THE INFLUENCE OF REVIEW CONTENT AND PRODUCT QUALITY ON PURCHASE INTEREST WITH TRUST AS AN INTERVENING VARIABLE

Mutia Arda[1]*, Dewi Andriany[2]
Universitas Muhammadiyah Sumatera Utara
*Email correspondence: mutiaarda@umsu.ac.id

ABSTRACT

Today's technological advances have made many smartphone companies try to be at the forefront in order to attract buying interest from potential consumers. The aim of this research is to analyze the influence of review content and product quality on buying interest in Samsung series z smartphone products through trust in the buying interest of generation z consumers. The population in this study is all Medan city residents who use Samsung series z products. The sample in this study used a quota sampling of 100 people. The data collection technique in this research uses a questionnaire technique. The data analysis technique in this research uses a quantitative approach using statistical analysis using Auter Model Analysis, Inner Model Analysis and Hypothesis Testing. Data processing in this research uses the PLS (Partial Least Square) software program. The results of this research prove that directly review content, product quality and trust have a significant effect on buying interest, review content and product quality have a significant effect on trust and indirectly review content and product quality have a significant effect on buying interest through trust in the people of Medan city.

Keywords: *review content, product quality, trust, purchase interest.*

INTRODUCTION

The development of information technology, including communication tools, has greatly helped people's lives. Some of these information technologies have become a basic need for society in living their lives. Information technology such as cellphones and so on has now become part of people's daily lives. One technology that is developing rapidly is mobile phones and what is currently developing is smart phones or known as smartphones.

Samsung is the company that contributes the highest sales of smartphone-based cellphones (Kadir *et. al*, 2018). In Indonesia itself, Samsung still controls a market share of 42% of units sold. Since 2020, Samsung has released the Samsung Galaxy Z Series, a line of foldable smartphones produced by Samsung Electronics, namely the Galaxy Z Flip and Z Fold. The Samsung Galaxy Z is classified as a foldable smartphone, which in general consumers will pay attention to review content from several YouTube channels such as Gadget In (7.4 million subscribers), Pricebook (1.3 million subscribers), and Ad Review (1 million subscribers).

Samsung is also the leader of the global folding screen cellphone market by controlling 85 percent of the market share in the third quarter of 2022. However, Samsung's dominance in Indonesia is starting to be threatened by the emergence of new competitors offering folding screen cellphones with attractive innovations and more affordable prices, such as Oppo and Tecno (inet.detik.com).

Purchase interest is defined as behavior towards a product that makes consumers try to own it by paying for it. Consumer buying interest can be created due to the stimulation (stimulants) offered by the company. The stimulus created aims to influence consumer

actions to make purchases (Ayumi & Agung, 2021).

Purchase interest is strongly influenced by (Kotler & Keller, 2016), namely: product quality factors, brand factors, packaging factors, price factors, product availability factors, promotional factors. Content Reviews not only make it easier to get information about products from the internet, but also help consumers consider their options for purchasing smartphones. In Content Reviews, especially smartphone products, not all consumers or reviewers give positive reviews, of course there are also those who give negative reviews because the duration of use and suitability for each consumer is different. Given these problems, to further convince consumers in selecting smartphone products, companies need to carry out appropriate marketing strategies which are accompanied by product information, education about smartphones and promotions which are expected to increase consumer buying interest in products that have been previously considered through Content Review (Daulay, 2022).

Another factor that can influence purchasing interest is the product quality perceived by consumers. According to (Saleem *et al.*, 2015) consumers have their own perceptions regarding the quality of the products offered before being offered, where perceptions regarding quality are obtained from information and experience of other people. Perceptions regarding product quality can be measured using dependability, reliability, superiority and consistency (Ariffin *et al*., 2016).

Another factor that influences buying interest is trust. Purchasing smartphone products requires more trust because it is not easy to build trust between online sellers and buyers. Fraud and internet crime or cybercrime also affect customer trust (Picaully, 2018). Consumer confidence in the quality of the screens which are often folded on Samsung Galaxy Z Series products is also low if you look at the many comments given by consumers regarding the expensive price of the Samsung Galaxy Z Series screens (almost half the price of the product).

From the description above, the author will conduct research entitled "The Influence of Content Review and Product Quality on Interest in Buying Samsung Series Z Products with Trust as an Intervening Variable".

