Influence Diversity Products and Quality Product To Loyalty Consumers To Consumers *Bitzey Official* in South Tangerang

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ABSTRACT

This study aims to determine how big the influence of product diversity and product quality on consumer loyalty at Bitzey Official which is mediated by purchasing interest. This study uses a causal associative quantitative approach, with a non-probability sampling technique using accidental sampling with a sample of 100 respondents in the area of south Tangerang. Hypothesis testing used is analysis using SmartPLS 3.2.9 software. The results of this study explain that product diversity does not have a positive and significant effect on consumer loyalty, product quality has a positive and significant effect on consumer loyalty, product diversity has a positive and significant effect on buying interest, product quality has a positive and significant effect on buying interest, buying interest can mediate product diversity on consumer loyalty, purchase intention can mediate product quality on consumer loyalty.

Keywords : Product Diversity, Product Quality, Consumer Loyalty, Buying Interest

Introduction

Current advances in technology and communications have enabled many Indonesians to leverage these technological advancements to develop their businesses . development technology communication and information , has Make it easy Internet users to find the information they need , good For knowledge , business , entertainment , or Information others . The rise of social media users who are looking for information in the field a very influential business technology marketing traditional to digital promises benefit big competitive business world (Herawati , 2020) .

Bitzey is one of the moving business in fashion field with street wear concept with method sales on social media . Bitzey own superiority in its products especially product lots of fashion popular among the public young moment this . One of retail business that becomes phenomenon in modern society today This is fashion retail business . Bitzey retail business own street wear and unisex concept (clothing designed so that suitable for second type sex) (Meatry Kurniasari , 2018) .

Loyalty is commitments held in a way deep For buy or support return product or preferred services in the future even though influence situation and effort marketing potential cause customer switch . Loyalty consumer to something /brand is the concept that is considered important especially when competition the more tight and its growth slow (Apriliani , 2019) .

Interest buy is predictor important from behavior actual purchases , referring to the results evaluation . Consumers about search information , quality products and evaluation product . Next will cause improvement interest buy and enable For push decision buy product (Solihin , 2020) . Diversity product is gathering all products and goods offered For sold by the seller . The level of types provided (stock) can be interesting consumer do purchase at the time This and future of the product (Simamora & Fatira AK., 2019) . Quality product is consumer determine product to be

purchased with evaluate quality product in a way direct and No direct . Quality product in a way direct influence performance product or services , so that quality related close with mark customer (Widjoyo , 2018)

According to Tjiptono (2011) Loyalty consumer is purchase repeat something brand in a way consistent by consumers . Loyalty consumer Can appear Because existence satisfaction consumer as consequence from quality services that meet hope customer so that No switch to other products (Muhammad Shendy Alvian , 2019) . According to Sangadji and Sopiah (2013:104) in Loyalty customer is commitment customer to something brand shop , or suppliers , based on very positive and reflected attitude in purchase consistent repetition .

Purchase intention can interpreted as possibility that consumer will do purchase product certain . Besides that , can also interpreted as plan from consumer For do effort in purchase . Willingness customer For buy own greater probability high , even though customer Not yet Of course truly buy it . Miniat buy determined by the benefits and value perceived by consumers (Wijaya & Sugiharto , 2018) . Tjiptono (2015) stated that interest buy consumer reflect desires and wishes consumer For buy something product . If the benefits obtained more big than sacrifice For get it , then encouragement For buy the more high . Because in reality needs and wants No easy measured and known .

