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Analysis Of Consumer Behavior In Buying Interest In Craft Products MSME

Arif[1]*, Ai Kusmiati Asyiah[2] Ghaling Achmad Abdul Ghonisyah[3]
Universitas Perjuangan Tasikmalaya, Indonesia*[123]
arif@unper.ac.id*[1], aikusmiati@unper.ac.id[2], ghaling@unper.ac.id[3]

Abstract: Increased competition in the craft industry and reduced activity in the surrounding community have caused a significant decline in the number of MSMEs, which is indicated by internal and external factors. Rajapolah crafts are increasingly popular with consumers because they prefer modern products compared to crafts made in Rajapolah. Wicker is considered old-fashioned and out of date, especially by the millennial generation. This study uses quantitative methods with descriptive analysis to analyze how price and product quality influence consumer buying interest in Rajapolah craft products. The sample in this study was 100 respondents using a simple random sampling technique. Based on the results that have been carried out, price and product quality have a significant effect on buying interest in Rajapolah handicraft MSME products with a significance value of 0.00 less than 0.05. It can be concluded that producers, in increasing purchasing interest, need to look at the price and quality aspects of their products.
Keywords: Price; Product Quality; Purchasing Interest.

INTRODUCTION

Entrepreneurship is a great opportunity to make a profit in today's highly advanced technological times. Entrepreneurship is carried out to increase competition, create jobs, and reduce poverty and unemployment. "Passion for developing new businesses" is the definition of entrepreneurship. The business being developed can be owned by someone or more entrepreneurs themselves or can be developed within the company where they work. One government intervention that helps entrepreneurship grow is entrepreneurship policy, which helps existing and new entrepreneurs. To win the competition, every business must pay attention to the quality of the products or services they sell.

Product quality is defined as the ability of an item to provide results or performance by what customers want, even more than what customers want (Ali & Anwar, 2021). To win the competition, business actors must achieve competitive advantage due to the increasing level of competition and conditions of uncertainty that exist in the business world. Businesses must set the right price and good quality for all the goods and services they market to gain a competitive advantage

In 2021, there are 1824 MSMEs in the Rajapolah District craft industry, according to the Tasikmalaya Regency Central Statistics Agency. However, the number of MSMEs will fall by around 51% in 2023 to 939 MSMEs (Darojatun, 2022). The cause of the decline in the number of craft MSMEs is due to the increase in the price of raw materials on the market and this causes producers to have to increase the price of goods to meet company operations. On the one hand, consumers want cheap prices for craft products, but Rajapolah craft producers want to pay attention to product quality according to standards with the best raw materials. Due to increased competition in this industry and lack of activity in local communities, large-scale social restriction (PSBB) policies are very effective. The significant decline in the number of MSMEs can be indicated by internal and external factors. The Rajapolah pandan woven craft is increasingly being abandoned by enthusiasts as time goes by. Many people prefer modern and even imported products to the crafts made in Rajapolah. Wicker is considered ancient and out

of date by modern society, especially the millennial generation. In addition, imported knick-knacks are usually cheaper than crafts with high artistic value.

According to Walters & Hershfield (2021), price is defined as all forms of monetary costs incurred by buyers to obtain, own, and utilize several combinations of goods and services included in a product. Companies set prices to differentiate their products from competitors. Prices should not only indicate the cost of making a product or service but should indicate the value of consumers who are willing to pay the price. In other words, price is defined as the amount of money needed or exchanged by buyers to obtain or own an item that has advantages and the ability to be used (Jia et al., 2023). To determine prices, business actors and companies must know the target market. Therefore, companies must consider the prices they will set.

Product quality is the ability of a product to perform its function, including the entire product, accuracy, reliability, ease of operation, repair, and other important attributes (Qazzafi, 2019). According to Jia et al. (2023) said that product quality is the ability of a product to perform its function, and do what it needs. The quality of products or services must continue to be improved by businesses because product quality can make customers feel satisfied with the goods or services they buy and encourage them to buy again. Product quality greatly influences buyer interest.

