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Factors that Influence Consumer Buying Interest

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Abstract

Purpose – This study sought to ascertain the impact of service quality, corporate reputation, and product qualities on consumer interest in purchasing PT Wijaya Karya Beton employees from Tbk sales area II - Palembang. *Methodology* – The research methodology employed is explanatory quantitative research. There were 49 participants in all that were sampled in this study. A Likert scale was used in the questionnaire, and respondents were chosen at random to complete it. The data analysis method employed was partial least square structural equation modeling (PLS-SEM). *Findings* – According to the findings, there was a positive and significant relationship between the product attribute variable and the company's reputation; there was also a positive and significant relationship between the product attribute variable and service quality; there was a positive and significant relationship between the company reputation variable and consumer buying interest; finally, there was a positive and significant relationship between the product attribute variable and consumer buying interest. *Originality* – This study presents the effect of service quality, company reputation, and product quality on consumer buying interest to provide another reference in increasing consumer buying interest

Keywords: Consumer Buying Interest; Attribute Product; Reputation Company; Service Quality

1. Introduction

A key factor in productivity and production growth is competition. In the always evolving and dynamic corporate world of today, managers must now be able to predict and comprehend the many ways that different customer types will act while making purchases of various goods and services to suit their demands (Félix & Maggi, 2019). Consequently, in order to gain a competitive edge in the market, several businesses have concentrated on fostering a positive perception of their brand among consumers in order to affect their purchase decisions (Beaumont et al., 2022). Therefore, managers need to be familiar with customer traits and preferences as they have a big influence on what people buy (Basil et al., 2013). Marketing managers may implement tactics that encourage customers to purchase their products by developing (Hanaysha, 2018). The contemporary period of globalization, which is characterized by free markets, technical advancements, the maturation of economic rules, and other factors, is causing a rapid growth of marketing ideas and concepts in tandem with the evolution of human civilization (Yustika et al., 2023).

There are both internal and external elements that impact the purchasing process. Internal elements, which include cultural, social, personal, and psychological aspects, are those that originate from the individual and have the most impact on purchase decisions (Anggraeni et

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al., 2022) On the other hand, external influences are those that originate from without and have the most impact on judgments made about purchases. Consumer enthusiasm in purchasing may increase because of the company's stimulus package. Offering high-quality services, appealing product features, and a positive corporate image may all serve as stimulants for customers' desire in making another purchase (El-Adly, 2019). Although there is disagreement about the true extent of this mentality, service quality is generally understood to be a worldwide mindset or global evaluation of service excellence (Sari et al., 2018). For customer perceptions to influence purchase decisions during a pandemic, service quality is another important consideration.

Design quality and conformance quality together make up quality, which is commonly used to quantify the relative goodness of an item or service (Rivaldo et al., 2022). One of the secrets to competing successfully is providing high-quality goods or services. Customer loyalty to a company ultimately depends on the quality of the goods and services the company offers, which in turn affects the firm's reputation with customers (Syah & Wijoyo, 2021). In order to achieve customer happiness and hence boost customer loyalty, service quality is crucial (Vallejo, 2020). Product features include the brand, packaging, label information, expiration date, and price of items that need to be made extremely comprehensive (Tarnovskaya, 2017). Product characteristics include pricing, guarantee, brand, packaging, labeling, and supplementary services (Kusumawati et al., 2021). Brands help distinguish a product from rival offerings and give it a unique personality. A product's brand will enable consumers to identify it with ease. When shoppers look at products, they notice the packaging first (Qadry & Yasri, 2019). One strategy used by marketers to set their products apart from those of their rivals is to offer distinctive features. Consequently, it's critical for marketers to understand the degree to which their features can satisfy the psychological demands of their target audience (Suryaningrum & Setiawan, 2021)

Reputation concerns are something that businesses that want customers to keep buying their products truly need to be concerned about. When it comes to corporate attributes that influence client trust, reputation is by far the most significant aspect. One resource that the business might use to keep its competitive edge is its reputation (Arora & Bist, 2020). (Arora & Bist, 2020). However, it takes time to establish a company's reputation, and the better the reputation, the more profitable the enterprise will be. It's not always necessary for reputation management to take place in reaction to issues with one's reputation (Afshari et al., 2011). In other words, even entities with a good reputation can do acts intended to maintain or improve it, just as an entity with a bad reputation might engage in actions that improve it (Juanamasta et al., 2019). Although there hasn't been much discussion of reputation management in the marketing literature, it seems sense that manufacturers would be concerned about maintaining their reputation given the connection between reputational impressions and results that businesses value (for review) (Juanamasta et al., 2019). Positive consumer sentiments toward a company's goods and salespeople can boost purchase intentions, for instance, and positive reputation views have been linked to a company's capacity to weather a crisis (Weiss et al., 2018).