According to Kotler and Armstrong , quality product as " *the ability of a product to perform its functions. Its includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes* " which means quality product relate close with ability product For operate its functions , including overall product , reliability , accuracy , convenience operation and repair , and attributes worth others . (Setyo , 2017) .
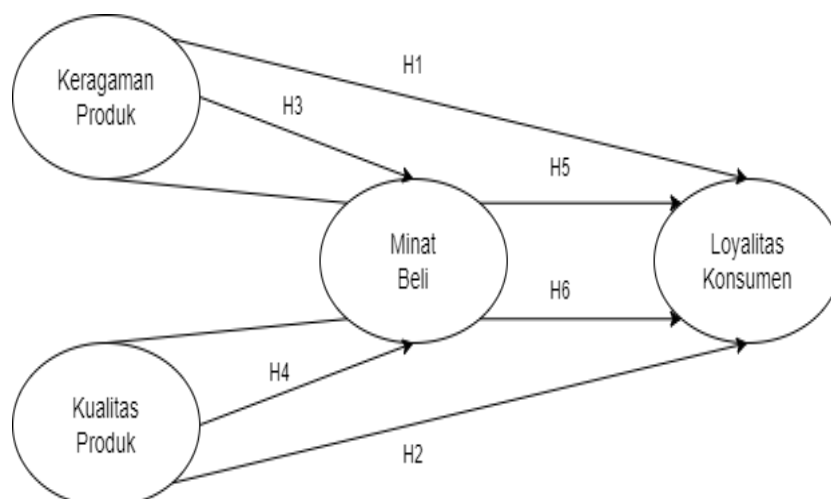

Figure 1: Framework Think

H$_1$: Relationship between diversity product to loyalty consumer
H$_2$: Relationship between quality product to loyalty consumer
H$_3$: Relationship between diversity product to interest buy

H_4 : Relationship between quality product to interest buy

H_5 : Relationship between diversity product to loyalty mediated by interest buy

H_6 : Relationship between quality product to loyalty interest - mediated consumers buy

Research Method

Study This use approach quantitative in nature associative causal , with technique withdrawal sample *non-probability sampling* use *accidental sampling* with amount sample of 100 respondents in the area City South Tangerang. Testing hypothesis used that is analysis using SmartPLS 3.2.9 software . size samples used in study This determined according to Hair formula , with samples used totaling 100 samples descriptive analysis , which aims to provide a general overview of the data characteristics. Descriptive statistics include the mean, median, mode, standard deviation, percentage, and frequency distribution. This analysis is essential for understanding the underlying pattern before proceeding to inferential testing. Next, researchers conduct analysis requirements tests or classical assumption tests (especially for regression), such as normality , multicollinearity , heteroscedasticity , and autocorrelation .

These tests ensure that the statistical model used is valid and the results are unbiased. In the core stage, inferential analysis is used to test the research hypothesis. Techniques used can include t-tests, F-tests, Pearson correlation, linear regression, ANOVA, or other multivariate techniques , depending on the research objectives and the type of relationship between variables. Inferential analysis allows researchers to draw conclusions about the population based on sample data. The final stage is interpreting the results, which involves linking the statistical output to the theory and objectives of the study. Interpretation should consider significance, strength of relationships, and theoretical and practical implications.

Results and Discussions

Instrument Test Results Study
Test the Outer model (*Measurement Model*)
a. **Validity Test Convergent**

Convergent validity from the measurement model with reflective model indicator assessed based on correlation between *item score/component score* with calculated construct *score* with smart PLS. Size reflective it is said tall If correlated more from 0.70 with the desired construct measured . However thus For study stage beginning from development scale measurement loading value of 0.50 to 0.60 is considered Enough (Ghozali , 2021) .

Figure 2

Validity Test Convergent

	X1	X2	Y1	Y2
kgp1	0.878			
kgp2	0.824			
kgp3	0.768			
kgp4	0.784			
kgp5	0.866			
kp1		0.752		
kp10		0.775		
kp11		0.766		
kp2		0.661		
kp3		0.786		
kp4		0.661		
kp5		0.718		
kp6		0.34		
kp7		0.424		
kp8		0.696		
kp9		0.792		
lk1				0.772
lk2				0.828
lk3				0.865
lk4				0.893
mb1			0.711	
mb2			0.844	
mb3			0.828	
mb4			0.721	
mb5			0.752	

Processing results with use SmartPLS can seen in Table 4.4 it is obtained that There are 2 indicators that have loading value < 0.6 on the variable quality product that is KP6 and KP7 indicators , For correcting invalid variables to meet the requirements criteria that have been determined , then those invalid indicators must issued from the model or No included in the next test with the aim is to be able to raise score measurement (*outer loading*) of each item and score *composite reliability* . Due to the invalidity some of these items , next done re -test validity indicators on 100 respondents .