The decisions consumers make about a product are influenced by their purchasing interests. According to Varman et al. (2022) purchasing interest is related to consumers' desire to buy a particular product and the number of product units needed within a certain period. Marketers must know consumers' purchasing intentions to describe their plans to buy a product with a particular brand. Customer attitudes towards a product are formed from customer confidence in the quality of the product. If customer confidence in a product decreases, customer interest in purchasing the product will decrease. Interest is behavior shown by customers in response to an object that shows their desire to buy something (H. (Michael) Jia et al., 2023) Based on the definitions above, purchasing interest can be defined as consumer behavior which consists of consumer confidence in the quality of the product and the price offered by the company to consumers.

Based on the grand theory used in this research is the theory of consumer behavior. Purchase interest is consumer behavior in responding to customer desires in purchasing decisions. Factors that influence buying interest such as price and product quality, are supported by previous research that price is the first aspect to be seen whether it matches the quality of the product offered according to Kolter and Keller (Sandala et al., 2021).

Based on this, what factors are the basis of consumer interest in buying MSME craft products in Rajapolah. So, a framework of thought was formed in answering the above problems:

H_1: There is an effect of price on buying interest in MSME handicraft products

H_2: There is an influence of product quality on buying interest in MSME handicraft products

H_3: The influence of price and product quality on buying interest in MSME handicraft products

METHODS

His research was conducted from 1 August to 1 December 2023 at the Rajapolah Crafts Industry Jl. Raya Rajapolah - Tasikmalaya No. 183, Kec. Rajapolah, Tasikmalaya Regency, West Java 46155. This research can be grouped as quantitative with a descriptive verification approach because the research aims to find out how price and product quality influence consumer buying interest. This research method describes the

condition of the subject or object through facts as support in the research process. According to (Sugiyono & Lestari, 2021)

Population is an area consisting of populations or subjects who have certain qualities and attributes that are used by researchers to study and produce conclusions. From this statement, it can be concluded that the population in this study is an unknown number of consumers of Rajapolah craft products. According to the results of calculations using the Lameshow formula, the research sample consisted of 100 consumers to make things easier and get better test results. The nonprobability simple random sampling method was used in this research.

The variables used in this research are divided into 2 independent variables, namely Price (X1) with indicators of Price Affordability, Price Suitability, Price Competitiveness, Price Difference, and Price According to Benefits.
Product Quality (X2) with indicators of Product Durability, Features, Reliability, and Aesthetics.

Meanwhile, variable Y is consumer buying interest with indicators of Transactional Interest, Referential Interest, Preferential Interest, and Explorative Interest. In the next stage, before analyzing the data, a validity and reliability test is carried out.

Data analysis method
Descriptive analysis

According to Sugiyono & Lestari (2021), descriptive research is statistics used to analyze data by describing or illustrating the data that has been collected as it is without the intention of making conclusions that apply to the general public or generalists. This research questionnaire uses a data measurement scale using a Likert scale of 1-5, 5 = strongly agree - 1 = strongly disagree.
Multiple Linear Regression
$Y = a + b_1 X_1 + b_2 X_2 + e$
Y = Purchase Interest
X1 = Price
X2 = Quality Product
b = Coefficient
e = Error
Coefficient of determination
$Kd = r^2 \times 100\%$

A determination test is carried out to determine the magnitude of the influence of the independent variable X (Price and Product Quality) on the dependent variable Y (Purchase Interest).

Hypothesis Testing

To find out how much influence the independent variable has on the dependent variable partially and simultaneously, the research hypothesis is tested through a partial test (t test) and a simultaneous test (F test). This test was carried out using the SPSS Statistics 26 application on all data collected from the respondent's questionnaire.
The criteria for partial hypothesis testing are as follows:

If the significance value is > 0.05 then H0 is accepted, meaning that the independent variable partially does not affect the dependent variable.

If the significance value is <0.05 then H0 is rejected, meaning that the independent variable partially influences the dependent variable.

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The criteria for simultaneous hypothesis testing are as follows:

If the significance value is > 0.05 then H0 is accepted, meaning that the independent variable simultaneously does not affect the dependent variable.

