ANALYISING FACTORS IMPACT TO PURCHASE INTENTION ON HEADPHONE (CASE OF BRAND TAKSTAR)

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ABSTRACT

The purpose of this study is to determine what factors are considered by consumers in buying Takstar headphones at Overkill Parts Company for Gamers. This research is a quantitative descriptive research approach and using factor analysis methods. The population is Gamers who are using Takstar Headphones in Jakarta. The samples are 100 respondents. The results of this study indicate that there are 4 factors, namely Takstar Buying Intention Factors, Takstar Consumer Satisfaction Factors, Takstar Product Quality Forming Factors, Takstar Brand Forming Factors, and a significant relationship between price and purchase intention, a significant relationship between brands purchase intention. There is also a significant relationship between product quality and purchase intention. Suggestions that researchers can give to Overkill Parts Companies are to pay attention to 4 factors, namely Takstar Buying Intention Factors, Consumer Satisfaction Forming Factors which are prioritized, especially in terms of Sound Quality, maintaining the forming factors. product quality that is considered good by consumers, as well as making the Takstar brand more recognizable to many people, such as participating more frequently in gadget and computer events or exhibitions..

Keywords: *Price, Brand, Product Quality, Purchase Intention.*

INTRODUCTION

The rapid growth of technology has a significant impact on human life, especially in today's business world. And this also makes the competition even higher, and companies are competing to create products with more high-quality and high-tech. One of the industries whose competition is quite tight is the electronics industry, especially the headphone industry.

Every year the number of smartphone users in Indonesia is increasing, as many as 103 million consumers in Indonesia will use smartphones. And based on research conducted by Taylor Nelson Sofres (source www.teknologi.news.viva.co.id) as much as 42 percent of Indonesian consumers use their smartphones to listen to music, and one of the potential product that follows is a gadget for listening to music and play games, is headphones. Headphones can make it easier for consumers in Indonesia who want to listen to music through their smartphones while doing other activities comfortably without any disturbing outside sound, Furthermore, using headphones is to make the sound more clearer and better, and of course for smartphone users who like music, of course this gadget has become a must-have item.

Apart from smartphone users, a suitable target market for headphones is gamers, nad music lovers namely consumers who like to play games and listen music both online and offline, because many games and musics required a headphone to listen to and communicate between the players. And if you look at the research conducted by the Central Bureau of Statistics (Source www.duniaku.net) where the total market value of the game industry in Indonesia has reached more than 400 million dollars. In addition, according to Komang Budi Aryasa (Source www.Viva.co.id), who serves as the Senior Manager of Content Aggregation and Incubation at PT Telkom, that every year the number of gamers in Indonesia continues to increase by around 33 percent. And of course, from the data above, it can be seen that the gaming industry can be a suitable target market for headphones, especially in Indonesia, where the number of gamers continues to increase every year, and as of 2013, according to Eva Mulawati (Source www.tribunnews.com) as managing director of PT Megaxus Infotech, the

number of gamers in Indonesia has reached 25 million and will continue to grow 5 to 10 percent annually.

Overkill parts company is a company that was founded on December 25, 2010 which initially engaged in IT and electronics, then in November 2011 the company focused their sales on audio electronics such as headphones, speakers, and so on, and until now they have become authorized. dealers from various overseas audio electronics brands such as Takstar, Hisound, Krator, and Yoga, as long as the researchers made observations among the brands, it is true that the best selling is takstar, but Takstar's products are still not able to reach the Indonesian headphone market, because the company also rarely participates in large annual exhibitions or events like Indocomtech, there are very few Indonesians who know about this brand, so it affects their sales. and for now they also only have a few dealers in Jakarta, Surabaya, Malang, Samarinda, Padang, Yogyakarta. Therefore, Overkill Parts Company also wanted to identify their problem, namely why their Takstar headphones sales could not compete with their competitors such as Senheiser for example, so they wanted to know what factors were considered by headphone users when buying a headphone, especially when buying headphones. Takstar.