Figure 3
**Validity Test Convergence stage II**

	Keragaman Produk	Kualitas Produk	Loyalitas Konsumen	Minat Beli	Keterangan
kgp1	0.878				Valid
kgp2	0.828				Valid
kgp3	0.769				Valid
kgp4	0.783				Valid
kgp5	0.867				Valid
kp1		0.758			Valid
kp10		0.785			Valid
kp11		0.763			Valid
kp2		0.646			Valid
kp3		0.786			Valid
kp4		0.659			Valid
kp5		0.713			Valid
kp8		0.713			Valid
kp9		0.785			Valid
lk1			0.772		Valid
lk2			0.828		Valid
lk3			0.864		Valid
lk4			0.893		Valid
mb1				0.712	Valid
mb2				0.844	Valid
mb3				0.828	Valid
mb4				0.721	Valid
mb5				0.752	Valid

Based on results second data processing , with eliminate some instruments are invalid , then instrument values on Already fulfil criteria on from the interval 0.5-0.6. then can interpreted that grains statement indicator research used is valid (Ghozali , 2021) .

Figure 4 Average Variance Extracted (AVE) Test

	Average Variance Extracted (AVE)	Akar AVE	Keterangan
Keragaman Produk	0.683	0.826	Valid
Kualitas Produk	0.541	0.736	Valid
Loyalitas Konsumen	0.706	0.841	Valid
Minat Beli	0.598	0.773	Valid

Sumber: Data Primer Diolah Penulis 2022
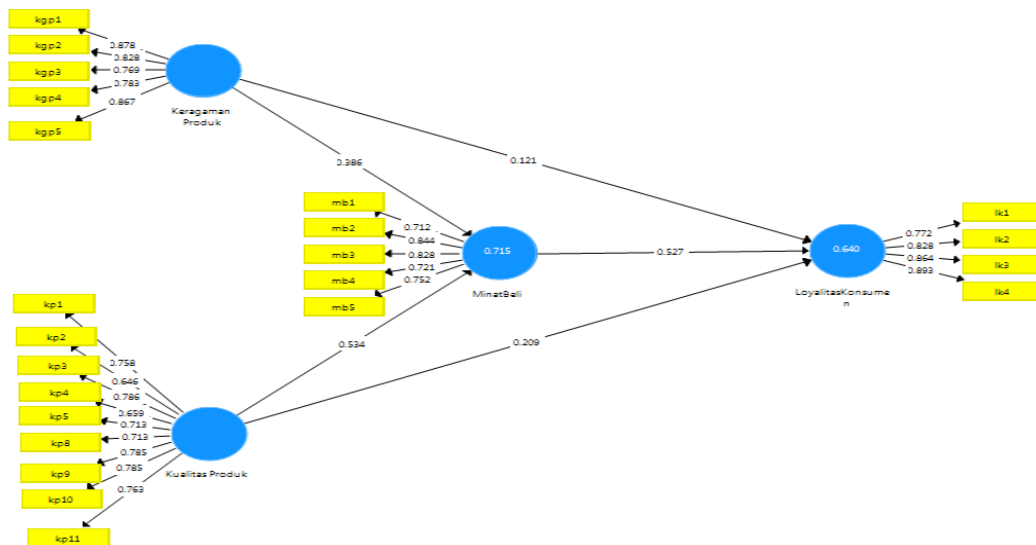
Based on AVE output results from Smart PLS in the table above that produced by all construct own value > 0.50, This is means show that testing *discriminant validity* with the entire AVE root variables it is said Good .