If the significance value is <0.05 then H0 is rejected, meaning that the independent variable simultaneously influences the dependent variable.

RESULTS AND DISCUSSION

Research results are valid if there are similarities between the data collected and the data that occurs on the object being studied. A valid instrument means a measuring instrument used to obtain valid data. This validity test is carried out by looking at if the significant test is less than 0.05 then it is considered valid or if there is a calculated r value > from the r table and is positive then it can be declared valid or invalid. On the other hand, if r count < r table, then it can be declared invalid. (Sugiyono & Lestari, 2021)

Table 1. Validity Test

Items	Significance	Information
X1.1	0.000	Valid
X1.2	0.000	Valid
X1.3	0.000	Valid
X1.4	0.000	Valid
X1.5	0.000	Valid
X1.6	0.000	Valid
X1.7	0.000	Valid
X1.8	0.000	Valid
X2.1	0.000	Valid
X2.2	0.000	Valid
X2.3	0.000	Valid
X2.3	0.000	Valid
X2.4	0.000	Valid
X2.5	0.000	Valid
X2.6	0.000	Valid
X2.7	0.000	Valid
X2.8	0.000	Valid
Y.1	0.000	Valid
Y.2	0.000	Valid
Y.3	0.000	Valid
Y.4	0.000	Valid
Y.5	0.000	Valid
Y.6	0.000	Valid
Y.7	0.000	Valid
Y.8	0.000	Valid

Source: Research results (2023)

A reliable instrument is an instrument that, when used several times to measure the same object, will produce the same data. To test reliability, the author used Cronbach's Alpha. With the decision return criteria, if the Cronbach Alpha coefficient is > 0.60, it is declared reliable. On the other hand, if the Cronbach Alpha coefficient is <0.60) then it is declared unreliable.

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Table 2. Reliability Test

Variable	Croanbach's Alpha	Information
Price	0.819	Reliable
Product Quality	0.764	Reliable
Purchase Interest	0.807	Reliable

Source: Research results (2023)

The t-test, which is also called a partial test, measures how each independent variable influences the dependent variable. This test is carried out by looking at a significance value of 5% or 0.05. If the significance result is > 0.05 then the independent variable does not affect the dependent variable and if the significance result is < 0.05 then the independent variable affects the dependent variable.

Table 3. Descriptive Analysis

Variable	Score	Percentage Value	Category
Price	2705	67,50%	Good Enough
Product Quality	3500	87,50%	Very Good
Purchase Interest	3300	82,50%	Good

Source: Research results (2023)

Based on the results of the score recapitulation, it is stated that the three variables above are in the good category. The variable with the highest category is the product quality variable with a percentage of 87.50%. This is in line with producers who want to maintain product quality even though raw material prices continue to increase. Then the purchase interest variable is included in the good category with a percentage result of 82.50% and the price variable is the variable with the lowest category, namely 67.50% because the price offered is quite expensive given the existing market share in the quite good category.

Table 4. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Coefficients[a] Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	5.360	2.823		1.899	.061		
Price	.411	.087	.425	4.743	.000	.701	1.426
Product Quality	.386	.101	.341	3.813	.000	.701	1.426
a. Dependent Variable: Purchase Interest							

Source: Research results (2023)

The Influence of Price on Purchase Interest in Rajapolah Handicraft MSME Products

From testing the t-test results for the Price variable, it shows that the significant value is 0.000 < 0.05 or H1 is accepted. This can be concluded that there is a significant influence between variables. This hypothesis is in line with research conducted by Andriyanti & Farida (2022a) and Fauzan & Rohman (2019) which explains that price has a partial effect on buying interest. This research is in line with previous research, namely Milansari et al. (2021) entitled The Influence of Product Price and Quality on Consumer Purchase Interest in the Sweetin Business, then Praja et al. (2021) entitled The Influence of Advertising, Price and Product Quality on Consumer Repurchase Intention Kapal Coffee in Bondowoso Regency, as well as Halim & Iskandar (2019) entitled The

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Influence of Product Quality, Price and Competition on Buying Interest, that the Unstandardized Coefficients (Beta) is most influenced by the Price variable, this indicates that the price variable is quite important in buying interest consumers in purchasing a product.

