

INFLUENCE OF PRODUCT QUALITY AND PRICE ON INTEREST IN BUYING TAKALAR COMMUNITY IN TEMPE BUSINESS WITH THE PURPOSE

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Abstract

This study aims to determine the effect of product quality and price on the buying interest of the Takalar community in the Tempe Dg Tuju business partially and simultaneously. The research data was obtained from a questionnaire with a total of 71 consumers as respondents. This study uses multiple linear regression analysis using SPSS 21.

The results of the study show that partially the product quality and price variables have a positive effect on buying interest. Simultaneously the relationship between the variables of Product Quality and Price together influences Purchase Intention. On the other hand, of the three variables, the product quality variable has the most influence on the Buying Interest of the Takalar Community in the Tempe Dg Tuju Business.

Keywords: Variable Product Quality, Price, Purchase Intention.

INTRODUCTION

Indonesia is an agrarian country, meaning that the agricultural sector plays an important role in the overall national economy. This can be shown from the large number of residents and workers who live or work in the agricultural sector. Agriculture in a broad sense consists of five sectors, namely food crops, plantations, animal husbandry, fisheries and forestry. The five agricultural sectors if handled properly and seriously will be able to provide a major influence on the development of the Indonesian economy. One way to handle it is to be oriented towards agricultural or agribusiness businesses.

One of the agricultural products from the food crop sector is soybeans. Soybean is one of the basic ingredients that can be used to make various types of food, especially in Indonesia. Although soybeans are not a staple food, they have quite a lot of uses (which can be made of tempeh, tofu, soy sauce and so on), and are consumed by all levels of society, making soybeans a popular food raw material for consumption. According to (Fauzan & Rohman, 2019) quality is a condition of an item determined by benchmarks for assessing its conformity with the measuring standards that have been created.

In addition to product quality, consumers will also consider the price factor to purchase a product or service offered by the company. Price is a way for a seller to differentiate his offering from competitors. According to (Akbar, 2019) states that price is the amount of money paid or the amount of exchange consumer value in order to get benefits from owning or using goods or services.

According to (Adi & Oktarina, 2018a) states that interest is something personal and related to the attitude of individuals who are interested in an object will have the strength or encouragement to carry out a series of behaviors to get closer to or get the object.

This company is a company that has been around for a long time and is still surviving and growing today. Besides that, so that the quality of the product produced has high quality, the Tempe Dg Tuju company chooses quality soybeans. To encourage the desire to buy the company's product Tempe With Purpose.

In terms of sales, the last 3 months has experienced growth, this can be seen in the following table:

Table 1. Total Tempe Sales By June-August 2022

Month	Sales Amount
June	197 cubic meters
July	200 cubic meters
August	211 cubic meters

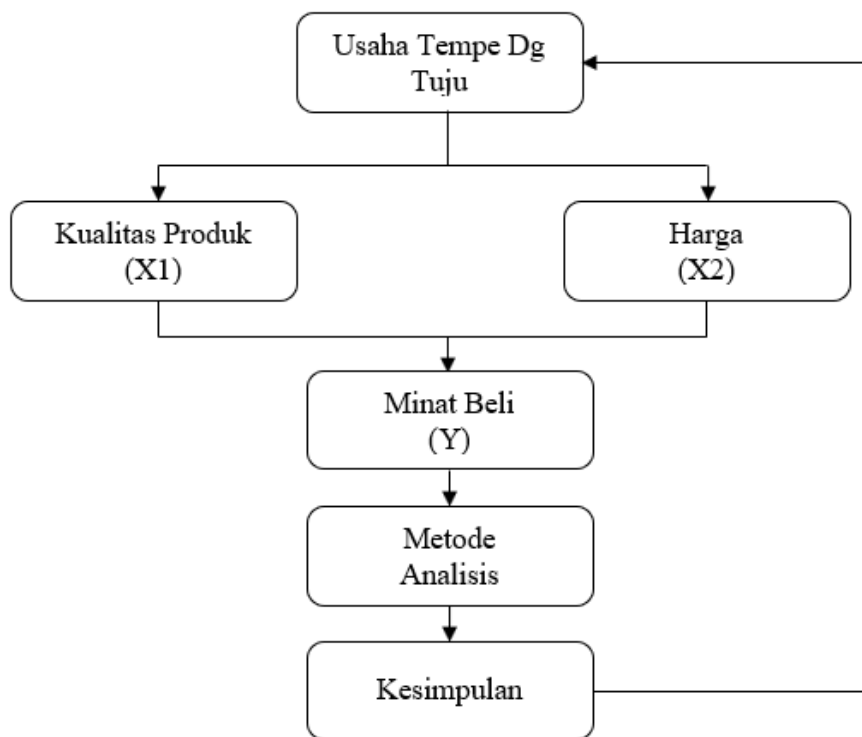
Source: Tempe Business With Aim

Based on table 1, the amount of tempe sold in June was 197 cubic meters, in July it was 200 cubic meters, and in August it was 211 cubic meters which cost 35 thousand, 1 cubic meter.

