The Effect of Perceived Quality, Perceived Price and Need for Uniqueness on Consumer's Purchase Intention Through Online Store of Children Import Bag in Palembang, Indonesia

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ABSTRACT

The purpose of this research is to analyze the effects of perceived quality, perceived price and need for uniqueness on consumer's purchase intention through online store of children import bag. This research used Multiple Linier Regression using SPSS Version 25 to calculate data. Data was obtained from filling the online questionnaires to a hundred respondents. The results of this research indicate that perceived quality, perceived price and need for uniqueness have a positive and significant effect on consumer's purchase intention. As a suggestion, online seller especially in import product should searchs the products that give unique value, different from common product but still have a good quality.

Keyword : perceived quality, perceived price, need for uniqueness, consumer's purchase intention, children import bag.

INTRODUCTION

Export and import are an inevitable activities of international trading. They bring postive and negative impacts. The positive impacts such as job opportunities and foreign exchanged could be increased. However, it also brings the negative impact such as loss of sense of loving for domestic product due to a new lifestyle in Indonesia. In Indonesia itself, The Central Bureau of Statistics reported that there was a surge of import growth at 20,15% throughout 2018 (Rahadian, 2019). It was possible because the tendency of Indonesian consumers to purchase and consume import products. According to Utami (2017), Indonesian consumers choose import products because they have a high quality, attractive packaging, and always have innovation to engage the consumer.

Import product was dominated digital market in Indonesia. The data from Ministry of Industry shows that 90% products in Indonesia's e-commerce are import products. Survey from Markplus Insight shows that top three most purchased products through online store in Indonesia are apparel (61,7%), shoes (20,2%), and bag (20%). One of phenomenon in Indonesia every entrance a new school year is to purchase a new school stuffs. Released from kompas.com, sales for school stuffs increased significantly than previous months every a new school year. Also, sales of children bag in website Tokopedia was increased more than 17 times (Cahya, 2018). From the explanation above, it can be seen that online sales for children import bag can be potential and prospective business option.

The sellers have to able to recognize the market and the factor that could be influences consumer's purchase intention on their products. According to Kotler & Keller (2012), purchase intention means the likelihood that a consumer will purchase a particular product. The higher the

purchase intention, the greater the purchase probability. Therefore, it becomes crucial for seller to understand what is the exact factor that could be affecting consumer's purchase intention. In this research, author examines three possibility factors that could be affecting purchase intention. They are perceived quality, perceived price and need for uniqueness.

LITERATURE REVIEW
Purchase Intention

Purchase intention is about plan of consumer to purchases particular product and how many product required in certain period (Howard, 1994). It could be said that purchase intention is mental statement from consumer that reflected purchasing plan of some products on particular brand. According to Ferdinand (2002), purchase intention was divided into four dimension as transactional intention, referential intention, preferential intention and exploratif intention.

Perceived Quality

Perceived quality is consumer perception to whole quality or excellence of the product or sevice as well as consumer expected (Aaker, 2013). There are some previous studies that analyze the effect of perceived quality to purchase intention. Asshidin, Abidin & Borhan (2016) were compared America and local product in Malaysia's consumer. The result indicates that perceived quality significantly affected purchase intention to both products. The result was similar to Demir & Tansuhaj (2011) and Kumar, Lee & Kim (2009) study. Rehman, Latif & Rana (2018) conduct study to compare perceived quality between British consumer and Pakistani consumer towards America product. The result shows that perceived quality has positive effect to British consumer on America product, but negative effect to Pakistani consumer. Otherwise, the result of

Arifin & Fachrodji (2015) and Edison & Restuti (2014) shows that perceived quality has no significant effect to purchase intention.

Consumer has tendency to choose import product than its local. Import product associated into good quality. Product which has good quality will create high perceived quality that affected consumer's purchase intention. From explanation above, the proposed hypothesis is:

H_1 : perceived quality has effect to consumer's purchase intention.

