
Effect of Perceived Product Quality and Attitude toward Purchasing Artist Cakes

Hermiyetti^{1*}, Arifia Nurriqli², Yunita Indriany³, Eva Yuniarti Utami⁴,
I Nyoman Tri Sutaguna⁵

^{1*}Universitas Bakrie, Indonesia.

²STIE Pancasetia Banjarmasin, Indonesia.

³Politeknik LP3I Jakarta, Indonesia.

⁴Universitas Sebelas Maret, Indonesia.

⁵Universitas Udayana, Indonesia.

Email: ²arifianurriqli.40@gmail.com, ³indrianyunita11@gmail.com,
⁴eva.yuniarti.utami@staff.uns.ac.id, ⁵trisutaguna@unud.ac.id

Corresponding Email: ^{1*}hermiyetti@bakrie.ac.id

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Abstract: *This study aims to determine and analyze effect of perceived product quality and attitude toward purchasing artist cakes. This study uses a quantitative research approach. Population in the study are consumers of artist cakes. Sample in this study is 100 respondents who are taken by purposive sampling technique. Data analysis in this research uses statistical analysis from multiple linear regression analysis via partial test (t). The results show that perceived product quality has a significant effect toward purchasing artist cakes because the sig value < 0.05. Attitude has a significant effect toward purchasing artist cakes because the sig value < 0.05.*

Keywords: *Perceived Product Quality, Attitude, Purchasing.*

1. INTRODUCTION

From 2014 to 2017, many cake products appeared that were introduced by national celebrities via Instagram. The use of celebrities in new businesses is a strategy that is commonly used, this is because new businesses have weaknesses such as a lack of consumer confidence in the business, so they become less confident about entering the market. This cake product business



has its own characteristics, namely being introduced in big cities in Indonesia and marketed via Instagram. Cake products are introduced by national celebrities on brand fanpages Instagram. Every celebrity cake business introduces cake products by pairing celebrity endorsers. According to marketers, Instagram is a social media with significant development. Therefore, the celebrity cake business also promotes it on Instagram. The three Instagram promotional activities for the celebrity cake business in Semarang City were observed due to the consistency of their uploaded content. Consistently, the celebrity cake business in the city of Semarang sends 3-4 posts every day on their brand fanpages. The celebrity cake business sells products such as sponge cakes and puff pastry. Bolu is a cake made from flour, sugar and eggs, which is generally baked in the oven. Meanwhile, puff pastry is defined as processed butter that is piled up and has a crunchy texture. Rahmat Yunaedi as GM R&D Production of BreadLife and President of the Indonesia Pastry Alliance, provided an 4-point critique of this celebrity cake business. The first criticism is the lack of cake innovation so that the cake business among celebrities is very monotonous and these celebrities tend not to understand cakes because they don't have a culinary or chef background. Second, there is a problem with the promotional strategy of this celebrity cake business which is too confident about its popularity on Instagram (having many followers and fans), even though the product is not necessarily in demand in the market. Third, the celebrity cake business is popular in Indonesia because celebrities only see other celebrities succeeding in the cake business, so they are tempted by the profits they achieve without paying attention to the strong foundation in the culinary business. The final criticism is that this celebrity is very focused on promoting through social media like a fashion business by using good photos, even though in the culinary field the taste aspect is prioritized over appearance.

On another news portal, Kevindra Soemantri, as a lifestyle and culinary observer, criticized the celebrity cake business for not having a delicious concept and taste. Kevindra Soemantri reminded that the culinary industry is an industry that goes up and down, so a taste that can be accepted by many people is the main key to being able to survive in this culinary industry. Kevindra Soemantri also criticized the appearance of cake products or the concept of a good celebrity cake business outlet but without the support of good taste, only encouraging consumers to take photos and upload them on social media, but the products are not necessarily in demand. After conducting studies on various credible online news portals, we can formulate a gap in the phenomenon that the celebrity cake business is a trend that is on the decline due to several problems. The problem is that celebrities have very high self-confidence in using their popularity in promotions, products that are not well accepted in the market and this business is only popular on social media but in reality the products from this business are less popular (Utami, 2006). When viewed based on the product life cycle, that celebrity cake products are already in a decline stage because now the development of the celebrity cake industry is only 30% because most of these celebrity cake businesses sell their celebrity cakes on Instagram first compared to the taste and idea of the cake. The decline in buying interest and unenthusiastic public sentiment caused this research to appear to examine how the



condition of the celebrity popularity aspect, the taste quality of celebrity cake products and consumer behavior on social media can encourage consumer buying interest in the celebrity cake business (Sutisna, 2015). This study aims to determine and analyze effect of perceived product quality and attitude toward purchasing artist cakes.

Literature Review

Product Quality: Product quality is the characteristic of the product in its ability to meet specified and definite needs (Tjiptono, 2006). Quality in the view of consumers is something that has quality in the view of producers when issuing a product that is commonly known as true quality. The dimensions of product quality are:

1. Performance is the characteristics of operations and core products purchased, for example speed, ease and comfort in use.
2. Durability is the durability that shows the age of the product, the amount of use of a product before the product is replaced or damaged. The longer the durability, of course, the more durable, durable products will be perceived as of higher quality than products that run out quickly or are quickly replaced.
3. Conformance to specifications is conformity, namely the extent to which design and operating characteristics meet predetermined standards.