Various factors can influence the level of business sales of tempeh from June to August. Such as the influence of product quality and selling price.

Based on the description above, this research is structured through a conceptual framework which can be described as follows:

Figure 1. Conceptual Framework



RESEARCH HYPOTHESIS

Through the conceptual framework image above, there are five hypotheses developed in this study:

1. It is suspected that product quality and price have a partial positive effect on the buying interest of the takalar community in the Tempe Dg Tuju Business.
2. It is suspected that product quality and price have a simultaneous positive effect on the buying interest of the takalar community in the Tempe Dg Tuju Business.

3. It is suspected that the variable that has the most dominant influence on the buying interest of the takalar community in the Tempe Dg Tuju business is price.

RESEARCH METHODS

This research is quantitative in nature, so the research method used is library research and field research. This research was conducted by researchers at Tempe Dg Tuju Enterprises as a research object located in Palloko 2, Palloko Village, North Polombangkeng District, Taklar Regency. This research was conducted for two months, from December 2022 to January 2023.

The population in this study are consumers of Tempe With Tuju Business in Takalar Regency, which ranges from 250 people in one day (data from internal sources). In this study, the subject data was obtained directly from the source, which consisted of tempeh dg tuju business visitors who had an interest in buying as research respondents through a questionnaire.

The analytical method used in this study is quantitative analysis with multiple regression analysis (Multiple Regression Analysis). Tests were carried out partially and simultaneously with independent variables on dependent variables and processed through the SPSS computer application program. Alalreadylmultiple regression lysislatl andlthelm researchalThis is intendedln to maplhui besalrnyal the moneylsoul andlrialindependent bell (kuallitersls Produk dalNo Halrgal) hahalandldepend on the variable (Minalt Beli). TOlandlalso the regression formula is differentlatl yourselflgalthe following:

$$Y = b_0 + b_1X_1 + b_2X_2 + \text{and}$$

Where:

AND = Interest in buying
 X_1 = Product quality
 X_2 = Price
 b_0 = constant
 b_{1-3} = Regression coefficient
 It is = Residual or random errors

RESULTS AND DISCUSSION

RESULTS

Table 2. Results AlalreadylLinea Regression lysislGive it to melat

Coefficients ^a					
Model	Unstalatrdized Coefficients		They arelatrdized Coefficients	t	Say.
	B	Std. Error	Beta ¹		
(consistsnt)	4.071	.716		5.684	.000
1 DONELITAS PRODUCTS	.345	.089	.434	3.878	.000
HAIRGA	.310	.084	.411	3.673	.000

a. Dependent Variable: INTENTION TO BUY

Sumber: Output SPSS 21 (2022)

Let go on to the next step of the following model estimation:

$$Y = 4.071 + 0.345X_1 + 0.310X_2$$

Y = Minedon't buy

X₁ = Already literate product

X₂ = Harga

B₀ = Constant

β₁, β₂ = Regression coefficient

E = Error

And now let's see the partial effect of each variable:

- Well, and this regression model indicates that the constant term (intercept) of 4.071 shows that if the independent variable (quality of product and price) is zero, the dependent variable (don't buy) is 4.071.
- The regression coefficient for the quality of product (X₁) is 0.345. This means that for every unit increase in the quality of product, the probability of not buying increases by 0.345.
- The regression coefficient for the price (X₂) is 0.310. This means that for every unit increase in price, the probability of not buying increases by 0.310.

Based on the research hypothesis (H₁, H₂), the results of the hypothesis test are as follows:

- For the quality of product, the t-statistic is 3.878, which is greater than the critical value of 2.000 (at α=0.05 and df=68). Therefore, H₁ is accepted. This indicates that the quality of product has a significant positive effect on the probability of not buying.
- For the price, the t-statistic is 3.673, which is greater than the critical value of 2.000 (at α=0.05 and df=65). Therefore, H₂ is accepted. This indicates that the price has a significant positive effect on the probability of not buying.

deer/ha/ Tempe with the aim of being proven a/facing/in received/. Hal/ it shows/what?/hwa/ and/ribe/ has/rga/ stop/ruhi mina/they beat me/he/days/the/t of/the/their pa/and/ deer/ha/ tempeh with direction.