Takstar itself is a headphones product brand from China that officially entered Indonesia under the auspices of the Overkill parts company, and has been circulating in the Indonesian market since 2014, but even though it has been in the Indonesian headphone market for a long time, this brand is still not able to reach consumers. Indonesian headphones and less able to compete with competitor brands such as senheiser, on this basis Overkill Parts Company wants to do research on the factors that headphone users consider in buying or choosing a headphone, especially in buying their product, namely Takstar headphones.

The things mentioned above are the background of this writing to examine further the factors that consumers consider in buying Takstar headphones and take the title "Analysis of Factors Affecting the Purchase Intention of Headphones.

PROBLEM STATEMENTT

1. Does product quality affect consumer interest in buying headphones?
2. Does Price affect consumer interest in buying headphones
3. Does Brand influence consumer interest in buying headphones
4. What are the factors or criteria for Takstar headphones that consumers consider the most for each alternative that Takstar headphones offer?

RESEARCH MODEL
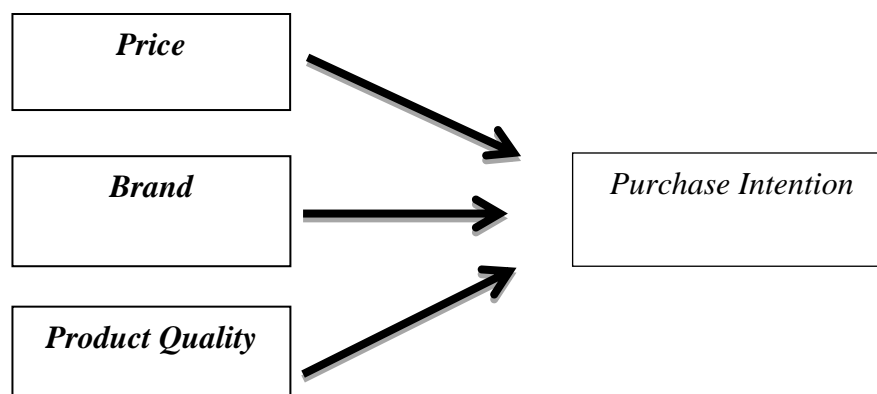
METODOLOGI PENELITIAN

Sampling in this study uses probability sampling techniques, so that all items in the population have the same opportunity to be selected and use the sampling technique, namely simple random sampling, which is random and simple sampling. In this study, the samples were users or consumers of Takstar

headphones $N = \dfrac{10856}{(10856) \cdot 0,5^2 + 1}$ =99,86=100 Responden

Thus, the number of samples needed in this study was 100 respondents. The design implication of the research findings in this study is to first, distribute questionnaires to consumers who have used Takstar headphones, with the aim of obtaining data that will be processed to answer the claims of the proposed hypothesis. . Once the data results have been processed and the final results are obtained, the actual statement of the hypothesis can be determined, i.e. how the role (strong / weak) is generated by the factors that affect the interest purchase, such as brand, price, Product quality on the interest of consumers to buy Takstar headphones.

RESULT OF THE STUDY

The validity test is performed using a 95% confidence level, where the value of df or the degrees of freedom used is 98 which is obtained by the formulation df = N - 2 = 100 - 2. Using a level of confidence of 95% and an error rate of 5%, we obtain the value of rtable = 1.66 and = 0.17.

Tabel 1. Validity Test

Butir Pertanyaan	Nilai r_{hitung}	Perbandingan	Nilai r_{tabel}	Keputusan
1	0.069	<	0.17	Tidak Valid
2	0.547	>	0.17	Valid
3	0.586	>	0.17	Valid
4	0.558	>	0.17	Valid
5	0.567	>	0.17	Valid
6	0.399	>	0.17	Valid
7	0.496	>	0.17	Valid
8	0.588	>	0.17	Valid
9	0.628	>	0.17	Valid
10	0.409	>	0.17	Valid
11	0.562	>	0.17	Valid
12	0.638	>	0.17	Valid
13	0.537	>	0.17	Valid
14	0.482	>	0.17	Valid
15	0.361	>	0.17	Valid
16	0.543	>	0.17	Valid
17	0.570	>	0.17	Valid
18	0.668	>	0.17	Valid
19	0.633	>	0.17	Valid
20	0.541	>	0.17	Valid