METHOD
Types of research

Quantitative research methods and causal associative approaches. Causal associative research is research that uses problem characteristics in the form of a causal relationship between two or more variables. This research examines the relationship between the independent variable (X) and the dependent variable (Y) and looks at the influence of the intervening variable (Z) on the independent variable (X) on the dependent variable (Y). Indicators of buying interest are taken from (Purbohastuti & Hidayah, 2020) (Faradiba & Astuti, 2013), namely transactional interest, referential interest, preferential interest and exploratory interest. Trust indicators are taken from (Sobandi & Somantri, 2020), namely reliability, honesty, care and credibility. The following indicators used to measure Review Content are attractiveness, trustworthyness, and expertise, (Risyafani & Khalik, 2022). The indicators used to measure product quality in (Istiyanto & Nugroho, 2017) are durability, reliability, product suitability, ease of use and repair.

Sampling technique

The place of this research is the people of Medan city who use Samsung series Z. Time The research was carried out from Februari 2024 to Mei 2024. The population in this study are Medan city residents who use Samsung Series Z, both Samsung Galaxy Z Flip and Z Fold.

In this research, the research sampling technique used was non-probability sampling. The sampling that will be used in this research is the snowball sampling technique. According to (Nurdiani, 2014), the snowball sampling technique is a method for identifying, selecting and taking samples in a continuous network or chain of relationships. The number of samples used in this research was 100 people.

Data analysis technique

In this research, this data analysis uses PLS-SEM. SEM is a method for predicting constructs in models that have many factors and relationships. The PLS-SEM method is considered appropriate for use in research because PLS-SEM can be used for complex structural models and has many indicators/constructs, has a sample size that tends to be small, and does not require normally distributed data (Hair, *et.al*, 2019).

RESULTS AND DISCUSSION
Characteristics of Respondents

Table 2. Characteristics of Respondents by Gender

Category	Number of Respondents	Percentage (%)
Men	57	57
Women	43	43
Total	100	100

Based on the results above, it can be seen that the gender of the respondents was 57 men (57%) and 43 women (43%). Men are more likely to wear the black Samsung Galaxy Z Fold which looks expensive and elegant, while the Samsung Galaxy Z Flip is more widely used by women with its cuter design and attractive color choices.

Table 3. Karakteristik Usia Responden

Ages (years)	Number of Respondents	Percentage (%)
24-27	54	54
20-23	28	28
16-19	18	18
Total	100	100

The majority of respondents in this study were generation z aged 24-27 years, amounting to 54%. This is in line with the prices of the Samsung Z series which tend to be expensive, namely the Samsung Z Flip starting at IDR 14 million (new product price) and the Samsung Z Flip starting at IDR 20 million (new product price) which is usually owned by Generation Z who already have fixed income or have a credit card that makes it easy to make 0% installments for a maximum of 24 months.

Validity Test

Convergent validity is related to the principle that the measures (manifest variables) of a construct should be highly correlated, convergent validity is assessed based on loading factors and the Average Variance Extracted (AVE) value. The rule of thumb used in the convergent validity test is a loading factor value > 0.5 and an AVE value > 0.5.

Table 4. AVE (*Average Variant Extracted)*

	Average Variance Extracted (AVE)	Test results
Trust	0.559	Valid
Content Review	0.786	Valid
Product quality	0.507	Valid
Purchase Interest	0.731	Valid

(Source: PLS, 2024)

Based on the table above, it is known that the AVE value for each variable is greater than 0.5. It can be concluded that the variables or constructs used are valid.

Discriminant validity is related to the principle that measures (manifest variables) of different constructs should not be highly correlated, discriminant validity is assessed based on cross loading. The rule of thumb used in the discriminant validity test is a cross loading value greater than 0.7. If the correlation of a construct with measurement items is greater than the size of other constructs, it shows that their block size is better compared to other blocks (Hair, *et.al*, 2019). Each indicator in the research variable has a higher cross loading value on the variable it forms compared to the cross-loading value on the other variables. Based on the results obtained, it can be stated that the indicators used in this research have good discriminant validity in compiling their respective variables.

Reliability Test

Reliability testing in PLS can use two methods, namely Cronbach's alpha and composite reliability. Cronbach's alpha measures the lower limit of the reliability value of a construct, while composite reliability measures the actual value of the reliability of a construct. The rule of thumb used for composite reliability values is greater than 0.6 and Cronbach's alpha values are greater than 0.6. With this measurement, if the value achieved is > 0.60, it can be said that the construct has high reliability.

Table 5. Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability
Trust	0.837	0.881
Content Review	0.932	0.948
Product quality	0.881	0.901
Purchase Interest	0.938	0.950

(Source: PLS, 2024)

Based on the data presented in the table above, it can be seen that each research variable has a Cronbach's alpha and composite reliability value of > 0.60. Based on the results obtained, it can be stated that the variables used in the research are declared reliable.