Perceived Price

Peter and Olson (2008) state that "price perception concern how price information is comprehended by consumers and made meaningful to them". Evaluation and analysis consumer through the price was strongly influenced by consumer behaviour. The consumer judgement into cheap or expensive would be different from every consumer, depends on individual perception. Delafrooz, Paim & Khatibi (2011); Wijayasari & Mahfudz (2018); Suarjana & Suprapti (2018) say that perceived price, in competitive price, has significant effect to online purchase intention. The study result of Edison & Restuti (2014) shows that perceived price has a positive effect but not significant to consumer's purchase intention. Otherwise, Kim, Li & Gupta (2005) and Setiawan & Achyar (2012) find that perceived price has negative effect to purchase intention of online book store for potential consumer.

In online selling, consumers can't directly see and feel the product. Therefore, how the way consumer think about the product price is important matter. If consumers think the prices are suit to their expectation, it will becomes driven factor into consumer's purchase intention to the products. From explanation above, the proposed hypothesis is:

H_2 : perceived price has effect to consumer's purchase intention.

Need For Uniqueness

Need for uniqueness explains individual perception and response about similarity to others. The higher similarity could decrease individual self esteem. Moreover, every people has tendency to search the uniqueness in particular level (Synder & Fromkin, 1980). Need for uniqueness is personal nature to pursue the difference from others by acquires and utilizes the product with the purpose to elevates social image and identity (Schiffman & Wisenblit, 2015). Kumar, Lee & Kim (2009) define need for uniqueness as the willing to be different from others in a community. Their study show there is positive relationship between need for uniqueness and purchase intention of America apparel in India' consumer. The above result is similar to Rehman, Latif & Rana (2018) and Tariq & Iqbal (2015). Latter, Phau & Marchegiani (2010) do study in import apparel and Chihab & Abderrezzak (2016) do study in luxury parfume. Their study show opposite result, need for uniqueness has no significant effect to consumer's purchase intention.

One of factor that driving consumers to purchase product is their personality. Consumers who have high need for uniqueness, have tendency to search the unique product in the market that really special and different from others. Children import bag offers various design, full colour, and unique. From explanation above, the proposed hypothesis is:

H_3 : need for uniqueness has effect to consumer's purchase intention.

CONCEPTUAL FRAMEWORK

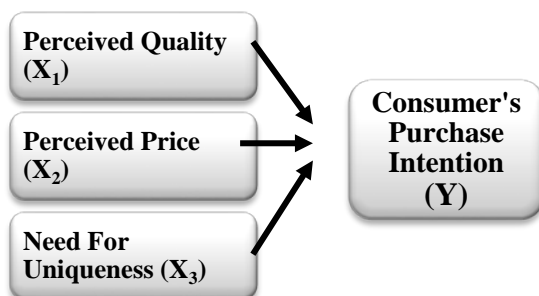From explanation above, the conceptual framework is as follows:

Fig-1 Conceptual Framework

RESEARCH METHODOLOGY

A total of 100 online questionnaires were collected from 100 respondents who domicile in Palembang and have 0-6 years children. Online questionnaires were divided into three parts. The first part was to filtering the respondents according to requirement above. The second part was to gather identity of respondent. The third part was to collect the respondent's response about independent variables (perceived quality, perceived price, and need for uniqueness) and dependent variable (consumer's purchase intention). All statements were rated on a 5-point Likert scale. The data was analyzed using multiple linier regression by SPSS (*statiscal product and service solution*) version 25.

RESULT
Validity Test

Items are declared valid if r_{test} is greater than r_{table}. The value of r_{table} by 100 respondents in significance 0,05 is 0,3610.

