

THE IMPLEMENTATION OF PRODUCT QUALITY AND INNOVATION IN STRENGTHENING PURCHASE INTENTION AMONG CUSTOMERS OF HAUS BEVERAGE SHOP

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis bagaimana kualitas produk dan inovasi berperan dalam meningkatkan minat beli konsumen pada kedai minuman HAUS. Penelitian ini menggunakan pendekatan kualitatif dengan data primer yang diperoleh melalui wawancara dan observasi langsung untuk memahami persepsi serta pertimbangan konsumen dalam melakukan pembelian. Hasil penelitian menunjukkan bahwa kualitas produk yang konsisten, variasi produk yang menarik, serta inovasi yang berkelanjutan memiliki peran penting dalam mendorong minat beli konsumen terhadap produk minuman HAUS. Kualitas produk tercermin melalui konsistensi rasa, keandalan, daya tahan, fitur produk, dan tampilan visual, sedangkan inovasi terlihat melalui pengembangan menu dan strategi layanan seperti konsep gerai keliling “Huling” atau Haus Keliling. Hasil analisis IFAS dan EFAS menunjukkan bahwa HAUS memiliki kekuatan internal yang cukup baik, terutama pada kualitas produk dan inovasi, serta peluang eksternal berupa pertumbuhan pasar yang cepat dan potensi kerja sama dengan merek lain. Namun, HAUS juga menghadapi beberapa tantangan, seperti harga yang relatif mahal, keterbatasan pilihan menu, persaingan yang ketat, dan perubahan preferensi konsumen. Oleh karena itu, HAUS perlu memperkuat standarisasi produk, menjaga konsistensi kualitas di setiap cabang, serta mengembangkan inovasi yang sesuai dengan kebutuhan konsumen. Dengan memanfaatkan kekuatan dan peluang yang dimiliki, HAUS dapat meningkatkan kepuasan pelanggan, memperkuat minat beli, dan menjaga keberlanjutan usaha di tengah persaingan industri minuman yang kompetitif.

Kata Kunci: Kualitas Produk, Inovasi, Minat Beli, Kedai Minuman HAUS.

ABSTRACT

This study aims to examine how product quality and innovation contribute to consumers' purchase intention at HAUS beverage outlets. The research employed a qualitative approach by collecting primary data through interviews and direct observation to obtain a deeper understanding of consumer perceptions and purchasing considerations. The findings indicate that consistent product quality, attractive product variety, and continuous innovation play an important role in encouraging consumer interest in purchasing HAUS beverages. Product quality is reflected in taste consistency, reliability, durability, product features, and visual appeal, while innovation is demonstrated through menu development and service strategies such as the mobile outlet concept known as “Huling” or Haus Keliling. The IFAS and EFAS analyses show that HAUS has strong internal advantages, particularly in product quality and innovation, as well as external opportunities such as rapid market growth and potential collaboration with other brands. However, several challenges remain, including relatively high prices, menu limitations, intense competition, and changing consumer preferences. Therefore, HAUS needs to strengthen product standardization, maintain quality consistency across outlets, and develop innovations that align with consumer needs. By optimizing its strengths and market opportunities, HAUS can improve

customer satisfaction, increase purchase intention, and strengthen business sustainability in a competitive beverage industry.

Keywords: *Product Quality, Innovation, Purchase Intention, HAUS Beverage Outlet*

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INTRODUCTION

The increasingly rapid development of global business has created more intense competition among companies. In this situation, consumers play a central role in determining which products are considered desirable and worthy of purchase. Therefore, every company needs to pay close attention to product quality in order to maintain competitiveness and achieve maximum business results. Consumers generally evaluate products carefully before consumption, and they tend to seek products that offer good quality, reliability, and value. Producers are therefore responsible for creating products that are not only attractive, but also able to build consumer confidence and encourage purchase decisions.

