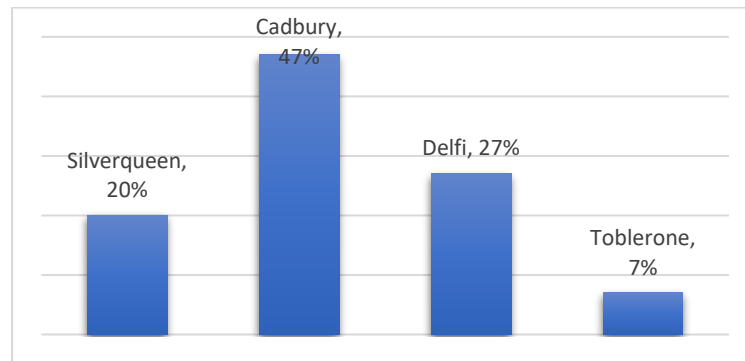


Figure 2
Pre-Survey Result of Purchase Interest Chocolate Bar

Based on the data in Figure 2, it can be seen that only 20% of respondents are interested in buying Silverqueen branded chocolate bars. Therefore, this is a research gap which proves that a superior brand image does not affect consumer buying interest in Silverqueen products.

According to Cronin and Taylor in Nursalam (2017: 40), it is stated that interest in purchasing behavior is indirectly influenced by the quality of a product. If the consumer's perception of the quality of a product is positive, it is more likely to generate purchase interest.

To strengthen the above opinion, the researchers conducted a pre-survey of 30 respondents regarding the perceived quality of Silverqueen chocolate products as follows:

Table 2
Pre-Survey Data Regarding Silverqueen's Perceptions of Quality

No.	Statement	Answer	
		Yes	Not
1	Consuming Silverqueen chocolate can create a good mood	11	19
2	Silverqueen packaging is considered attractive	18	12
3	Silverqueen is always consistent in making packaged chocolate	18	12
4	Silverqueen chocolates have a long shelf life	13	17
5	I easily got Silverqueen	11	19
6	Silverqueen is available in various sizes	10	20

7	I consider Silverqueen to be a quality chocolate	12	18
Total		93	117
Percentage		42.29%	55.71%

Based on table 2 it can be concluded that consumer perceptions of the quality of Silverqueen chocolate products have not been felt optimally. Based on the above problems, the researchers are interested in conducting research with the aim of knowing how the quality of Silverqueen chocolate products, the buying interest of millennial consumers in the city of Bandung and its effects.

2. Literature review

Product quality

According to Kotler and Keller (2016: 164) quality is the ability of a product to provide results or performance that is appropriate and even exceeds what the customer wants. According to Garvin in Yafie (2016) to determine the dimensions of product quality, it can go through eight (8) dimensions as described below:

1. Performance, namely the main operating characteristics of a core product
2. Features, namely special features or additional features
3. Reliability
4. Conformance to specification, namely compliance with specifications
5. Durability
6. Serviceability, which includes speed, competence, comfort, ease of repair services, and satisfying complaint handling.
7. Esthetic, namely the attraction of the product through the five senses
8. Perceived quality, namely the image and reputation of the product and the company's responsibility for these two things.

3. Purchase Interests

Kotler & Keller (2016: 131), suggest that purchase interest is a consumer behavior where consumers have the desire to buy or choose a product, based on experience, use or consume a product.

According to Ferdinand in Saidani and Arifin (2012) there are four dimensions of buying interest, namely:

1. Transactional interest: the tendency of consumers to always repurchase the products they have consumed.
2. Referential interest: the willingness of consumers to recommend products they have consumed to others.
3. Preferential interest: consumer behavior that makes the products they have consumed the first choice.
4. Exploratory interest: the desire of consumers to always seek information about the products they are interested in.

Purchase behavior interest is indirectly influenced by the quality of a product. If the consumer's perception of the quality of a product is positive, it is also more likely to generate purchase interest (Cronin and Taylor in Nursalam, 2017: 40). Then in his research Faisal (2020), stated that product quality has a significant effect on buying interest. Furthermore, research by Michell Jay (2014) shows that there is a significant effect of perceived quality on consumer purchasing interest simultaneously. In addition, Purba (2018) explains that product quality positively and significantly affects consumer purchase interest.