Hypothesis test

This test is to determine the path coefficients of the structural model. The goal is to test the significance of all relationships or test hypotheses. Hypothesis testing in this research is divided into direct influence and indirect influence. Based on data processing that has been carried out using the smart PLS 3.0 program, the image of the direct and indirect influence hypothesis test results can be seen in the following path coefficient image:
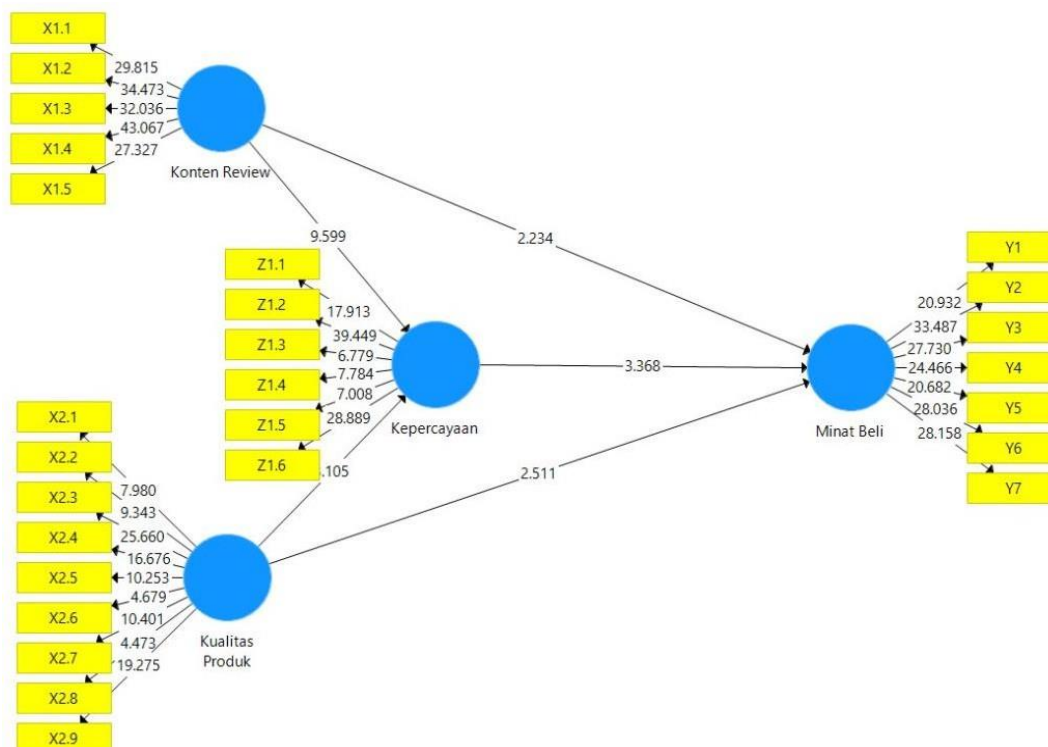
Image 1. T-Statistic
(Source: PLS, 2024)

The results of the direct influence hypothesis test can be seen in the following path coefficient table:

Table 6. Direct Effect

	Original Sample	Sample Mean	Std Dev	T-Statistic	P Values
Trust -> Purchase Interest	0.350	0.341	0.104	3.368	0.001
Content Review -> Trust	0.724	0.738	0.075	9.599	0.000
Content Review -> Purchase Interest	0.375	0.405	0.168	2.234	0.026
Product quality -> Trust	0.238	0.223	0.077	3.105	0.002
Product quality -> Purchase Interest	0.274	0.252	0.109	2.511	0.012

(Source: PLS, 2024)

The influence of review content on purchase intention has a path coefficient of 0.375. This influence has a probability value (p-values) of 0.026 < 0.05, meaning that review content has a significant influence on interest in buying the Samsung Series Z among generation Z in Medan City. The influence of review content on trust has a path coefficient of 0.724. This influence has a probability value (p-values) of 0.000<0.05, meaning that the review content has a significant influence on the trust of Samsung Series Z customers in the Z generation in Medan City. The influence of product quality

on purchase intention has a path coefficient of 0.274. This influence has a probability value (p-values) of 0.012 < 0.05, meaning that product quality has a significant effect on interest in buying the Samsung Series Z among generation Z in Medan City. The effect of product quality on trust has a path coefficient of 0.238. This influence has a probability value (p-values) of 0.002<0.05, meaning that product quality has a significant effect on Samsung Series Z customer trust in generation Z in Medan City. The influence of trust on purchase intention has a path coefficient of 0.350. This influence has a probability value (p-values) of 0.001 < 0.05, meaning that trust has a significant effect on interest in buying the Samsung Series Z among generation Z in Medan City.