Attitude: Attitudes are tendencies of motivational factors that have not yet become actions. Attitude is the result of learning. Attitudes are values that vary (like-dislike). Attitudes directed towards an object can be personal or non-personal. Changes that occur in a person are usually influenced by previously unexpected events and experiences. Through the actions they take, the person can determine the most appropriate attitude to solve a problem (Umar, 2000).

Purchase: Consumer purchasing is an action taken by consumers to buy a product. Every producer must carry out various strategies so that consumers decide to buy their products. Purchasing decisions are actions of consumers to want to buy or not to the product. Of the various factors that influence consumers in purchasing a product or service, consumers usually always consider the quality, price, and whether the product is already known to the public (Swastha, 1990).

2. RESEARCH METHODS

This study uses a quantitative research approach. Quantitative research can be interpreted as a research method based on the philosophy of positivism, used to examine certain populations or samples. Quantitative research is testing existing theories or problems (Umar, 2001). Research activities basically aim to process authentic data in the field. Population research and sample research both aim to obtain some data (Pandiangan et al., 2023). Determining the population size in a study is an important step because in the population it is hoped that the



necessary data will be obtained. Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Arikunto, 2006). Population in the study are consumers of artist cakes. In research, it is necessary to have what is called a research sample or a miniature of the population used as an example. Sample is part of the number and characteristics possessed by the population (Azwar, 2010). Sample in this study is 100 respondents who are taken by purposive sampling technique. Data analysis in this research uses statistical analysis from multiple linear regression analysis via partial test (t). test basically shows how far the influence of one or more independent variables individually influences the dependent variable (Pandiangan et al., 2022).

3. RESULT

Artist Cakes Phenomenon

This artist's cake business started from a store owned by Teuku Wisnu. Based on local souvenirs, the husband of Shireen Sungkar opened and inaugurated his first store in Malang on December 20, 2014. By spending Rp45,000, buyers can bring Strudel Malang filled with fruit home. The fruit processed varies from berries, pineapple to mixed fruit. During its journey, the fruit used was modified to become the store's signature taste, namely the taste of apples which is a fruit originating from Malang itself. The Teuku Wisnu Store has received a good response and is a hit among the public. After that, other artist cake shops began to appear, such as Jogja Scrummy owned by Dude Herlino and Medan Napoleon owned by Irwansyah. Jogja Scrummy sells puff pastry with varying flavor compositions, from cheese, chocolate, taro, to srikaya. Not much different, Medan Napoleon also sells puff pastry and Napoleon cakes. Irwansyah's store is often cited as the inspiration for artists to open a cake-based sweet culinary business. The husband of Zaskia Sungkar prefers international flavors, such as red velvet, great chocolate, green tea and caramel. In 2017 the artist's cake business is growing rapidly. Names such as Zaskia Sungkar's Surabaya Snowcake, Shireen Sungkar's Bogor Raincake, Laudya Cynthia Bella's Bandung Makuta, Ricky Harun's Bosang Makassar, and many others. The cake business, which more and more artists are involved in, shows that most artists are aware of their existence in the entertainment world, which may not last long. Even though they have different tastes, shapes and prices, it seems that a number of these artist cake shops use the same sales strategy. Each artist only focuses on selling cakes in one city with one characteristic per store. Not to forget, they also promote their wares on existing social media, such as Instagram, Facebook, Twitter, and others. Although using the jargon "souvenir typical of the region", in fact this artist's cake is not a traditional Indonesian cake. This artist's cake is a combination of local and international cakes with flavors that can be considered mainstream. The shape and model of the cake created has an international and modern feel. Fame as a public figure helps draw a lot of public attention to the stores owned by these artists. The current name of the store, the evocative appearance of the cake, makes people even more curious about the presence of this artist's cake. This artist cake



phenomenon is not without its pros and cons. There are those who are worried that this new culinary could replace the true regional specialties. However, there are also those who are reasonable and think that this is the artist's right to build his culinary business.

Partial (t) Test Results

The test is carried out using a significance level of 0.05 ($\alpha=5\%$). Acceptance or rejection of the hypothesis is carried out with the criteria that is if the significant value is > 0.05 then the hypothesis is rejected (the regression coefficient is not significant).

Table 1. Partial (t) Test Results

Variable	Sig.
Perceived Product Quality	0.043
Attitude	0.037

Source: Research Results (2023)

The results show that perceived product quality has a significant effect toward purchasing artist cakes because the sig value < 0.05 . Attitude has a significant effect toward purchasing artist cakes because the sig value < 0.05 .

4. CONCLUSION

The results show that perceived product quality has a significant effect toward purchasing artist cakes because the sig value < 0.05 . Attitude has a significant effect toward purchasing artist cakes because the sig value < 0.05 .

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