Table-1 Validity Test Result

Variable	Point	r_{table}	r_{test}	Result
Perceived Quality (X$_1$)	1	0,361	0,867	Valid
	2	0,361	0,909	Valid
	3	0,361	0,914	Valid
	4	0,361	0,83	Valid
	5	0,361	0,828	Valid
Perceived Price (X$_2$)	1	0,361	0,869	Valid
	2	0,361	0,862	Valid
	3	0,361	0,924	Valid
Need For Uniqueness (X$_3$)	1	0,361	0,862	Valid
	2	0,361	0,771	Valid
	3	0,361	0,823	Valid
	4	0,361	0,752	Valid
Consumer's Purchase Intention (Y)	1	0,361	0,915	Valid
	2	0,361	0,931	Valid
	3	0,361	0,933	Valid
	4	0,361	0,854	Valid

Table.1 shows that all r_{tests} are greater than r_{table}. It means all items are valid as research instrument.

Reliability Test

The instruments declare reliable if the value of Cronbach's Alpha is greater than 0,7.

Table-2 Reliability Test Result

Variable	Cronbach's Alpha	Criteria	Result
Perceived Quality (X_1)	0,919	0,7	Reliable
Perceived Price (X_2)	0,862	0,7	Reliable
Need For Uniqueness (X_3)	0,816	0,7	Reliable
Consumer's Purchase Intention (Y)	0,929	0,7	Reliable

Table.2 shows that all values of Cronbach's Alpha are greater than 0,7. It means all indicator variables are reliable.

Respondent's Overview

Informations that gained from respondents are age, gender, education, and income.

Table-3 Identity Distribution of Respondent

Age	Frequency	%
< 30 years	26	26
31 - 40 years	64	64
> 40 years	10	10

Gender	Frequency	%
Male	17	17
Female	83	83

Education	Frequency	%
Senior High School	5	5
Diploma	20	20
Bachelor	50	50
Graduate	25	25

Income	Frequency	%
< Rp. 3.000.000	13	13
Rp. 3.000.000 - Rp. 6.000.000	43	43
Rp. 6.000.000 - Rp. 10.000.000	27	27
> Rp. 10.000.000	17	17

Multiple Linier Regression Analysis

Multiple linier regression is used to explains the relationship among variables that were tested. The regression equation could be seen below:

$$Y = 4,009 + 0,215X_1 + 0,273X_2 + 0,237X_3$$

Where the equation can be explained by below:

- The constant (α) is 4,009, shows that if perceived quality, perceived price, and need for uniqueness variables are 0, then consumer's purchase intention is 4,009.
- Regression coefficient (β) perceived quality is 0,215, shows that by adding one unit of perceived quality, then it would be increase consumer's purchase intention of 0,215.
- Regression coefficient (β) perceived price is 0,273, shows that by adding one unit of perceived price, then it would be increase consumer's purchase intention of 0,273.
- Regression coefficient (β) need for uniqueness is 0,237, shows that by adding one unit of need for uniqueness, then it would be increase consumer's purchase intention of 0,237.
- The result gives positive values on all independent variables, it means there are relationships to consumer's purchase intention through online store of children import bag in Palembang, Indonesia besides other variables which not included in this research.

F-Test (Simultaneous)

Table-4 Output ANNOVA

ANOVAª					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	344,220	3	114,740	27,264	,000ᵇ

Residual	404,020	96	4,209		
Total	748,240	99			

a. Dependent Variable: CONSUMER'S PURCHASE INTENTION
b. Predictors: (Constant), NEED FOR UNIQUENESS, PERCEIVED PRICE, PERCEIVED QUALITY

Based on Table-4, it can be seen that sig < 0,05 (0,000 < 0,05). It means Ha is accepted. Then, it can be concluded that perceived quality, perceived price and need for uniqueness together have a significant effect on consumer's purchase intention.

t-Test (Partial)

Table-5 Output Coefficients

	Coefficients[a]					
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,009	1,208		3,319	,001
	PERCEIVED QUALITY	,215	,072	,295	3,001	,003
	PERCEIVED PRICE	,273	,124	,210	2,193	,031
	NEED FOR UNIQUENESS	,237	,081	,295	2,924	,004

a. Dependent Variable: CONSUMER'S PURCHASE INTENTION

Based on Table-5, it described as seen below:

- Sig of X_1 0,003 < 0,05. It means Ha is accepted and H_0 is rejected. Then, it can be concluded that perceived quality partially has a significant effect on consumer's purchase intention.
- Sig of X_2 0,031 < 0,05. It means Ha is accepted and H_0 is rejected. Then, it can be concluded that perceived price partially has a significant effect on consumer's purchase intention.
- Sig of X_3 0,004 < 0,05. It means Ha is accepted and H_0 is rejected. Then, it can be concluded that need for uniqueness partially has a significant effect on consumer's purchase intention.