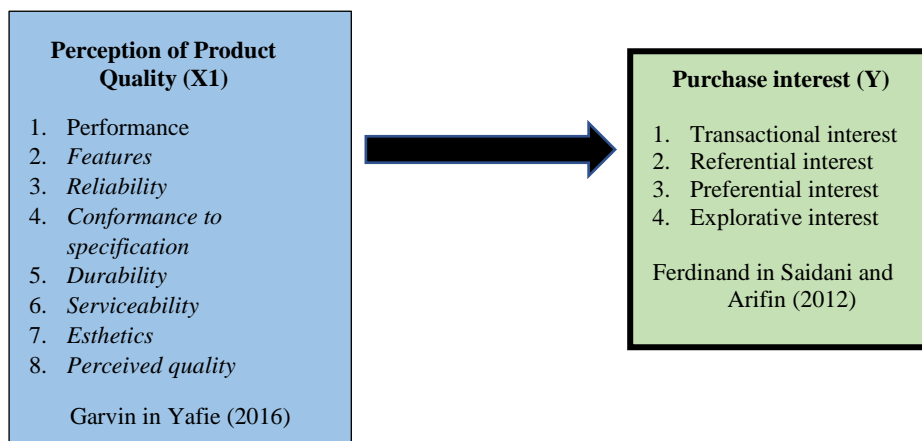


Figure 3. Frame Work

Hypothesis

Based on the framework described above, the authors formulate the following research hypothesis:
 Ha: The quality of Silverqueen chocolate products affects Millennial Consumer Purchase Intention

4. Methodology

This research uses descriptive and verification methods, with data collection techniques using questionnaires, interviews and observations. The population in this study are consumers who like chocolate in the city of Bandung. The sample in this study were millennial consumers who like Silverqueen chocolate in the city of Bandung. The minimum sample is 130 respondents. The analytical tool used is Simple Regression using the SPSS version 22.00 Window program.

5. Results and discussion

Validity and Reliability Test

Validity test

The validity test is measured using Pearson Product Moment for all questions on product quality and purchase intention has a value of $r_{count} > r_{table}$ and the correlation number obtained is greater than the standard value (0.3), so the question is valid (Sugiyono, 2017: 125).

Reliability Test

The reliability test was measured by the Cronbach Alpha statistical test. A variable is said to be reliable if it provides a Cronbach Alpha value > 0.70 (Nunnally in Ghozali, 2016). The value of the reliability coefficient obtained from the overall variable of product quality and purchase intention > 0.70 .

Recapitulation of Respondents' Responses Regarding Product Quality

The questionnaire regarding product quality is measured using twelve statement items can be seen in the following table:

Table 9
Recapitulation of Respondents' Responses Regarding Perceptions of Product Quality

No	Statement	Respondents' Answers					Total Score	Average
		S A	A	N	D	S D		
1	I enjoy the Silverqueen chocolate flavor	21	55	13	19	22	424	3.26
2	I am satisfied with the size of the Silverqueen chocolate	27	50	17	11	25	433	3.33
3	Silverqueen is available in many flavors	26	42	13	17	32	403	3.10
4	Silverqueen has many different packaging	24	28	16	19	43	361	2.78
5	From the past until now the taste of Silverqueen has never changed	21	34	21	27	27	385	2.96
6	Silverqueen's composition was in line with what was expected	12	34	22	34	28	358	2.75
7	Silverqueen has a strong packaging	15	27	29	31	28	360	2.77
8	Silverqueen has a long expiration rate	18	44	14	37	17	399	3.07
9	Silverqueen chocolate is easy to find	23	34	21	24	28	390	3.00
10	Silverqueen's packaging design is unique	22	31	20	32	25	383	2.95

1	Silverqueen's chocolate is unique in its shape	21	26	32	29	22	385	2.96
1	Silverqueen is a quality chocolate according to what is perceived	23	42	16	33	16	413	3.18
Average								3.01

Source: Data processed, 2020

Based on the responses of respondents about the quality of Silverqueen products, the average value is 3.01. This value of the interval class range is 2.60 -3.39 and is in the fairly good category. With the lowest indicator value for: differences in the number of packages, the taste from the past has never changed, the suitability of the composition with expectations, the strength of the packaging, the uniqueness of the packaging and the uniqueness of the form of chocolate.

Recapitulation of Respondents' Responses Regarding Purchase Intention

The questionnaire regarding purchase intention was measured using four relevant statement items. Respondents' responses regarding buying interest Silverqueen can be seen in the following table:

Table 10
Recapitulation of Respondents' Responses Regarding Purchase Intention

No	Statement	Respondents' Answers					Total Score	Average
		S A	A	N	D	S D		
1	I will always buy Silverqueen chocolate for snacks	28	32	23	33	14	417	3.21
2	I will recommend the Silverqueen Chocolate to friends	27	33	17	34	19	405	3.12
3	Silverqueen is the ultimate branded chocolate product I'm looking for	36	30	8	34	22	414	3.18
4	I will seek information from various media about Silverqueen chocolate	25	27	19	35	24	384	2.95
Average								3.12

Source: Data processed, 2020

Based on the responses of respondents about consumer buying interest, it was obtained an average of 3.12. This value of the interval class range is 2.60-3.39 and is in the fairly good category. With the lowest indicator value for the willingness to seek information from various media.