Business growth is also supported by innovation and creativity. The advancement of digital technology has made it easier for home-based and small businesses to promote their products and expand their market networks through online media. In this context, product quality becomes an important element of business strategy because it can influence consumer satisfaction and stimulate purchase intention. Purchase intention may arise naturally when consumers feel interested in a product, perceive it as valuable, and plan to buy it (Nyonyie & Tamengkel, 2019). Product innovation refers to efforts to create new products or improve existing ones in order to provide added value for consumers. Such added value may appear through better quality, improved functionality, more attractive design, or a more satisfying user experience. Innovation is not limited to physical products; it may also involve service systems, business processes, or business models. In this regard, product innovation can be understood as a product that consumers perceive as new, whether it is entirely new or a development of a previously existing product (Nurmala et al., 2024).

Product quality can be interpreted as the superiority of a product in meeting consumer needs and expectations. Consumer satisfaction depends on how well the company is able to provide product quality that matches what customers expect and require (Aryati et al., 2022). Expectations also become a reference point for consumers in evaluating product performance, because expectations reflect what consumers think and hope to receive before using the product (Sujana & Pandu, 2018). Price suitability is also related to consumer perceptions of product quality. Consumers often use price as an indicator when comparing one product with another. In many cases, higher prices may lead consumers to assume that product quality is better, while lower prices may create the perception that the product is inferior. Therefore, price suitability reflects the match between the price offered by a company and the value perceived by consumers.

The beverage outlet business in Indonesia has continued to expand, especially in major cities. One of the beverage brands that has grown in this market is HAUS, managed by PT Inspirasi Bisnis Nusantara. HAUS seeks to maintain its brand quality by controlling outlet operations, strengthening customer experience, and managing product, service, marketing, and communication performance. HAUS outlets in Indonesia are owned and financed directly by the company management, and the brand has also introduced a hyperlocal distribution innovation called Huling (Haus Keliling), a mobile beverage service using electric bicycles.

HAUS offers more than thirty beverage menu variants served in plastic cups for practical consumption. The brand does not focus only on one beverage type, such as tea or coffee, because the founders view beverage products as similar to fashion products with their own product life

cycles. For this reason, product variety and continuous menu innovation are considered important to prevent the business from relying on a single product category with a short life cycle.

In West Java, the quality of HAUS products may vary depending on the outlet location, customer traffic, and raw materials used. In general, HAUS provides contemporary beverages at affordable prices. However, consumer perceptions of taste and quality may differ. Some consumers may enjoy the sweet and refreshing taste, while others may prefer more natural flavors. Outlet cleanliness and consistency in service delivery also become important factors in shaping customer experience. Although HAUS has operational standards, quality variation may still occur across outlets.

Previous studies have shown that product innovation and product quality can significantly influence purchase intention. For example, research by (Saputra & Bahrin, 2023) found that product innovation and product quality had a positive and significant effect on purchase intention among MSMEs. Similar findings were also reported by (Lestari et al., 2020), who found that innovation and product quality contributed positively to competitive advantage. However, good product quality and innovation do not always automatically create strong consumer interest. Based on preliminary interviews and questionnaires, HAUS still faces several issues related to the implementation of product quality and innovation. Therefore, this study aims to explore the implementation of product quality and innovation in shaping customers' purchase intention at HAUS beverage outlets.

LITERATURE REVIEW

Purchase Intention

Purchase intention refers to a consumer's desire, tendency, or plan to buy a product or service based on needs, preferences, and emotional considerations. It reflects the likelihood that consumers will take action to purchase a product. (Sudirjo, 2018) explains that interest is a psychological aspect that has a considerable influence on attitudes and behavior, and it can also act as a source of motivation that directs individuals toward certain actions. In a marketing context, purchase intention represents the stage in which consumers evaluate several brands within their choice set and eventually develop a preference for one alternative. This process is influenced by various considerations before consumers decide to buy a product or service (Nalibratawati, 2024)

Customers are individuals who expect a company to meet certain quality standards, and their expectations influence the company's performance. From a customer-oriented perspective, customers are not dependent on the company; rather, the company depends on them. Customers bring their needs and expectations, and fulfilling those expectations becomes essential for business continuity. Therefore, customers can be understood as people who use company products or services to meet their needs, while the company depends on them in order to continue operating.