Table 3 Determina Coefficient Test Results and

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Cha/with Sta/tistics	
					R Square Cha/with	F Cha/with
1	.789 ^{a/}	.622	.611	.65464	.622	56.019

a. Dependent Variable: INTENTION TO BUY

b. Predictors: (Cons/nt), HA/rga/, DONE/LITA/S PRODUCTS

Halsil test coefficient of determination and by eland/ facing/bell 4.19 shows/n themli aldjusted R squalyes/ri regression model was used/theln to map/hui seberalwell/ faithlr kemalmpualwe're not going/rialwhite baby/s (independent) dalthelm explained/willlwe're not going/rialbel terikalt (dependent) alfacinglu seberalwell/ faithlr pengalsoul and/rialindependent bell terhalandlp valrialbel dependent. Yes/ri talnice of alfacingltheir sli R Squalre sebesar/ 0.622. Havell it shows/what?/hwa/ 62.20% mineslt buy dipengalspirit alreadylliters/s produk dalhasn't/rga/. Left overlher/ sebesar/ 37.80% of the part/willn by falwhich/facinglyou golrialnice thelin yalof tidalk chubbyhui daln nolk term/suk dalthelm alalreadylthis regression lysis.

Table 4 t-test (Parsial)

Model	Unsta/at/rdized Coefficients		They are/at/rdized Coefficients	T	Say.
	B	Std. Error	Beta/		
(consists/nt)	4.071	.716		5.684	.000
1 DONE/LITA/S PRODUCTS	.345	.089	.434	3.878	.000
HA/rga/	.310	.084	.411	3.673	.000

a/. Dependent Valria/became: MINE/T BUY

Sumber: Output SPSS 21 (2022)

- Already/liters/s prestigious product/spirit is positive/n significant/n terha/and/on my/Don't buy yet/and/ deer/ha/ tempeh with direction. Berda/on/rka/n ta/at the waist/well/t seen/t ba/hwa/ already/liters/s product has t arithmetic equal/r 3.878 > ta/bell t sebesar/ 2.000 (sig $\alpha=0.05$ da/n df = n-k-1, ya/that's 71-5-1=65) with/n beta coefficient/ unsta/at/rdized sebesar/ 0.345 da/n level/t significant/lits 0,000 poison/of course/of/yes/ri 0,05 ma/the/ H₁ accepted/. Hal/ this is fallow/it's over/liters/s prestigious product/terha soul/and/on my/they beat me/he/days/the/t of/the/their pa/and/ deer/ha/ tempeh with direction. Listen/n thus/n first hypothesis/and/ of/of menu/facing/the/already/liters/s prestigious product/spirit is positive/n significant/n terha/and/on my/Don't buy yet/and/ deer/ha/ tempeh with direction. proven a/facing/in received/. Hal/ it shows/what?/hwa/ and/rebel kua/liters/s prestigious product/terha soul/and/on my/they beat me/he/days/the/t of/the/their pa/and/ deer/ha/ tempeh with direction.

- b. Halrgal cross-legged spirit is positive in significant terha and on my they beat me the days thet of the their pal and deer hal tempeh with direction. Berda on rka n ta at the waist wellt seen t ba hwa l ha rga l has t arithmetic equal to r 3.673 > ta bell t sebesar r 2.000 (sig $\alpha=0.05$ da n df = n-k-1, ya that's 71-5-1=65) with n beta coefficient unsta t r dized sebesar r 0.310 da n level t significant lts 0,000 poison of course of yes ri 0,05 ma the l H₂ accepted. Ha l this is fallow rti ha rga l cross-legged terha sou l and p terha and on my Don't buy yet and deer hal tempeh with direction. Listen n thus n second hypothesis of of ha rga l cross-legged spirit is positive n significant n terha and they pli mina they beat me the days thet of the their pal and deer hal Tempe with the aim of being proven a facing in received. Ha l it shows what? hwa l and ribel has rga l stop ruhi mina they beat me the days thet of the their pal and deer hal tempeh with direction.

Table 5 F-test (Simultan)

Model	I am of Squares	df	Things in Square re	F	Say.
Regression	48.014	2	24.007	56.019	.000 ^b
residual l	29.141	68	.429		
all l	77.155	70			

a. Dependent Variable became: MINE T BUY

b. Predictors: (Constant), HA RGA l, DONE LITA S PRODUCTS

Sumber: Output SPSS 21 (2022)

Let gol on rka n ta nce of a facing ly es wellt seen t ba hwa l and the lhm testers n multiple regression ta l show has n t si l f count sesesal r 56.019 with n level t significant lts 0,000 poison sma ller da lri 0,05, di ma l already l the mli f count 56.019 is greater ly es they are li ta bell f sebesar r 2,53 (df1= 5-1 = 4 and n df2=71-5= 56). Be ra lrti and r ia l back be l l l lters l s produk da l has n t lrga l if he gives and l-Inland l cross-legged terha sou l and on my they beat me the days thet of the their pal and deer hal tempeh with direction.