The indirect influence between the independent variable and the dependent variable in this research can be stated as follows:

Table 7. Indirect Effect

	Original Sample	Sample Mean	Std Dev	T-Statistic	P Values
Content Review -> Trust -> Purchase Interest	0.253	0.250	0.080	3.157	0.002
Product Quality -> Trust -> Purchase Interest	0.083	0.078	0.036	2.330	0.020

(Source: PLS, 2024)

The influence of review content on purchase intention through trust has a path coefficient of 0.253. This influence has a probability value (p-values) of 0.002 < 0.05, meaning that review content has a significant influence on purchasing interest through the trust of Samsung Series Z customers in the Z generation in Medan City. The influence of product quality on purchase intention through trust has a path coefficient of 0.083. This influence has a probability value (p-values) of 0.020<0.05, meaning that product quality has a significant effect on purchasing interest through the trust of Samsung Series Z customers in the Z generation in Medan City.

RESULT AND DISCUSSION

From the results of the analysis of hypothesis testing, the influence of review content on purchase interest has a path coefficient of 0.375. This influence has a probability value (p-values) of 0.026 < 0.05, meaning that review content has a significant influence on interest in buying the Samsung Series Z among generation Z in Medan City. This shows that review content is able to increase interest in buying the Samsung Series Z among the Z generation in Medan City, with positive reviews contained in the comment's column in the content, people will be more interested in making a purchase, where before making a purchase, people will be more interested in buying the Samsung Series Z. First look at previous consumer comments about the product. The results of this research are supported by (Ao *et.al*, 2023) reporting that the level of product reviews via social media has a positive and significant effect on consumer buying interest. From the results of the hypothesis testing analysis, the influence of product quality on purchasing interest has a path coefficient of 0.274. This influence has a probability value (p-values) of 0.012 < 0.05, meaning that product quality has a significant

effect on interest in buying the Samsung Series Z among generation Z in Medan City. The results of this research are in line with previous research conducted by (Astuti & Abdullah, 2018).

Trust has a significant influence on buying interest in the Samsung Series Z among the Z generation in Medan City. Consumer beliefs are all the knowledge possessed by consumers and all the conclusions consumers make about objects, attributes and benefits (Mowen, 2009). The results of this research are in line with the results of previous research conducted by (Nasution & Lesmana, 2018). Review content has a significant effect on customer trust. According to (Riyadini & Krisnawati, 2022) Content is the principal, type, or unit of digital information. Content can be in the form of text, images, graphics, video, sound, documents, reports and others. Content is a form of advertising or product promotion that aims to attract consumer attention and increase consumer confidence in the products being sold. The results of this research are in line with the results of previous research conducted by (Mammadli, 2021). Product quality has a significant effect on customer trust. Companies that create quality products will be able to gain customers' trust by purchasing their products, (Arianty & Julita, 2021).

Review content has a significant effect on purchasing interest through customer trust. Consumers' perceptions and motivations regarding purchasing interest can be changed through information about products that they get from other people. In the purchasing stages according to (Kotler & Keller, 2016) the first stage consists of searching for all information about the product that consumers need. According to (Lou & Yuan, 2019),

consumers will place their trust in the quality of a product in people who are considered experts in their field. The results of this research are in line with the results of previous research conducted by (Firman *et.al*, 2021). From the results of the hypothesis testing analysis, the influence of product quality on buying interest through trust has a path coefficient of 0.083. This influence has a probability value (p-values) of $0.020 < 0.05$, meaning product quality has a significant effect on buying interest through customer trust. Trust is a very crucial factor in determining purchases, where one party will completely surrender their hopes to another party without any control (Dwidienawati *et al*., 2020). When consumers have confidence in the capabilities and reliability of a product, there will of course be an increase in buying interest. The results of this research are in line with the results of previous research conducted by (Suhaily & Darmoyo, 2017).

CONCLUSION

Directly, reviewing content, product quality, trust have a significant influence on the interest in buying Samsung series Z among generation Z in Medan City. Directly, the review content and product quality have a significant influence on the trust of Samsung series z customers in the z generation in the city of Medan. Indirectly, reviewing content and product quality have a significant influence on purchasing interest through the trustworthiness of Madame Gie cosmetics in Medan City. For the Samsung company, considering the large number of foldable smartphones competitors, it is currently hoped that the Samsung company will be able to compete with other companies by creating the latest product innovations in accordance with the current needs of society and maintaining

the quality of its products, such as usage. The battery lasts longer, and the durability of the smartphone LCD screen is stronger because the folding intensity is quite high.

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