Making purchases as a consumer is essentially solving problems with a goal in mind. Every day, consumers make several judgments about what to buy, and marketers focus their efforts on these decisions (Rivaldo et al., 2022). Many big businesses do extensive research on Indonesian customers' purchasing habits to provide answers to inquiries regarding what, where, how much, when, and why people purchase certain products (Shamsudin et al., 2020). Repurchase

intention is a psychological construct that emerges post-purchase from customers (Tabaku & Cerri, 2016). Consumers will have a desire to repurchase after using the products or services. Reusing a website to make another purchase is known as online repurchase intention (Waruwu & Sianipar, 2021). The choice to acquire another service from the same business after considering the present and potential future situations is known as repurchase intention. Online repurchase intention is defined as the intention of customers who have made at least one online purchase to make another purchase from that shop (Chen et al., 2016). Positive customer experiences with a store's products and services serve as the foundation for repurchase intention.

Marketers must focus more on other factors and the consumers themselves in this cutthroat climate (Raza et al., 2020). Corporations must comprehend the elements that might affect a consumer's desire to make another purchase in an era where customers have more access to information and product options (Setyadi et al., 2022). The ability of an organization to cultivate positive connections with customers through high-quality services, appealing product qualities, and a positive reputation is just as important to its success as the quality of its goods or services (Helmi et al., 2022). Given how quickly sales are growing and how crucial repeat purchases are to marketing research, it's critical for businesses to comprehend the variables influencing customers' intentions to make further purchases. Customers may determine the worth of a product by using their purchasing experience (Ali et al., 2018). Furthermore, retaining current consumers is far more crucial for businesses than acquiring new ones, as acquiring new clients may be more expensive than keeping current ones (Petkeviciene, 2019). In these circumstances, it is more crucial than ever for the business to pay attention to keep customers interested in making further purchases.

Even though each of these factors has been investigated in previous research, there is still a gap between theory and data. In principle, there are few studies that fully integrate the impact of product quality, business reputation and service quality on repurchase intention at the same time. However, empirically the conclusions of previous studies are not completely relevant because there is currently a lack of research that tests this relationship in other market scenarios. So, the research is novel because it uses a comprehensive approach to analyze the variables that influence consumers' intentions to make repeat purchases. Therefore, it is hoped that this research will close the current knowledge gap and offer a better understanding of the variables that influence consumers' intention to make repeat purchases. By combining these factors into a more comprehensive analytical framework and at the same time evaluating their impact, this research will offer a new contribution. The main objective of this research is to determine and test how customer repurchase intentions are influenced by product quality, service quality, and company reputation to offer useful recommendations for marketing decision making in various industrial sectors.

2. Research Method

This study use quantitative explanatory research methodology (Næss, 2018). A sample of PT Wijaya Karya Beton personnel from Tbk sales area II - Palembang, which is situated in Jl. Rama Kasih Raya No. 957, Duku, Kec. Team Ilir. II, Palembang City, South Sumatra 30163, were involved in the study. There were 49 responders in all throughout the July–September 2023 study period. The "Central Limit Theory" has been satisfied by the sample size of respondents, as long as the number of respondents is at least 30, which is deemed sufficient (Central Limit Theorem, 2018). It is deemed sufficient for testing using PLS (Partial Least Square) with a

sample size of 49 respondents. The proposed model is tested in this study using Partial Least Square Structural Equation Modeling (PLS-SEM), a second-generation multivariate statistical method. By measuring latent variables and specific items concurrently, as well as correlating latent variables, PLS SEM may test all complicated models in a single step (Hair et al., 2017). Due to its non-parametric nature, PLS-SEM does not rely on the assumption of normalcy. PLS-SEM is employed because it may be used to complicated models with limited sample sizes and non-normal data. An key turning point in the modeling of tentative variables is the SmartPLS 4 software. The program integrates techniques (such as PLS-POS, IPMA, and intricate bootstrapping procedures) with an intuitive graphical user interface (Hair et al., 2017). The above poll was created using a Likert scale questionnaire distributed through Google Forms. A closer look at the build variable table is provided below.