The Influence of Product Quality on Purchase Interest in Rajapolah Craft MSME Products.

The results of the t-test on the Product Quality variable show that there is a significant value of 0.000 < 0.05 or H1 is accepted. This can be concluded that there is a significant influence between variables. This hypothesis follows research conducted by Milansari et al. (2021) and Subastian et al. (2021) with the conclusion that product quality has a partial influence on purchase intention. The results of this study follow previous research, namely (Irawan, 2020) entitled The Effect of Product Quality, Price and Promotion on Consumer Purchase Interest at PT Satria Nusantara Jaya, stating that all independent variables partially affect the dependent variable. Then according to Sulaiman et al. (2022) with the research title Brand Image Analysis, Price Feasibility and Product Quality on Purchase Interest, the independent variable partially affects the dependent variable or purchase interest. Asia & Slangka (2023) have the same research results that the price variable and the product quality variable affect the purchase interest variable.

Based on the results of the Multiple Linear Regression Test with the regression coefficient value Y= 379,834 + 454,676 X_1 + 834,510 X_2+ e. This means that the Price and Product Quality variables have a positive effect on Purchase Interest with the largest Unstandardized Beta Coefficients being the Price variable

Table 5. F Test

Model		Sum of Squares	df	Mean Square	F	Sig.
			ANOVA[a]			
1	Regression	379.834	2	189.917	40.517	.000[b]
	Residual	454.676	97	4.687		
	Total	834.510	99			
a. Dependent Variable: Purchase Interest						
b. Predictors: (Constant), Product Quality, Price						

Source: Research results (2023)

From the table above, a significance value of 0.000 or less than 0.05 (<0.05) is obtained, so H1 is accepted so that the independent variables (Price and Product Quality) simultaneously have a significant influence on Purchase Interest in Rajapolah Craft MSME Products.

The results of this research follow previous research such as Arianto et al. (2020); Subastian et al. (2021) entitled The Influence of Price, Product Quality and Celebrity Endorser Raffi Ahmad on Purchase Interest in MS Glow Skincare Products, that the independent variables simultaneously influence the dependent variable or purchase interest. Arianto et al. (2020) state that the independent variables have a simultaneous influence on buying interest in research on the Influence of Service Quality and Product Quality on Consumer Buying Interest at PT Nirwana Gemilang Property. By Andriyanti & Farida (2022b) there is a simultaneous influence of Shopee Affiliate Viral Marketing, Product Quality, and Price on Shopee Indonesia Consumer Buying Interest.

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Table 6. Determination Test Variable Price

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.611[a]	.373	.367	2.30975
a. Predictors: (Constant), Price				

Source: Research results (2023)

Table 7. Determination Test Variable Quality Product

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.573[a]	.329	.322	2.39075
a. Predictors: (Constant), Quality_Product				

Source: Research results (2023)

Based on the Determination Test, the Rsquare result of the price variable is 0.373 or the influence of the price variable on buying interest is 37.3%. Then the Rsquare result of the product quality variable is 0.329 or the influence of the product quality variable on buying interest is 32.9%. So, it can be concluded that the price variable is the variable with the highest influence.

CONCLUSION

Based on the research results, there is an influence of price and product quality variables on purchasing interest. These factors need to be looked at by MSME players as an effort to increase sales of Rajapolah handicraft products. Then, the regression results show that the price variable has the largest value, namely 0.411 with an influence of 37.3%, so for producers this can be the main focus in gaining consumer buying interest. With competitive price levels, it is hoped that craft product competition will become more competitive. Even though the product quality variable has the smallest regression value, namely 0.386 with a large influence of 32.9%, this does not mean that producers do not attach importance to this aspect, but crafts have a variety of products that are almost similar to competitors, but it is the quality aspect that becomes the differentiator in the future. Apart from that, market conditions have entered the digital era so that competition is not only at the local level but can become wider. Producers will be faced with increasingly stringent levels of competition and consumers will increasingly vary in their decisions to purchase craft products.

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