Tabel 2 Validity Test

Butir Pertanyaan	Nilai r_{hitung}	Perbandingan	Nilai r_{tabel}	Keputusan
2	0.547	>	0.17	Valid
3	0.586	>	0.17	Valid
4	0.558	>	0.17	Valid
5	0.567	>	0.17	Valid
6	0.399	>	0.17	Valid
7	0.496	>	0.17	Valid
8	0.588	>	0.17	Valid
9	0.628	>	0.17	Valid
10	0.409	>	0.17	Valid

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18	0.668	>	0.17	Valid
19	0.633	>	0.17	Valid
20	0.541	>	0.17	Valid

Jika *Cronbach's Alpha* > 0.7, show the istruments are reliable and could proceed to the step in analysing data.

Tabel 3 Reliability

Cronbach's Alpha	N of Items
.888	20

Tabel 4. Uji KMO dan Bartlett's

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.849
Bartlett's Test of Sphericity	Approx. Chi-Square	854.901
	df	171
	Sig.	.000

Tabel 5. Uji *Anti Image Correlation* p2-p9

Anti-image Matrices

		p2	p3	p4	p5	p6	p7	p8	p9
	p2	.488	-.039	-.032	.049	.089	-.023	-.211	-.275
	p3	-.039	.625	-.167	-.141	.067	-.038	-.103	-.015
	p4	-.032	-.167	.584	-.235	-.076	.046	.039	-.062
Anti-image	p5	.049	-.141	-.235	.565	-.037	-.081	-.066	-.027
Covariance	p6	.089	.067	-.076	-.037	.696	-.259	-.090	-.083
	p7	-.023	-.038	.046	-.081	-.259	.628	-.131	-.034
	p8	-.211	-.103	.039	-.066	-.090	-.131	.560	.027
	p9	-.275	-.015	-.062	-.027	-.083	-.034	.027	.570
Anti-image	p2	.676[a]	-.071	-.060	.094	.154	-.042	-.404	-.522

Correlation									
	p3	-.071	.838ª	-.276	-.237	.102	-.060	-.174	-.026
	p4	-.060	-.276	.765ª	-.409	-.120	.076	.069	-.107
	p5	.094	-.237	-.409	.791ª	-.060	-.137	-.117	-.047
	p6	.154	.102	-.120	-.060	.707ª	-.392	-.144	-.132
	p7	-.042	-.060	.076	-.137	-.392	.786ª	-.220	-.056
	p8	-.404	-.174	.069	-.117	-.144	-.220	.793ª	.048
	p9	-.522	-.026	-.107	-.047	-.132	-.056	.048	.752ª

a. Measures of Sampling Adequacy(MSA)

Basis for Decision Making:

MSA value <0.5 cannot be analyzed for factor analysis

MSA value> 0.5 allows factor analysis

The decision mades are:

Table 6. MSA Tables

Factors	MSA	Sign	
2	0.676ª	>	0.5
3	0.838ª	>	0.5
4	0.765ª	>	0.5
5	0.791ª	>	0.5
6	0.707ª	>	0.5
7	0.786ª	>	0.5
8	0.793ª	>	0.5
9	0.793ª	>	0.5

Conclusion: all MSA values> 0.5 so that the sample has been able to do factor analysis.

