



PRODUCT QUALITY, INFLUENCE OF PRICE AND E-COMMERCE ON PEOPLE'S BUYING INTEREST ON UMKM

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Abstract

Buying interest is a condition where a person is interested in a product and has the intention to buy the product, but at this stage the actual buying process has not occurred. At restaurant X in Kota Tebing Tinggi, it was found that the price of the product was slightly more expensive than competitors, the quality of the food was sometimes non-standard, and the unavailability of e-commerce. This is a factor that can affect customer buying interest. This study aims to determine the effect of price, product quality, and e-commerce on the buying interest of the customers of Restaurant X in Tebing Tinggi City. The type of research used in this research is quantitative research using explanatory research approach. The population in this study were all customers of restaurant X. The sample in this study amounted to 100 respondents. The data analysis technique used multiple linear regression analysis. The results of hypothesis testing are known that there is a significant effect between price on buying interest (sig. = 0.000 and t = 3.613). There is a significant effect of product quality on buying interest (sig. = 0.000 and tcount = 5.253). There is no significant effect between e-commerce on buying interest (sig. = 7.780 and tcount = 0.280). There is a significant effect between price, product quality, and e-commerce on buying interest (sig. = 0.000 and Fcount = 19.221). The value of R Square (0.375) which means price, product quality, and e-commerce contribute to buying interest by 37.5%. The conclusion of this study is that there is a significant effect of price on the buying interest of the customers of Restaurant X in Tebing Tinggi City. There is a significant effect of product quality on the buying interest of the customers of Restaurant X in Tebing Tinggi City. There is no significant effect of e-commerce on the buying interest of Restaurant X customers in Tebing Tinggi City. There is a significant influence between price, product quality, and e-commerce on the buying interest of the customers of Restaurant X in Tebing Tinggi City.

Keywords: Buying Interest, Price, Product Quality, E-Commerce

1. INTRODUCTION

Today's society is classified as more consumptive. This is marked by the number of emerging businesses in the culinary field. Both from local food to foreign food. This shows that people's buying interest is increasing, especially in the culinary field. This high public buying interest can be used as a reference for building businesses in the culinary field. As is known today, there are various types of culinary businesses that can be found easily in various places in Indonesia. One of them is the business of Restaurant X in the City of Tebing Tinggi. This restaurant has been around for a long time and has a large number of visitors. Its customers come from various ages, genders and occupations.

Based on initial observations of the object of research conducted on customers, various problems were found, including the problem of the price of the products sold by the restaurant, where the price offered by the Padang restaurant was slightly more expensive than the surrounding restaurants. As for the problem of product quality offered by this restaurant, basically the portion given is sometimes different when the maker is different or there is no clear standard regarding the portion and sometimes the food tastes saltier than usual. Furthermore, related to the e-commerce problem applied by this restaurant, it was found that this restaurant had not used online sales and did not also provide delivery services through digital applications. Then the problem of buying interest in restaurant X customers in Tebing Tinggi City was found that the buying interest of visitors decreased. As for the problem of promotion, it was found that this restaurant rarely carried out promotions to attract visitors to buy.

Buying interest is a statement in consumers that shows the tendency or interest of consumers to buy a product in a certain amount and a certain period of time that can be used by

marketers to predict customer desires. (Japariato & Adelia, 2020, p. 36). Price is not just a number on the label of a product. Prices come in many forms and have many functions. Prices also have many components and prices are usually determined from the results of negotiations between the seller and the buyer (Kotler & Keller, 2012, p. 383). According to research (Retnowulan, 2017, p. 144) The higher the perception of the price of a product, the higher the effect on buying interest. Product quality is a factor that increases buying interest because product quality is one thing that is very concerned by consumers in buying a product or service. Consumers will not buy a product or service if it is felt that the product or service does not have adequate quality. Adequate quality will give the impression that the product or service offered is feasible and in accordance with the needs of potential consumers. So that the purchase of these products or services will not create a sense of disappointment in consumers.

E-commerce is the distribution, purchase, sale, marketing of goods and services through electronic means such as the internet or television, www, or other computer networks. (Harmayani et al., 2020, p. 1). E-Commerce is a factor that is considered by business actors today. Consumers are also more interested if there are e-commerce services owned by a store or place of business. Because the convenience offered by e-commerce makes consumers more comfortable and easy when making transactions. According to research (Maulana & Kurniawati, 2014, p. 126) the quality of e-service is able to have a positive and influential impact on consumer buying interest in a product.