Figure 5

Model Reliability Test (*Composite Reliability*)

	Cronbach's Alpha	Reliabilitas Kompotise	Keterangan
Keragaman Produk	0.883	0.915	*Reliabel*
Kualitas Produk	0.894	0.914	*Reliabel*
Loyalitas Konsumen	0.861	0.906	*Reliabel*
Minat Beli	0.831	0.881	*Reliabel*

Sumber: Data Primer Diolah Penulis 2022

Based on results testing in table 5 obtained mark *composite reliability* variables diversity product of 0.915, variable quality product of 0.914, and loyalty consumer of 0.906, while mark Cronbach's alpha variable diversity product of 0.883, variable quality product of 0.894, and loyalty consumer of 0.861 means all variables on it is said reliable Because mark *Cronbach's alpha* show result > 0.7, and so on the value *composite reliability* . then can said in the research all of these construct fulfil condition reliability .

After perform *outer model* testing , then step furthermore that is conducting *inner model* testing . Testing the inner model or structural model done For see connection between construct , value significance and R-square of the research model .

According to Ghozali and Latan (2015:78) testing the structural model done with see connection between construct . Relationship between construct is with see mark significant and value *R-Square* For every independent latent variables as strength prediction from the structural model . Changes mark *R-Square* can used For evaluate influence latent oxygen variable certain to variables independent whether have substantive influence .

a) **R-square test R ^{2}**

Figure 6

	R Square	*Adjusted R Square*
LoyalitasKonsumen	0.640	0.629
MinatBeli	0.715	0.709

Sumber: Data Primer Diolah Penulis 2022

R-square test R ^{2}

Based on Table 2.5 above shows R ^{2} (R-square) value for variables loyalty consumer of 0.640 or 64% and for interest buy of 0.715 or 71.5%. This result show that 64% that variables loyalty consumers (Y1) are influenced by diversity product (X1) and quality product (X2) included in category moderate (medium). Then 71.5% of the variables interest purchase (Y2) is influenced by diversity product (X1) and quality product (X2) included in category moderate (Medium).

Testing the relationship model structural functioning For explain between variables in research . Structural model testing done through t-test. Testing hypothesis can analyzed based on t-statistics and values probability or significance (*P-Value*) of bootstrap results . Hypothesis will accepted If t- statistic value > 1.96 or p value < 0.05 *p value* . The basis used in test hypothesis in a way direct is output picture and values contained in the output patch coefficients and indirect effects.

Figure 7
Path Coefficient

	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (| O/STDEV |)	P Values
Keragaman Produk -> Loyalitas Konsumen	0.121	0.117	0.182	0.664	**0.254**
Kualitas Produk -> Loyalitas Konsumen	0.209	0.222	0.126	1.665	**0.048**
Keragaman Produk -> Minat Beli	0.386	0.392	0.104	3.728	**0.000**
Kualitas Produk -> Minat Beli	0.534	0.533	0.098	5.451	**0.000**
Keragaman Produk -> MinatBeli -> LoyalitasKonsumen	0.204	0.206	0.095	2.152	**0.016**
Kualitas Produk -> MinatBeli -> LoyalitasKonsumen	0.281	0.277	0.109	2.581	**0.005**

Sumber: Data Primer Diolah Penulis 2022

Following This is discussion each hypothesis test based on results testing is summarized in figure 7

1. Hypothesis First test whether variables diversity product (KGP) has No there is positive and significant influence to variables loyalty consumer (LK). Based on test results show that mark coefficient sample original (O) KGP against LK is 0.121 and the t- statistic value of 0.664. From the results the stated table No significant Because The resulting value is 0.254 with P-Value <0.05 so hypothesis rejected . This matter show that diversity product No proven influential positive and significant to loyalty consumers .

2. Hypothesis second test whether variables quality product (KP) has positive and significant influence to variables loyalty consumers (LK). Based on test results show that mark coefficient sample original (O) KP against LK is 0.209 and the t- statistic value amounting to 1,665. From the results the stated table significant Because The resulting value is 0.048 P-Value <0.05 so hypothesis accepted . This matter show that quality product proven influential positive to loyalty consumers .