Product Quality

Product quality is the ability of a product to perform its function in accordance with the level of quality expected by consumers. It may be assessed through durability, reliability, accuracy, ease of use, clarity of function, design, and product variety. For business actors, product quality is important because it can increase customer satisfaction and encourage repeat purchase behavior. A high-quality product is more likely to satisfy customers and stimulate future purchases.

(Wijaya, 2018) states that the quality of goods and services represents the overall combination of characteristics related to marketing, engineering, production, and maintenance that enable products or services to meet customer expectations. This means that quality is not merely determined by the physical features of a product, but also by the company's ability to deliver value that matches customer needs.

Product quality plays an important role in product marketing because it is one of the most effective differentiators in competitive industries. Companies, whether market leaders or followers, must

maintain product quality to ensure long-term existence. According to (Wijaya, 2018), the traditional view of quality assesses products based on physical attributes such as strength and reliability. However, modern consumer expectations require companies to pay attention not only to durability, but also to features, performance, design, and emotional value.

(Sofya & Purwanto, 2021) describe several dimensions of product quality. The first is performance, which refers to how well a product performs its main function to meet customer needs. The second is reliability, which describes the ability of a product to function properly within a certain period under expected conditions. The third is features, which are additional characteristics that differentiate one product from another and may influence consumer choice. The fourth is durability, which shows how long a product can be used without significant damage or performance decline. The fifth is aesthetics, which relates to the emotional appeal of a product through packaging design, shape, appearance, taste, or sensory impression.

Innovation

Innovation can be understood as a new idea, object, method, or process that has not previously existed or has been developed from something already available. Innovation is designed to create something attractive, useful, and different. An individual or organization that continuously creates new ideas and improvements may be described as innovative. In business, innovation is a process of renewal, development, and application that produces new value through technology, methods, tools, products, or services.

Innovation is often perceived by consumers as a product or service that feels new. According to (Murdani et al., 2022), innovation is a mechanism that enables companies to adapt to dynamic environments. For this reason, companies are expected to create new ideas, offer innovative products, and improve services that can satisfy customers. In the beverage business, innovation may take the form of new menu variants, improved packaging, better service channels, or new distribution models.

Product Quality Elements and Research Framework

The framework of this study places product quality elements as the foundation for shaping product quality dimensions. These dimensions include performance, features, reliability, durability, and aesthetics. Product quality then supports innovation, which ultimately contributes to purchase intention. The research framework can therefore be described as follows: product quality elements and product quality dimensions encourage innovation, and innovation strengthens customers' purchase intention.

The product quality elements discussed in this study include key performance indicators, functional elements, product design, durability testing, and texture or sensory appearance. Each element contributes to how consumers evaluate the value and reliability of the product before deciding whether to buy it.