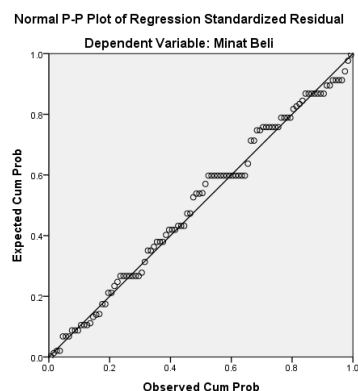
2. RESEARCH METHODS

This study uses an explanatory research approach, which aims to explain the causal relationship between the research variables and the test hypothesis (MI Nasution et al., 2020). The aim is to determine the effect of price, product quality, and e-commerce on the buying interest of restaurant X customers in Tebing Tinggi City. The population in this study were all customers of restaurant X in Tebing Tinggi City. according to (Juliandi et al., 2014, p. 62) if the number of population is not known with certainty, then the number of samples is determined according to the consideration of the researcher. If the researcher feels it is sufficient to determine a certain number, then the researcher can collect data from the sample that has been determined. So with this the researchers used 100 customers of restaurant X as the research sample. The data analysis technique used is multiple linear regression analysis technique.

3. RESULTS AND DISCUSSION

Results

Classic Assumption Test



Picture 1 PP Plot Normality Test Results

Based on the results of the normality test using the PP Plot in Figure 1. the data spreads around the diagonal line and follows the direction of the diagonal line, the regression model meets the assumption of normality.



Table 1. Normality Test Results

| | | |
|--------------------------------|----------------|------------|
| N | | 100 |
| Normality Parameters, b | mean | .0000000 |
| | Std. Deviation | 1.1322755 |
| Most Extreme Difference | Absolute | .079 |
| | Positive | .054 |
| | negative | -.079 |
| Test Statistics | | 0.79 |
| asymp. Sig. (2-tailed) | | -124c,d |

Source: Research Data, 2020

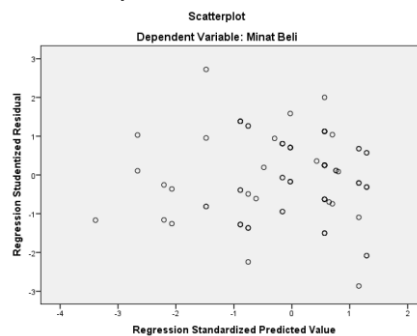
Based on the results of the normality test using Kolmogorov Smirnov in table 1. Kolmogorov Smirnov's tilapia showed not significant ($0.124 > 0.05$). So that Overall data is said to be normally distributed.

Table 2. Multicollinearity Test Results

| Model | | Collinearity Statistics | |
|--------------|-----------------|--------------------------------|-------|
| | | Tolerance | VIF |
| 1 | (Constant) | | |
| | Price | .910 | 1.098 |
| | Product quality | .907 | 1.103 |
| | E-Commerce | .988 | 1.013 |

Source: Research Data, 2020

Based on the results of the multicollinearity test using the Variance Inflation Factor (VIF) value in table 2. the Variance Inflation Factor (VIF) value shows a value that does not exceed 4 or 5. Then it doesn't happen multicollinearity.



Picture 2. Heteroscedasticity Test Results

Based on the results of the heteroscedasticity test in Figure 2. there is no clear pattern and the dots spread above and below the number 0 on the Y axis, the result is that there is no heteroscedasticity.

Hypothesis test

Partial Test (t Test)

Table 3. t test results

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------|-----------------|------------------------------------|------------|----------------------------------|----------|-------------|
| | | B | Std. Error | | | |
| 1 | (Constant) | 4.077 | 4.334 | | .941 | .349 |
| | Price | .519 | .144 | .306 | 3,613 | .000 |
| | Product quality | .638 | -.121 | .445 | 5.253 | .000 |
| | E-Commerce | .035 | -.124 | .023 | .280 | .780 |

Source: Research Data, 2020



The Influence of Price on Buying Interest

Based on the results of the t test (partial) in table 3. the value of sig. which is 0.000 and the tcount is 3.613. This means that the value of sig. $<\alpha$ (0.000 $<$ 0.05) and the value of tcount $>$ ttable (3.613 $>$ 1.984). So the hypothesis is that Ho is rejected and Ha is accepted, which means that there is a significant influence between price on buying interest.