Table 1: Construct Variables.

No.	Operational Variables	Operational definition	Indicator
1.	Service Quality (X1)	A dynamic combination of service items, personnel, procedures, and surroundings that may either meet or beyond customer expectations is known as service quality. (Goetsch, D. L., & Davis, S., 2018).	a. Scope of service quality b. Reliability c. Responsiveness d. Guarantee e. Empathy (Naini et al., 2022)
2	Company Reputation (X2)	The image of a company may be defined as the public's opinion or assessment of the legitimacy of the entity that owns it about the sector or field in which it operates (Weiss et al., 2018).	a. Ease of remembering b. Competitor reputation c. Good name d. Widely known. (Solikhin et al., 2019)
3	Product Attribute (X3)	Both customers and marketers place importance on product features. Because characteristics offer the benefits that consumers seek when making purchases and comparing items from rival companies, customers utilize attributes as a basis for product evaluation (Shanon Eunike Ariananda et al., 2021).	a. Product quality b. Product features c. Product style and design d. Packaging and product labels (Dermawan et al., 2021)
4	Customer Buying Interest (Y)	Purchasing something or a service on several occasions is the purpose of repurchase (Tufahati et al., 2021).	a. Transactional interest b. Referential interest c. Preferential interest d. Explorative interest (Girsang et al., 2020)

Source: Processed Data.

Development of Hypothesis

Consumer interest and competitiveness in the concrete industry are increasing, as seen by the growth of the Engineering, Production, and Installation (EPI) sector in Indonesia. Tbk Sales Area II - Palembang - PT Wijaya Karya Beton The company's reputation, the quality of its services, and the qualities of its products must be emphasized if it hopes to thrive and compete. Customers' interest in purchasing a product is influenced by these factors. According to the study hypothesis, the conceptual model is displayed in Figure 1.

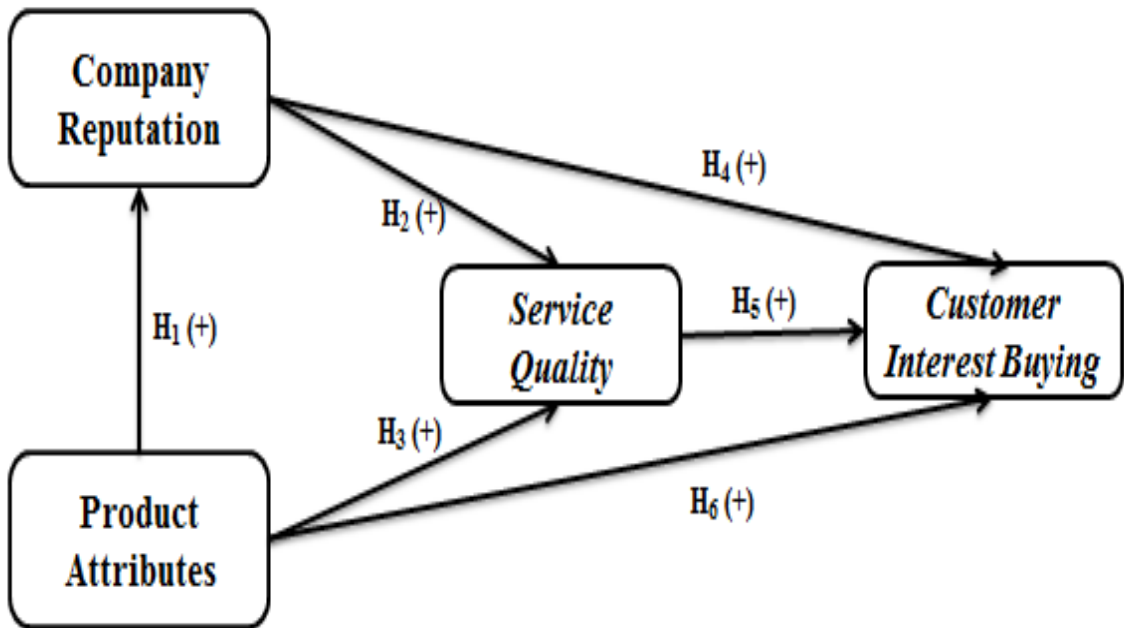


Figure 1: Conceptual Model.