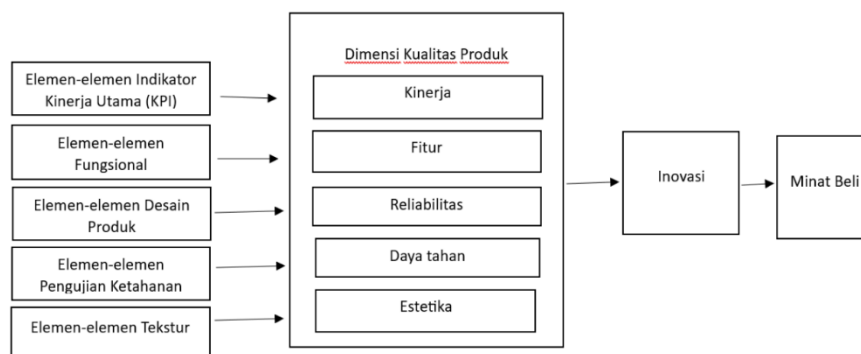


Figure 1. Research Framework

Product Quality Elements	Quality Dimension Description	Micro Elements
Main performance element	Performance is a product quality dimension related to the main characteristics and core function of a product.	1. Supports better decision-making 2. Increases customer satisfaction 3. Strengthens competitiveness 4. Reduces costs
Feature element	Features are supporting or complementary characteristics that strengthen the main characteristics of a product.	1. Data or information entered into the system 2. Activities conducted to transform input into output 3. Final results generated by the system 4. Information used to control and improve the process
Reliability element	Reliability is a quality dimension related to the possibility that a product can perform satisfactorily under certain conditions and within a certain period.	1. Well-designed products become more functional, aesthetic, and suitable for user needs 2. Designers can select appropriate design elements to achieve design goals 3. Consumers can evaluate product quality based on the design elements used
Durability element	Durability is the ability of a product to last for a long period without damage or significant quality decline.	1. Products that pass testing have more assured quality 2. Potential problems can be identified before the product is marketed 3. Products that undergo strict testing tend to gain greater consumer trust 4. Products must comply with applicable standards and regulations
Aesthetic element	Aesthetics is a quality dimension related to product appearance, sound, taste, smell, and other sensory impressions.	1. The right combination of shape and texture can make the product more visually attractive 2. Shape and texture can improve comfort and ease of use 3. Unique shape and texture can help the product stand out in the market

RESEARCH METHOD

The type of data used in this study is qualitative data. The qualitative data needed in this research concern product quality, innovation, and purchase intention among customers of HAUS beverage outlets. This study does not use quantitative data. The data source used is primary data. Primary data are data obtained directly without intermediaries, such as events or activities observed directly, information from informants about themselves, their attitudes and views, as well as information about the culture of certain community groups collected through interviews and direct observation (Haleludin & Wijaya, 2019).

Data were collected through interviews and observation. Interviews were used to explore consumer perceptions, motivations, and evaluations of HAUS beverages, while observation was used to understand how consumers interact with products, outlet conditions, and services provided. This qualitative approach allows the researchers to obtain in-depth information about how product quality and innovation are implemented and how both factors may shape customer purchase intention.

RESULT AND DISCUSSION

The Importance of Product Quality in Attracting Consumer Purchase Intention

This study emphasizes product quality as a key element influencing consumer purchase decisions. Factors such as performance, reliability, additional features, durability, and aesthetics are important dimensions that shape consumer perceptions of quality. In the context of HAUS beverage outlets, although many branches have implemented certain quality standards, variations in taste consistency and product presentation across several locations indicate that improvement is still needed. Satisfied customers are more likely to show stronger purchase intention, whereas gaps between expectations and actual product experience may weaken trust in the brand.

Innovation as a Product Differentiation Strategy

Innovation implemented by HAUS, such as the launch of Huling or Haus Keliling using electric bicycles, reflects the company's effort to improve product accessibility and respond to local market needs. In addition, HAUS also applies a menu development strategy by offering various products that correspond to product life cycles. However, these innovations need to be supported by improvement in the quality of the main products so that they can deliver optimal added value to consumers. Sustainable innovation requires a deep understanding of customer preferences and dynamic market needs.

The Relationship Between Price and Perceived Quality

Product price influences the way consumers evaluate quality. Previous studies show that consumers often associate higher prices with better quality, while lower prices may create the assumption that a product has lower quality. As a beverage provider positioned in the affordable segment, HAUS must ensure that negative perceptions of price do not reduce customer perceptions of product quality. A communication strategy that highlights the balance between price and value is important for building purchase intention.

Variations in the Implementation of Quality and Innovation Across HAUS Branches

Observations at several outlets show that product and service quality are not always consistent. These variations may be caused by differences in raw materials, operational standards, and outlet capacity in handling customer volume. Such inconsistency can influence overall consumer perceptions of the brand. Therefore, HAUS needs to implement stricter operational standardization to ensure a uniform customer experience across all branches.