3. Hypothesis third test whether variables diversity product (KGP) has positive and significant influence to variables interest buy (MB). Based on test results show that mark coefficient sample original (O) KGP against MB is 0.386 and the t- statistic value amounting to 3,728. From the results the stated table significant Because The resulting value is 0.000 with P-Value <0.05 so hypothesis accepted . This matter show that diversity product proven influential positive to interest buy .

4. Hypothesis fourth test whether variables quality product (KP) has positive and significant influence to variables interest buy (MB). Based on test results show that mark coefficient sample original (O) KP against MB is 0.534 and the t- statistic value amounting to 5,451. From the results the stated table significant Because The resulting value is 0.000 P-Value <0.05 so hypothesis accepted . This matter show that quality product proven influential positive to interest buy .

5. Hypothesis fifth test whether variables diversity product (KGP) against loyalty consumer (LK) mediated by interests buy (MB) on the table on mark Sample original of 0.204 with T-Statistic value 2.152 > 1.96 and *P-Value* 0.016 < 0.05 which shows that influence No directly diversity product to loyalty consumer through interest buy is significant so that hypothesis accepted .

6. Hypothesis Sixth test whether variables quality product (KP) against loyalty consumer (LK) mediated by interests buy (MB) on the table on mark sample original of 0.281 with T-Statistic value 2.581 > 1.96 and *P-Value* 0.005 < 0.05 which shows that influence No direct quality product to loyalty consumer through interest buy is significant so that hypothesis can accepted .

Influence Diversity Product To Loyalty Consumer

From the results hypothesis 1 shows that no influential significant variables diversity product to variables loyalty consumer with mark *P-Value* as big as 0.254 . From the results mentioned , it can be seen that T- *statistics* 0.664 < T- table 1.98 and P- *Value* 0.254 < 0.05 so that can concluded that influence diversity product (X1) against loyalty consumer (Y) no influential positive and significant . This means that the results study This indicates that quality which has determined capable For fulfil or satisfying need consumer Bitzey Official. This is due to According to Kotler and Keller (2009: 15) diversity product is gathering all products and goods offered For sold by the seller . This is show that There is other factors that influence like price , quality services , and costs . collection all over products and goods offered seller the types are very varied so that cause many choice in the shopping process , competition in the business world clothes so that consumer feel more interested to the brands named Already famous

Influence Quality Product To Loyalty Consumer

From the results Hypothesis 2 in Table 2.6 shows that There is influence significant variables quality product to loyalty consumer with mark *P-Value* of 0.048. From the results mentioned , it can be seen that T- *statistics* 1.665 < T- table 1.98 and P- *Value* 0.048 < 0.05 so that can concluded that influence quality product (X2) against loyalty consumer (Y) has an influence positive and significant . This means that the results study This indicates that quality products that have been determined capable For fulfil or satisfying need consumer *Bitzey Official* According to Budiyanto (2016:490)

Influence Diversity Product To Interest Buy

Based on results Hypothesis 3 in Table 2.6 shows that There is influence positive and significant variables diversity product to interest buy with mark *P-Value* of 0.000. From the results mentioned , it can be seen that T- *statistics* 3.728 > T- table 1.98 and P- *Value* 0.000 < 0.05 so that

can concluded that influence diversity product (X1) against interest buy (Z) has an effect positive and significant . This means that the results study This indicates that gathering products offered capable create interest buy consumer For shopping at Bitzey Official. According to Kotler (2005) interest buy is something that arises after accept stimulation from the product he saw , from there arise interest For buy to get have it .

This matter in line with findings (Putri & Gunawan , 2020) that Diversity product influential positive and significant to interest buy . Explain that reason main when people shop via the internet is convenience . Consumers tend choose marketplace with diverse products in interest For buy at online stores , where the diversity product will influence interest shopping somebody .