A company's reputation is impacted when its products have appealing qualities. Therefore, the quality of service will be impacted by these two factors—product qualities and business reputation. Better performance on these three fronts will also influence customer desire in making purchases. The following is the study's research hypothesis, which is based on the findings of empirical investigations:

- H1.** *A company's reputation is significantly enhanced by its product qualities.*
- H2.** *Service quality is significantly positively impacted by a company's reputation.*
- H3.** *The quality of services is significantly enhanced by the qualities of the product.*
- H4.** *Consumer buying interest is significantly positively impacted by a company's reputation.*
- H5.** *Customer interest in purchasing is significantly influenced positively by service quality.*
- H6.** *Product features significantly increase consumers' interest in making a purchase.*

3. Results and Discussions

Table 2 displays the findings of validity and reliability tests, which show the association between indicators and latent variables. Any indication that has a factor loading value larger than 0.7 can be interpreted as the latent variable; this indicates that the variable explains more than half of the variation in the indicator, resulting in satisfactory item reliability (Hair et al., 2017). When the latent variable has an Average variation Extracted (AVE) value greater than 0.5 and a Composite Reliability greater than 0.7, it is said to account for at least 50% of the variation. demonstrates the validity of each latent variable's indicators as measuring tools for this research.

Table 2: Validity and Reliability Test Results.

Variable	Item	Indicator	Outer Loading	AVE	Composite Reliability
Product Attribute	PA1	Price expectations on quality fulfillment	0.939	0.773	0.914
	PA2	Facilities and means of production/distribution/installation	0.951		
	PA3	Safety and handling in the field	0.852		
	PA4	The size of the product varies according to needs.	0.760		
Company Reputation	CR1	Mastery and understanding of work	0.900	0.737	0.913
	CR2	Consumers trust the company's performance	0.782		
	CR3	Products are widely known	0.807		
	CR4	Timeliness and work progress	0.935		
Service Quality	SQ1	Consistency in fulfilling product/service specifications	0.945	0.744	0.952
	SQ2	The product meets quality standards	0.939		
	SQ3	Response speed and response	0.723		
	SQ4	Services during work execution	0.745		
	SQ5	The company is responsible for the failure	0.931		
Customer Buying Interest	CBI1	Consumers are willing to buy WIKABeton products repeatedly	0.774	0.732	0.922
	CBI2	Consumers are willing to recommend products to others	0.713		
	CBI3	Consumers prioritize using the product compared to competing products	0.948		
	CBI4	Consumers will look for products first to meet their needs	0.961		

Source: Smart PLS 4 Processed Results.

Several manifest variables are associated with the latent variable product attribute (X1), including pricing expectations on quality fulfillment (PA1), facilities and means of manufacturing, distribution, and installation (PA2), field handling and safety (PA3), and product size variation based on demands (PA4). The findings from the testing of the outer loading on each manifest variable have satisfied the requirements. They indicate that the outer loading value for price expectations on quality fulfillment (PA1) is $0.939 > 0.7$, the outer loading value for facilities and means of production/distribution/installation (PA2) is $0.951 > 0.7$, the outer loading value for safety and handling in the field (PA3) is $0.852 > 0.7$, and the outer loading value for product size variation based on needs (PA4) is $0.760 > 0.7$. Additionally, it qualifies with a composite reliability rating of $0.914 > 0.7$.

The latent variable company reputation (X2) has several manifest variables, namely mastery and understanding of work (CR1), consumers trust the company's performance (CR2), products are widely known (CR3), and timeliness and work progress (CR4). The results of testing the outer loading on each manifest variable have met the requirements, namely showing that mastery and understanding of work (CR1) has an outer loading value of $0.900 > 0.7$, consumers trust the company's performance (CR2) has an outer

loading value of $0.782 > 0.7$, products are widely known (CR3) has an outer loading value of $0.807 > 0.7$, and timeliness and work progress (CR4) has an outer loading value of $0.935 > 0.7$. Then in the test results the AVE value for variable X1 has also met the requirements which amounted to $0.737 > 0.5$. And for the composite reliability value of $0.913 > 0.7$ which means it is qualified.