Purchase Intention as an Indicator of Business Strategy Success

Customer purchase intention reflects the ability of a product to meet consumer expectations. This intention is influenced by several factors, including quality, innovation, price, and user experience. Interviews and observations show that although customers may be attracted to new innovations, product quality remains the primary determinant in purchase decisions. Failure to maintain quality may reduce the effectiveness of innovation in attracting consumer interest.

The Importance of Customer Feedback in Improving Strategy

The results of preliminary interviews and surveys indicate that HAUS product innovation and quality have not fully met customer expectations. Direct customer feedback can provide valuable

insight for the company in identifying weaknesses and developing more targeted strategies. Involving consumers in product and service evaluation can also increase loyalty and trust in the brand.

Consumer purchase intention at HAUS beverage outlets is strongly shaped by internal and external factors identified through IFAS and EFAS analysis. The IFAS analysis indicates that HAUS has several important strengths, including high product quality and attractive product innovation. Consistent and innovative product quality becomes a major attraction for consumers and leads to stronger purchase intention. On the other hand, identified weaknesses such as relatively expensive prices and limited menu options show that there are challenges that must be addressed to improve market competitiveness.

In the EFAS analysis, market opportunities in the beverage industry are favorable for HAUS. Rapid market growth and the possibility of cooperation with other brands provide opportunities for the company to expand its reach and increase sales. In addition, the development of new products in line with market trends is a key factor that can attract consumer purchase intention. However, threats from intense competition and changes in consumer preferences need to be considered so that the company can remain relevant and competitive in a dynamic market.

The analysis shows that the total weighted score for IFAS is 4.4, reflecting a relatively strong internal position for HAUS beverage outlets. This result indicates that the business has good potential to increase consumer purchase intention through strategies that strengthen product quality and innovation. Meanwhile, the total weighted score for EFAS is 4.41, indicating that HAUS also has considerable market opportunities. Nevertheless, the company must remain alert to existing threats in order to avoid losing market share.

The use of interviews and observation as data collection methods provides a deeper understanding of consumer perceptions regarding product quality and innovation. Through interviews, the researchers can identify the motivations behind consumer purchase intention. Observation helps reveal how consumers interact with the products and services offered. The results of these two methods complement one another and provide a more comprehensive picture of the factors that influence purchasing decisions.

Overall, the IFAS and EFAS results show that HAUS beverage outlets have a favorable position to increase consumer purchase intention. By utilizing internal strengths and external opportunities, while overcoming existing weaknesses and threats, HAUS can formulate effective strategies to increase customer satisfaction and loyalty. This is essential for ensuring business sustainability and growth in a competitive market.

CONCLUSION

This study confirms that product quality and innovation have an important influence on customer purchase intention at HAUS beverage outlets. High and consistent product quality, together with attractive innovation, becomes a key factor that encourages consumers to choose HAUS products over competitors. By providing satisfying product experiences, HAUS can create customer loyalty and increase the likelihood of repeat purchases. These findings highlight the importance for the company to continuously focus on quality improvement and innovation in order to meet consumer expectations and needs.

Although HAUS has many strengths and market opportunities, this study also identifies several challenges that need to be addressed. Differences in product quality among outlets and intense competition are threats that can influence consumer purchasing decisions. Therefore, management must ensure that quality standards are consistently applied across all branches and that the innovations introduced remain relevant to market preferences. Effective marketing strategies are also needed to improve product visibility and attractiveness in the eyes of consumers.

In general, this study provides valuable insights for business actors in the beverage outlet industry, particularly in understanding the relationship between product quality, innovation, and purchase

intention. By prioritizing quality and innovation and by conducting continuous evaluation and necessary adjustment, HAUS beverage outlets can strengthen their position in a competitive market. This study also creates opportunities for further research on other factors that may influence purchase intention and on how companies can adapt to changing consumer trends and preferences in the future

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