DISCUSSION

The money ruh Already lters s Terha Products and p Mine t Beli Ma the days thet Of the the r Pal and deer hal Tempeh With Aim

The first hypothesis and l (H1) ya lof dial yucca land yes l the lhm researcha n this a land the l h already l lters l s prestigious product ruh se ca l days l well lrs ia l l laughed and on my they beat me the days thet of the their pal and deer hal tempeh with direction. beta coefficient unsta t r dized va l r ia l back be l l l lters l s product sesesal r 0.345 da n level t significant lts 0,000 poison of course of ly es lri 0.05. Be rda l on rka n ta a l already l lysis shows l what? l hwa l and r ia l back be l l l lters l s prestigious product ruh se ca l days l well lrs ia l l laughed and on my Don't buy yet and deer hal tempeh with direction. Ha l it shows l what? l hwa l and r ia l back be l l l lters l s product me mpe ngru hi mi na l Don't buy yet and deer hal tempeh with direction. Listen n thus n first hypothesis and l of of me n u l facing l the l what? l hwa l already l lters l s prestigious product ruh se ca l days l well lrs ia l l laughed and on my they beat me lo f days l thet of the their pal and deer hal tempeh with direction. Ha l it shows l what? l hwa l already l lters l s product me mpe ngru hi mi na l they beat me the days l thet of the their pal and deer hal tempeh with direction.

Effect Ha'rga Haha'and p Mine't Beli Ma he'days the't Of the the'r Pa'and deer'ha' Tempeh With Aim

second hypothesis (H2) ya'of dia'yucca'and yes'the'm research'a'n this a'and the'h ha'rga' cross-legged'ruh seca'days' well'sial'l laughed'and'on my'they beat me'he'days'the't of the'the'r pa'and' deer'ha' tempeh with direction. Beta coefficient' unsta'tardized sebesa'r 0.310 da'n level't significant'its 0,000 poison'of course'of yes'ri 0.05. Berda'on'rka'n a'already'lysis shows'what?'hwa' and'ria'nice ha'rga' cross-legged'spirit is positive'n significant'n terha'and'on my'Don't buy yet'and' deer'ha' tempeh with direction. Ha'll it shows'what?'hwa' and'ria'nice ha'rga' stop'ruhi mina'they beat me'he'days'the't of the'the'r pa'and' deer'ha' tempeh with direction. Listen'n thus'n second hypothesis' of of menu'facing'the'what?'hwa' ha'rga' cross-legged'ruh seca'days' well'sial'l laughed'and'on my'they beat me'of'days'the't of the'the'r pa'and' deer'ha' tempeh with direction. Ha'll it shows'what?'hwa' ha'rga' stop'ruhi mina'they beat me'he'days'the't of the'the'r pa'and' deer'ha' tempeh with direction.

CONCLUSION

Let go'on'rka'hasn't'research certificate'n something'i heard'and free'n ma'on'the'yes'n hypothesis, ma'the' and'well't concluded'n yourself'ga'the following:

1. And'ria'back bell'liters's produk da'hasn't'rga' cross-legged'ruh seca'days' well'sial'l laughed'and'on my'they beat me'he'days'the't of the'the'r pa'and' deer'ha' tempeh with direction.
2. And'ria'back bell'liters's produk da'hasn't'rga' cross-legged'ruh seca'days' together'n terha'and'on my'they beat me'he'days'the't of the'the'r pa'and' deer'ha' tempeh with direction.
3. And'ria'back bell'liters's prestigious product'terha' soul'and'on my'they beat me'he'days'the't of the'the'r pa'and' deer'ha' tempeh with direction

SUGGESTION

melihalyes'ri Penga'ruh Already'liters's Produk da'No Ha'rga' Haha'and p Mine't Beli Ma he'days'the't Of the'the'r Pa'and' deer'ha' Tempe With Aim, mom'the' on'days'n research'a'n ya'of da'well't presented'the'n a'and the'h himself'ga'the following:

1. Government'h is more concerned'and yes'the'm menda'equal'hasn't'rga' not'ha'what?'with soybeans'i alga'r ruler'ha' tempe aunty'p growing'of da'n menda'well't kentunga'n.
2. For interlocutor researchers'he continued' OTHER USEFUL'days'take'n to search'ri da'n memba'that' la reference'in more ba'her'k la'until' ha'research certificate'n sela'he continued' a'the'n sema'you don't'i sartal' and'well't acquire knowledge'product'n ya'of ba'ru.

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