The latent variable service quality (X3) has several manifest variables, namely consistency in fulfilling product/service specifications (SQ1), the product meets quality standards (SQ2), response speed and response (SQ3), services during work execution (SQ4), and the company is responsible for the failure (SQ5). The results of testing the outer loading on each manifest variable have met the requirements, namely showing that consistency in fulfilling product / service specifications (SQ1) has an outer loading value of $0.945 > 0.7$, the product meets quality standards (SQ2) has an outer loading value of $0.939 > 0.7$ response speed and response (SQ3) has an outer loading value of $0.723 > 0.7$, services during work execution (SQ4) has an outer loading value of $0.745 > 0.$, and the company is responsible for the failure (SQ5) has an outer loading value of $0.931 > 0.7$. Then in the test results the AVE value for variable X1 has also met the requirements which amounted to $0.744 > 0.5$. And for the composite reliability value of $0.952 > 0.7$ which means it is qualified.

The latent variable customer buying interest (Y) has several manifest variables, namely consumers are willing to buy WIKA Beton products repeatedly (CBI1), consumers are willing to recommend products to others (CBI2), consumers prioritize using the product compared to competing products (CBI3), and consumers will look for products first to meet their needs (CBI4). The results of testing the outer loading on each manifest variable have met the requirements, namely showing that consistency in fulfilling product / service specifications (SQ1) has an outer loading value of $0.774 > 0.7$, the product meets quality standards (SQ2) has an outer loading value of $0.713 > 0.7$ response speed and response (SQ3) has an outer loading value of $0.948 > 0.7$, and services during work execution (SQ4) has an outer loading value of $0.961 > 0.7$. Then in the test results the AVE value for variable X1 has also met the requirements which amounted to $0.732 > 0.5$. And for the composite reliability value of $0.922 > 0.7$ which means it is qualified.

Each of the four latent variables has been found to be valid and reliable based on the outcomes of validity and reliability tests. Additionally, the Fornell Larcker Criterion is used to assess discriminant validity. To determine how much a variable differs experimentally from other variables in the structural model, Tables 3 and 4 present the findings of the discriminant validity test. The Fornell Larcker Criterion illustrates how latent variables are correlated. As may be shown, a latent variable's correlation with itself is higher than its correlation with other latent variables (Mohammadi and Mahmoodi, 2019). The value for the indicator being measured is also bigger than other indicators, as indicated by the cross loading value. Thus, it demonstrates that every variable satisfies the requirements of discriminant validity.

Table 3: Fornell Larcker Criterion Discriminate Validity Test Results.

	CBI	CR	PA	SQ
CBI	0.856			
CR	0.918	0.858		
PA	0.916	0.915	0.879	
SQ	0.918	0.900	0.891	0.863

Source: Smart PLS 4 Processed Results.

As demonstrated by Table 3, any indicator's discriminant validity on the variable has been satisfied since the latent variable's Fornell-Larcker premise level is higher than the latent variable's premise value on other factors. When compared, cross-loading values > 0.7 indicate that one construct's indicator has a higher cross-loading level than indicators for other constructs.

Table 4: Cross Loading Discriminate Validity Test Results.

	CBI	CR	PA	SQ
CBI1	0.774	0.645	0.615	0.655
CBI2	0.713	0.597	0.550	0.608
CBI3	0.948	0.917	0.940	0.911
CBI4	0.961	0.917	0.940	0.911
CR1	0.890	0.900	0.933	0.847
CR2	0.626	0.782	0.624	0.622
CR3	0.653	0.807	0.608	0.640
CR4	0.920	0.935	0.902	0.922
PA1	0.863	0.881	0.939	0.846
PA2	0.874	0.880	0.951	0.834
PA3	0.795	0.780	0.852	0.809
PA4	0.674	0.656	0.760	0.623
SQ1	0.961	0.952	0.974	0.945
SQ2	0.923	0.888	0.878	0.939
SQ3	0.550	0.512	0.528	0.723
SQ4	0.585	0.610	0.539	0.745
SQ5	0.824	0.807	0.795	0.931

Source: Smart PLS 4 Processed Results.

The compatibility variable's query indications satisfy the criteria for discriminant validity as, according to Table 4, each indicator's cross-loading value is more than 0.7. It is possible to observe that an element indicator's cross-loading value is higher than its cross-loading level on additional constructs even though the cross-loading value > 0.7 discriminant validity.

The assessment of structural models using bootstrapping and the PLS algorithm. To test the hypothesis, PLS Regression analysis is employed. The linear connection between one or more exogenous factors and one or more endogenous variables is examined using PLS regression, a regression-based methodology. Table 4's coefficient of determination of 0.901 indicates that the exogenous factors are in the moderate type, accounting for 90% of the endogenous variables in the sample (Chin & Newsted, 2019).