Coefficient Determination

Table-6 Output Model Summary

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,678[a]	,460	,443	2,05147

a. Predictors: (Constant), NEED FOR UNIQUENESS, PERCEIVED PRICE, PERCEIVED QUALITY
b. Dependent Variable: CONSUMER'S PURCHASE INTENTION

Based on Table-6, it can be seen that R^2 is 0,460 equals to 46,0%. It means that perceived quality, perceived price and need for uniqueness together have a significant effect on consumer's purchase intention is 46,0%. And the rest, 54,0%, was affected by other variables which not included in this research.

DISCUSSION

Perceived quality has significance 0,003 < 0,05 and regression coefficient is 0,215. Thus, perceived quality has a positive and significant effect on consumer's purchase intention. This finding is in accordance to research of Asshidin, Abidin & Borhan (2016) which compared America and local product in Malaysia's consumer. The result indicates that perceived quality significantly affected purchase intention to both products. This finding also similar to Demir & Tansuhaj (2011) and Kumar, Lee & Kim (2009). In this research, consumers consider children import bags in online store have a good quality. Product which has good quality will create high perceived quality that affected consumer's purchase intention.

Perceived price has significance 0,031 < 0,05 and regression coefficient is 0,273. Thus, perceived price has a positive and significant effect on consumer's purchase intention. This finding is in accordance to research of Delafrooz, Paim & Khatibi (2011) which shows that perceived price, in this case as competitive price, significantly affected online purchase intention. . This finding also similar to Wijayasari & Mahfudz (2018) and Suarjana & Suprapti (2018). In online purchasing, consumers can't see and feel directly into the products. Thus, the way consumers give perception in price is important. If consumers think the price is affordable with the benefit that they will get, it can be a driven factor to build purchase intention into that products.

Need for uniqueness has significance 0,004 < 0,05 and regression coefficient is 0,237. Thus, need for uniqueness has a positive and significant effect on consumer's purchase intention. This finding is in accordance to research of Kumar, Lee & Kim (2009), Rehman, Latif & Rana (2018), and Tariq & Iqbal (2015). Their research show that there are positive relationship between need for uniqueness and consumer's purchase intention in import apparel. The higher need for uniqueness, the higher consumer's purchase intention for the product.

CONCLUSION

Based on result and discussion above, it can be concluded as seen below:
1. Perceived quality has a positive and significant effect on consumer's purchase intention through online store of children import bag in Palembang, Indonesia.
2. Perceived price has a positive and significant effect on consumer's purchase intention through online store of children import bag in Palembang, Indonesia.
3. Need for uniqueness has a positive and significant effect on consumer's purchase intention through online store of children import bag in Palembang, Indonesia.
4. Perceived quality, perceived price and need for uniqueness together have a significant effect on consumer's purchase intention through online store of children import bag in Palembang, Indonesia.

RECOMMENDATION

Based on result and discussion above, the recommendation is given as seen below:
1. For online seller
   Online seller especially in import product should searchs the products that give unique value, different from common product but still have a good quality. Those things have to conducted for increase consumer's purchase intention that could be affect sales of import product.
2. For further researcher
   In this research, perceived price gives a not significant value which has to being examined. Further researcher may analyze what factors could be gives a not significant value. Besides, further researcher could develops amount of sample or other variabel. Thus, variables that could be affect consumer's purchase intention will be well explained. Also, further researcher could divides the sample into several categories and conducts analysis for relationship between those categories and the variables.

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