Tabel 7 Anti Image Correlation test

		p10	p11	p12	p13	p14	p15
Anti-image Covariance	p10	.856	-.202	-.025	-.013	-.082	.088
	p11	-.202	.676	-.248	.033	-.080	-.033
	p12	-.025	-.248	.579	-.234	.057	-.095
	p13	-.013	.033	-.234	.538	-.271	-.015
	p14	-.082	-.080	.057	-.271	.606	-.187
	p15	.088	-.033	-.095	-.015	-.187	.825
Anti-image Correlation	p10	.720ª	-.265	-.036	-.020	-.114	.105
	p11	-.265	.701ª	-.396	.054	-.125	-.044
	p12	-.036	-.396	.673ª	-.420	.097	-.138
	p13	-.020	.054	-.420	.665ª	-.474	-.023
	p14	-.114	-.125	.097	-.474	.673ª	-.265

	p15	.105	-.044	-.138	-.023	-.265	.765ᵃ

a. Measures of Sampling Adequacy(MSA)

The decisio mades are

Table 8. MSA Tables

Faktor	MSA	Tanda	
10	0.720ᵃ	>	0.5
11	0.701ᵃ	>	0.5
12	0.673ᵃ	>	0.5
13	0.665ᵃ	>	0.5
14	0.673ᵃ	>	0.5
15	0.765ᵃ	>	0.5

Conclusion: all MSA values> 0.5 so that the sample has been able to do factor analysis.

Tabel 9 Anti Image Correlation Test

		p16	p17	p18	p19	p20
Anti-image Covariance	p16	.779	-.288	.001	-.064	.016
	p17	-.288	.729	-.028	-.026	-.110
	p18	.001	-.028	.351	-.243	-.137
	p19	-.064	-.026	-.243	.370	-.065
	p20	.016	-.110	-.137	-.065	.641
Anti-image Correlation	p16	.704ᵃ	-.382	.001	-.120	.022
	p17	-.382	.746ᵃ	-.056	-.051	-.162
	p18	.001	-.056	.672ᵃ	-.675	-.288
	p19	-.120	-.051	-.675	.688ᵃ	-.133
	p20	.022	-.162	-.288	-.133	.854ᵃ

a. Measures of Sampling Adequacy(MSA)

Decision mades are:

Table 10 MSA Tables

Faktor	MSA	Tanda	
16	0.704ᵃ	>	0.5
17	0.746ᵃ	>	0.5
18	0.672ᵃ	>	0.5
19	0.688ᵃ	>	0.5
20	0.854ᵃ	>	0.5

Conclusion: all MSA values> 0.5 so that the sample has been able to do factor analysis.

Table 11 *Component Transformation Matrix Test*

Component	1	2	3	4

1	.658	.540	.417	.320
2	-.725	.592	.124	.328
3	.031	-.414	.732	.889
4	-.202	-.432	.879	.568

All Component Transformation Matrix values> 0.5 variables in the new factor are correct and have a strong correlation. Because all components are> 0.5, the four factors formed can be said to be correct in summarizing the nineteen existing variables..

Tabel 12 Correlation Analysis

		price	purchase_intention	brand	product_quality
price	Pearson Correlation	1	.369**	.069	.257**
	Sig. (2-tailed)		.000	.231	.000
	N	100	100	100	100
purchase_intention	Pearson Correlation	.369**	1	.234**	.402**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
brand	Pearson Correlation	.069	.234**	1	.180**
	Sig. (2-tailed)	.231	.000		.000
	N	100	100	100	100
product_quality	Pearson Correlation	.257**	.402**	.180**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

Price on Purchase Intention
Hypothesis:
Ho = There is no significant relationship between the Price variable on the Purchase intention of Takstar's headphones on the Overkill Parts Company
Ha = there is a significant relationship between the Price variable on the Purchase intention of Takstar Headphones on the Overkill Parts Company

Decision:
Price on purchase intention
0.000 / 2 <0.05 / 2→ Ho is rejected
0.369 <0.5 → Low
R = + → unidirectional

Conclusion:
There is a significant relationship between price and purchase intention with a weak and unidirectional relationship

***Brand* On *Purchase Intention*:**
Hypothesis:
Ho = There is no significant relationship between brand variables on Purchase intention of Takstar headphones to the Overkill Parts Company
Ha = There is a significant relationship between brand variables on Purchase intention of Takstar Headphones on the Overkill Parts Company