Table 5: Goodness of Fit Test R-Squares.

Variabel	R-square
CR	0.838
SQ	0.839
CBI	0.901

Source: Smart PLS 4 Processed Results.

The r-square values in Table 5 show that product attributes accounted for 83.8% of the variability in the corporate reputation construct, and the remaining 16.2% was explained by

constructs not included in this study, which is considered a high amount. On the other hand, product characteristics and business reputation accounted for 83.9% of the variability in the service quality construct; the remaining 16.1% was caused by constructs that were not included in this study and were rated high. Furthermore, 90.1% of the variability in the service quality construct can be explained by service quality, while the remaining 9.9% is explained by constructs that are not included in this research and are classified as high.

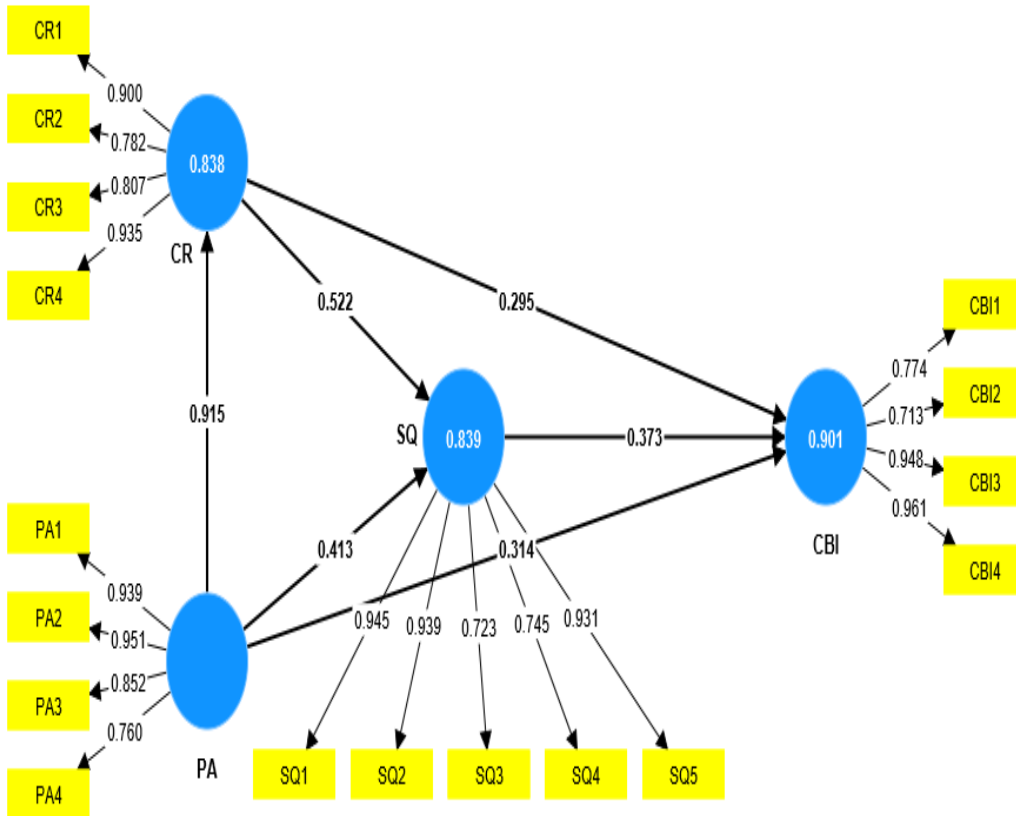


Figure 2: Outer Model Results.

Figure 2 shows the results of the outer model measurement. As stated by (Hair et al., 2017) The link between each indicator block and its underlying variable may be explained by the outer model, often referred to as the "measurement model" or the "outer relationship". Where in the figure it is shown that the latent variable product attribute or symbolized by PA has 4 manifest variables with an outer loading value of PA1 of 0.939, PA2 of 0.951, PA3 of 0.852, and PA4 of 0.760. The next latent variable, namely company reputation, symbolized by CR, has 4 manifest variables with an outer loading value of CR1 of 0.900, CR2 of 0.782, CR3 of 0.807, and CR4 of 0.935. Then the latent variable service quality symbolized by SQ has 5 manifest variables, namely SQ1 of 0.945, SQ2 of 0.939, SQ3 of 0.723, SQ4 of 0.745, and SQ5 of 0.931. and for the latent variable customer buying interest symbolized by CBI which has 4 manifest variables, namely CBI1 of 0.774, CBI2 of 0.713, CBI3 of 0.948, and CBI4 of 0.961. Where the outer loading value of all manifest variables is more than 0.70 which is the criterion value of outer loading.