Influence Quality Product To Interest Buy

Based on results Hypothesis 4 in Table 2.6 shows that There is influence positive and significant variables quality product to interest buy with mark *P-Value* of 0.000. From the results mentioned , it can be seen that T- *statistics* 5.451 < T- table 1.98 and P- *Value* 0.000 < 0.05 so that can concluded that influence quality product (X2) against interest buy (Z) has an effect positive and significant . This means that the results study This indicates that quality capable cause interest buy consumer so that consumer interested buy product Bitzey Official. According to (Kotler and Keller, 2009:4) Product is all something that can offered to the market for satisfying something desire or needs , including goods physical , services , experiences , events, people, places , properties , organizations , information and ideas. Research results This in line with (Ali Hasan, 2018) who stated that quality product influential positive and significant to interest buy .

Research result This in line with findings (OktadianiOliviaDinar , 2020) Quality product influential positive and significant to loyalty customers . When customers feel his needs and desires fulfilled and exceeded expectations so customer feel satisfied . If the customer satisfied so can buy come back and recommend it to others.

The Influence of Product Diversity on Customer Loyalty Mediated by Interest Buy

Based on results Hypothesis 5 in Table 2.6 shows that There is influence positive and significant variables diversity product to loyalty interest - mediated consumer buy with mark *P-Value* as big as 0.016 . From the results mentioned , it can be seen that T- *statistics* 2.152 < T- table 1.98 and P- *Value* 0.016 < 0.05 so that can concluded that influence diversity product (X1) against loyalty mediated consumer (Y) interest buy (Z) available influence No directly . Then can concluded that there is influence No direct variables diversity product to loyalty consumer through interest buy .

The Influence of Product Quality on Customer Loyalty Mediated by Interest Buy

Based on results Hypothesis 6 in Table 2.6 shows that There is influence positive and significant variables quality product to loyalty interest - mediated consumer buy with mark *P-Value* as big as 0.005 . From the results mentioned , it can be seen that T- *statistics* 2.581 < T- table 1.98 and P- *Value* 0.005 < 0.05 so that can concluded that influence quality product (X2) against loyalty consumer (Y) mediated full of interest buy (Z) available influence No directly . Then can concluded that there is influence No direct variables quality product to loyalty consumer through interest buy .

Conclusion

Based on results research and discussion , then can withdrawn a number of conclusion as following .

1. First test results state that product diversity No influential positive and significant to consumer loyalty . This proven from t- statistic value that is of 0.664 with mark *P-Value* by 0.254 more big from mark significant namely 0.05.

2. Second test results state that product quality has an effect positive and significant to loyalty consumers . In other words , that the more Good quality product from *Bitzey Official* , then will the more increase loyalty consumers . This is proven from t- statistic value that is amounting to 1,665 with p-values of 0.048 or more small from mark significant namely 0.05.

3. Third test results state that product diversity influential positive and significant to interest buy . This is proven from t- statistic value that is amounting to 3,728 with mark *P-Value* more than 0,000 small from mark significant namely 0.05

4. Fourth test results state that quality product influential positive and significant to *purchase intention* . In other words , that the more Good quality products provided *Bitzey Official* , then will the more increase interest consumer purchases on *Bitzey* products *Official* . This is proven from t- statistic value that is amounting to 5,451 with mark *P - Value* more than 0,000 small from mark significant namely 0.05.

5. *Specific* test results *indirect effect* state that interest buy can mediate diversity product to loyalty consumers . This is can seen from acquisition *specific indirect effect* of 0.024. This is because the p-values are 0.016 > 0.05 then can done diversity product influential in a way positive and significant to loyalty interest - mediated consumers buy.

6. *Specific* test results *indirect effect* state that interest buy can mediate quality product to loyalty consumers . This is can seen from acquisition *specific indirect effect* of 0.281. This is because the p-values are 0.005 > 0.05 then can done quality product influential in a way positive and significant to loyalty interest - mediated consumers buy .

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