Decision:
Brand Against Purchase Intention:
0.000 / 2 <0.05 / 2 → Ho rejected
0.234 <0.5 → Weak
R = + → Unidirectional

Conclusion:

There is a significant relationship between brand and purchase intention with a weak and unidirectional relationship

Product Quality **Terhadap** *Purchase Intention***:**
Hypothesis:
Ho = There is no significant relationship between the Product Quality variable on Purchase intention of Takstar's headphones on the Overkill Parts Company
Ha = There is a significant relationship between the Product Quality variable on the Purchase intention of Takstar Headphones on the Overkill Parts Company

Decision:
Product quality towards purchase intention:
0.000 / 2 <0.05 / 2 → Ho rejected
0.402> 0.5 →Weak
R = + → Unidirectional
Conclusion:
There is a significant relationship between product quality and purchase intention with the weak and unidirectional nature of the relationship.

CONCLUTION

Based on the results of the analysis and discussion that has been done, the researcher has found the results to answer the research objectives. The conclusion to answer the factors that influence the interest in purchasing Takstar headphones is:
a) Factors for Takstar Purchase Intention
There are 7 main variables that influence this factor, namely Buying Takstar products in the future, Brand names are easy for consumers to remember, Interested in buying more Takstar products in the future, Considering buying product offerings Takstar in the future will come, Feeling proud after using this brand, The discounted price is attractive, Feeling the length and quality of the Takstar headphone cable is appropriate
b) Takstar Factors for Customer Satisfaction
There are 7 main variables that influence this factor, namely the service at the Takstar headphone service center is very satisfying, the Takstar headphones are in accordance with the promised specifications, the Takstar headphones have clear treble sound quality, the price offered is in accordance with the perceived quality of the headphones, the Takstar headphones can used for a long period of time, Durability of Takstar headphones is very good, Feeling satisfied using this brand
c) Takstar Product Quality Factors
There are 3 main variables that influence this factor, namely Takstar headphones that have a strong and powerful bass sound quality, Feeling the durability of Takstar headphones is very good, Takstar headphones have the quality I expected.
d) Takstar Brand Establishment Factors
There are 2 main variables that influence this factor, namely Feeling this brand has its own value, Feeling this brand has its own characteristics

In addition, after conducting a correlation test between variables, it can be concluded that:
a) There is a significant relationship between price and purchase intention with a weak and unidirectional relationship
b) There is a significant relationship between brand and purchase intention with the nature of a weak and unidirectional relationship
c) There is a significant relationship between product quality and purchase intention with the weak and unidirectional nature of the relationship

Based on the results of the discussion and conclusions in this study, suggestions that can be given when the Overkill Parts Company wants their product, Takstar to better understand their segment in the Indonesian headphone market, what needs to be considered are:
1. If the Overkill Parts Company wants to be able to compete in the Indonesian market then they must pay attention to four factors, namely the Takstar Purchase Intention Factors, the superiority of their products which is emphasized even more, especially in terms of Sound Quality, Takstar's Forming Factors for Consumer Satisfaction that must be maintained so that their consumers staying loyal, maintaining the Forming Factors for the quality of their products that have been assessed well

by consumers, and making the Takstar Brand Forming Factors more widely known to many people, such as attending more frequent events or gadget and computer exhibitions.

2. Where the indicators they have to highlight are consumers who want to buy Takstar products in the future, Brand names are easy for consumers to remember, consumers are interested in buying more Takstar products in the future, consumers will consider buying offered products offered by Takstar in the future, consumers feel proud after using this brand, attractive discounts, appropriate cable length and quality, services at the Takstar headphone service center must satisfy consumers, Takstar headphones specifications are as promised, sound quality clear Takstar headphones, the price offered is in accordance with the perceived quality of the headphones, Takstar headphones can be used for a long period of time, the length and quality of the Takstar headphone cables are appropriate, consumers are satisfied to use this brand, have a strong and powerful bass sound quality , The Takstar headphones have y durability The good thing is, Takstar headphones are of the quality expected, this brand has its own value, and this brand has its own characteristics.

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