Table 6: Hypothesis Test, T-count, and P-Value.

Hypothesis	T-Statistic	P-Value	Decision
H1: Product Attribute is positively and significantly impacted by Company Reputation.	47.812	0.000	Significant Effect
H2: Company Reputation is positively and significantly impacted by Service Quality.	2.394	0.008	Significant Effect
H3: Product Attribute is positively and significantly impacted by Service Quality.	1.817	0.035	Significant Effect
H4: Company Reputation is positively and significantly impacted by Customer Buying Interest.	2.281	0.011	Significant Effect
H5: Service Quality is positively and significantly impacted by Customer Buying Interest.	2.442	0.007	Significant Effect
H6: Product Attribute is positively and significantly impacted by Customer Buying Interest.	1.915	0.028	Significant Effect

Source: Smart PLS 4 Processed Results.

Table 6 displays the findings of the hypothesis test using the t-count and p-value. The accepted hypothesis is determined by two criteria: first, if the t-count value is more than 1.645, and second, if the p-value is less than 0.05. According to the test findings, hypothesis 1—that is, the idea that a company's reputation has a positive and substantial impact on a product attribute—is accepted or has a significant positive effect when the t-count value is $47.812 > 1.645$ and the p-value is $0.000 < 0.05$. This result is consistent with study by (Petkeviciene, 2019) which indicates that a company's reputation has a favorable and substantial influence on a product characteristic. According to Migle, a company's reputation is determined by its primary characteristics, performance, and conduct and is comparable to its attitude (Šontaitė-Petkevičienė, 2020). Conversely, customers are more likely to have value-driven motives for high-reputation businesses with strong brand fit than for other reasons (Zhang et al., 2020).

Then, according to the test findings, the first hypothesis is accepted or has a substantial positive influence in hypothesis 2, which states that service quality has a positive and significant impact on firm reputation. The t-count value is $2.394 > 1.645$ and the p-value is $0.008 < 0.05$. This result is consistent with a study by (Arifin & Imanullah, 2021) that found that service quality has a favorable and substantial influence on the company's reputation among J&T delivery service consumers at Unwaha Jombang. Comparably, studies by (AM et al., 2022) demonstrate that high customer satisfaction and strong service quality all contribute to a company's ability to build a positive reputation, which in turn fosters customer loyalty. This demonstrates how customer loyalty, corporate reputation, and satisfaction are all impacted by service quality. (Indradewa, 2019) contends that behavior and relationships with the firm are influenced by how consumers and workers see the company's reputation. This is particularly true for service-oriented firms, where direct customer and staff interaction is necessary to deliver high-quality services.

In addition, the test findings demonstrate that, according to hypothesis 3, service quality has a positive and substantial influence on product attribute. This is supported by the t-count value of $1.817 > 1.645$ and the p-value of $0.035 < 0.05$, which both support the validity of the first hypothesis and its considerable positive impact. These results are consistent with study by

(Mirza, 2021) , which found that service quality had a favorable and substantial influence on product attributes. When it comes to organizational advancement in a competitive corporate environment, service quality is seen as one of the most crucial criteria.

Then, according to the test findings, customer buying interest has a positive and substantial impact on firm reputation (H 4). The t-count value is $2.281 > 1.645$ and the p-value is $0.011 < 0.05$, indicating that the first hypothesis is accepted or has a significant positive effect. These results are consistent with a study by (Yi, 2023) which indicates that consumer buying interest on three Korean mobile carriers has a favorable and substantial influence on a company's reputation. Organizations must concentrate on behavioral impacts if they wish to control their reputation. This is so because among the most knowledgeable parties with the ability to assess a company's reputation are its consumers (Kircova & Emel Esen, 2018). Consequently, the company's and its goods' reputation has an impact on the providers that clients choose to use (Saparso & Fitrio, 2019).