Effect of product quality on millennial customer buying interest

Simple Regression Analysis

The simple regression model with the dependent variable (Y), namely millennial consumer purchase interest and the independent variable (X), namely product quality, are:

$$Y = 14.610 + 0.127X + e$$

Simple Linear Regression Table

Coefficients^a

Model	Unstandardized Coefficients	
	B	Std. Error
1	14,610	1,584
(Constant)	.127	.051
Product quality		

a. Dependent Variable Purchase Interest

From the table above shows the regression equation $Y = 14.610 + 0.127X + e$. The constant (α) of 14.610 means that if the quality of the product does not change or is equal to 0 (zero), then the amount of purchase interest is 14.610 units. If the value of B, which is the regression coefficient of product quality, is 0.127, it means that it has a positive effect on the Y variable. If the quality of the product increases by one unit, buying interest will increase by 0.127 units, assuming the other variables are constant or constant.

Hypothesis t

Table t test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig
	B	Std. error	Beta		
1 (Constant)	14,61	1,584		9,2	.000
Product quality	0,127	.051	.214	33,25	.000

a Dependent Variable Purchase Interest

The results of the partial test analysis (t test) on the variable product quality obtained the t_{count} of 2.561 > t_{table} 1.978. So H_a is accepted, this means that product quality affects millennial consumer purchase interest.

Coefficient of Determination

Table of Determination Coefficient (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.585a	.342	.333	3.90313

a. Predictors: (Constant), Product Quality

The correlation coefficient (R) of 0.585 indicates a moderate relationship because it is between 0.40 - 0.59. While the coefficient of determination (R^2) of 0.342 means that purchase interest is determined by the quality of the product at 34.2%, while the rest is influenced by other variables not examined.

6. Discussion

1. a. Companies must pamper chocolate lovers by making various chocolate variants, previously chocolate only contained cashews, milk or crispy rice, so companies had to be creative in chocolate variants such as:

- Fruit chocolate (mango, banana, orange, etc.)
- Chocolate noodles (spicy, sweet and fresh taste)
- Fried edamame chocolate (soybeans)
- Suwar shredded chocolate (mixing traditional snacks with chocolate)
- Bran chocolate
- Popcorn, etc.

b. Companies can use unique packaging, such as using chocolate packaging made of woven bamboo (traditional or recycled material), with motifs that are characteristic of regional or national culture.

c. Companies can use unique and creative packaging, with a choke variant nameelat which is cute and interesting, for example, "anti-upset chocolate" and "sweetheart chocolate" and others.

2. To encourage millennial consumers to seek information, companies must carry out promotions using media favored by millennial consumers, such as social networks, Facebook, Twitter, and others. Companies also need to know which trend are the strongest drivers for millennial consumers such as; the trend they follow through cyberspace, which makes millennial consumers not want to be left behind with their friends.

3. From the results of statistical tests, there is an effect of product quality on millennial consumer purchase interest. This is consistent with research conducted by Michell Jay (2014), Purba (2018) and Faisal (2020), which states that product quality has a positive effect on consumer purchase interest.

7. Conclusions and recommendations

Conclusion

Based on research conducted by the author through the analysis of statistical data from questionnaires that were distributed, the following conclusions can be drawn:

1. Based on the responses of respondents about the quality of Silverqueen products, the average value is 3.01. This value of the interval class range is 2.60-3.39 and is in the fairly good category. With the lowest indicator value for: differences in the number of packages, the taste from the past has never changed, the suitability of the composition with expectations, the strength of the packaging, the uniqueness of the packaging and the uniqueness of the form of chocolate.

2. Based on the responses of respondents about consumer buying interest, it was obtained an average of 3.12. This value of the interval class range is 2.60 - 3.39 and is in the fairly good category. With the lowest indicator value for the willingness to seek information from various media.

3. The results of statistical tests show that there is an effect of product quality on millennial consumer buying interest by 34.2%.

Recommendations

The author tries to make several suggestions to be used as input for Silverqueen as follows:

1. a. Companies must be more creative by adding chocolate variants such as:
 - Fruit chocolate (mango, banana, orange, etc.)
 - Chocolate noodles (spicy, sweet and fresh taste)
 - Fried edamame chocolate (soybeans)
 - Suwar shredded chocolate (mixing traditional snacks with chocolate)
 - Bran chocolate
 - Popcorn, etc.
 - b. Companies can use unique packaging, such as using chocolate packaging made of woven bamboo (traditional or recycled material), with motifs that are characteristic of regional or national culture.
 - c. Companies can use unique and creative packaging, with cute and interesting chocolate variant names, for example, "anti-upset chocolate" and "sweetheart chocolate" and others.
2. To encourage millennial consumers to seek information, companies must carry out promotions using media favored by millennial consumers, such as social networks, Facebook, Twitter, and others. Companies must also know which the strongest drivers for millennial consumers such as the trends they follow through cyberspace, which makes millennial consumers not want to be left behind with their friends.

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