The test findings then demonstrate that, according to hypothesis 5, customer buying interest has a positive and substantial impact on service quality. The t-count value is $2.442 > 1.645$ and the p-value is $0.007 < 0.05$, indicating that the first hypothesis is accepted or has a significant positive effect. This result is consistent with study by (Rita et al., 2019) , which found that customer purchase interest has a favorable and significant influence on service quality. Service quality has a big impact on customers' desire to repurchase. Furthermore, it is mentioned that client loyalty will develop if they are pleased with the caliber of service they receive. arises in order to boost consumer interest in purchasing and encourage repeat business customers will make repeat purchases and recommend the service to friends, family, and coworkers if they are satisfied with the level of care they receive (Wahyuni, 2021). Customers that receive good service will be satisfied with their purchases. Additionally, customers who trust a brand and feel secure and at ease with it are more likely to purchase and possess it for specific reasons (Pramezwarly et al., 2021).

The test findings ultimately demonstrate that, for hypothesis 6, the customer's buying interest has a positive and substantial influence on the product attribute. The t-count value is $1.915 > 1.645$ and the p-value is $0.028 < 0.05$, indicating that the first hypothesis is accepted or has a significant positive effect. This result is consistent with study (Hadi, 2021) which also indicates that consumer buying interest in the iPhone has a favorable and substantial influence on product characteristic. All the characteristics that are associated with a product are what buyers often consider when selecting a product. Product characteristics that affect a person or come into play when they are selecting a product might impact or trigger consumer preferences (Kusumawati et al., 2021). The primary idea explored in marketing is purchase intention, which is a highly significant subject in marketing literature. Marketing a product or service successfully depends on having features that appeal to consumers; these traits are essential to the success of any marketing campaign (Yolanda Putra & Sedera, 2023).

The empirical findings of this study contribute significantly to both theoretical advancements and practical implications in the field of marketing research. Firstly, by empirically validating the relationships between various factors such as company reputation, service quality, and product attributes, this study adds to the theoretical understanding of consumer behavior and decision-making processes. It confirms the importance of these factors in shaping consumer perceptions and preferences, thereby enriching existing theoretical frameworks in marketing literature. Furthermore, the study offers insights into the interconnections among these variables, highlighting the complex dynamics that influence consumer choices and purchase

intentions. This contributes to a deeper understanding of the underlying mechanisms driving consumer behavior in competitive market environments.

Moreover, the empirical findings provide valuable practical implications for businesses and marketers. By identifying the significant impact of factors such as company reputation, service quality, and product attributes on consumer buying interest and preferences, the study offers actionable insights for marketing strategies and business operations. For instance, businesses can leverage their reputation and focus on enhancing service quality to improve customer satisfaction and loyalty. Additionally, understanding the influence of these factors on product attributes can guide product development and positioning strategies to better meet consumer needs and preferences. Overall, the empirical findings of this study not only advance theoretical knowledge but also offer practical guidance for businesses seeking to enhance their competitiveness and effectively target consumer segments in dynamic market environments.

4. Conclusions

Temuan penelitian ini sejalan dengan tujuan penelitian untuk menguji bagaimana kualitas produk, kualitas layanan, dan reputasi perusahaan mempengaruhi niat pembelian ulang pelanggan. Studi tersebut mengungkapkan bahwa kualitas produk memainkan peran penting dalam membentuk reputasi perusahaan, yang pada gilirannya berdampak pada kualitas layanan yang ditawarkan. Selain itu, penelitian ini menyoroti keterkaitan faktor-faktor ini dalam mempengaruhi minat pembelian pelanggan. Bisnis dengan fitur produk yang menarik dan reputasi positif lebih cenderung menarik pelanggan, sedangkan bisnis yang tidak memiliki aspek-aspek ini mungkin kesulitan menarik minat dan menghasilkan penjualan. Temuan ini menggarisbawahi pentingnya fokus pada kualitas produk, keunggulan layanan, dan membangun reputasi positif untuk meningkatkan kepuasan pelanggan dan mendorong pembelian berulang. However, the study's findings are limited using a small sample size and a narrow focus on consumer buying interest, service quality, company reputation, and product features. Future research should expand the scope to include additional variables such as marketing strategies and customer reviews. Furthermore, efforts to improve consumer buying interest, particularly in PT Wijaya Karya Beton, Tbk sales area II - Palembang, should prioritize enhancements in product attributes, corporate reputation, and service quality based on the study's recommendations.

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