The Influence of Product Quality on Buying Interest

Based on the results of the t test (partial) in table 3. the value of sig. which is 0.000 and the tcount is 5.253. This means that the value of sig. $<\alpha$ (0.000 $<$ 0.05) and the value of tcount $>$ ttable (5.253 $>$ 1.984). So the hypothesis is that Ho is rejected and Ha is accepted, which means that there is a significant influence between product quality and purchase intention.

The Effect of E-Commerce on Buying Interest

Based on the results of the t test (partial) in table 3. the value of sig. which is 7,780 and the tcount is 5,253. This means that the value of sig. $>\alpha$ (7.780 $>$ 0.05) and the value of tcount $<$ ttable (0.280 $<$ 1.984). So the hypothesis is that Ho is accepted and Ha is rejected, which means that there is no significant effect between e-commerce on buying interest.

Simultaneous Test (F Test)

Table 4. F . Test Results

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------|
| 1 | Regression | 79,237 | 3 | 25,412 | 19,221 | .000b |
| | Residual | 126,923 | 96 | 1,322 | | |
| | Total | 203.160 | 99 | | | |

Source: Research Data, 2020

Based on the results of the F test (simultaneous) in table 4. the value of sig. which is 0.000 and the value of Fcount is 19.221. This means that the value of sig. $<\alpha$ (0.000 $<$ 0.05) and the value of Fcount $>$ Ftable (19.221 $>$ 2.699). So the hypothesis is that Ho is rejected and Ha is accepted, which means that there is a significant influence between price, product quality, and e-commerce on buying interest.

Coefficient of Determination

Table 5. Results of the Coefficient of Determination

| Model | R | R Square | AdjustR Square | Std. Error of the Estimate |
|-------|-------|----------|----------------|----------------------------|
| 1 | .613a | .375 | .356 | 1.150 |

Source: Research Data, 2020

Based on the results of the coefficient of determination in table 5. the value of R Square is 0.375. These results indicate that price, product quality, and e-commerce variables contribute to influencing the purchase intention variable by 37.5% and the remaining 62.5% is influenced by other factors not examined in this study.

Discussion

The Influence of Price on Buying Interest

Price is the amount of money that buyers give to providers of products or services to buy a product or service. This is a simple price definition and is the most frequently encountered price character every day in price discussions. However, the actual price or price system can also consist of several parameters that are tied to it (Simon & Fassnacht, 2019, p. 5). according to (Arif, 2016) The price of an item or service is one of the determining factors for consumers in terms of determining the product that will be used to obtain the desired product or service. according to (Gultom, 2017) if the price is low then the demand for the product offered increases and if the price of the product is higher then the demand for the product is lower.

Based on the results of research on the effect of price on the buying interest of visitors at one of the Padang restaurants in Tebing Tinggi City, the result is the value of sig. which is 0.000 and the tcount is 3.613. These results indicate that the value of sig. $<\alpha$ (0.000 $<$ 0.05) and the value of tcount $>$ ttable (3.613 $>$ 1.984). So the hypothesis made is that Ho is rejected and Ha is accepted, which means that there is a significant influence between price on the buying interest of visitors at Padang Restaurant Terminal Bandar Sakti in Tebing Tinggi City.



The results of this study are in accordance with the results of research from (Silaningsih & Utami, 2018); (Hidayah & Rachmi, 2019); (MFR Nasution & Hanifa, 2014); (Nainggolan & Heryenzus, 2018); (Retnowulan, 2017); and (Japarianto & Adelia, 2020) shows that price has a significant effect on consumer buying interest which shows the results that price has a significant effect on buying interest. While the results of research from (MI Nasution et al., 2017a) shows that the price variable partially has a negative and significant effect on sales volume.

From the results of this study, the researchers saw that the price offered by the owner of the X restaurant in the City of Tebing Tinggi was sufficient to meet the purchasing power of consumers. Prices that meet the purchasing power of consumers will be able to influence the buying interest of customers to buy products at the X restaurant. Even so, there are some respondents who feel that the price of food at the restaurant is still not competitive enough with other restaurants. With that, it is hoped that the owner of the X restaurant will be able to lower or adjust the price with other restaurants in the vicinity of this X restaurant. By adjusting the price to the price offered by competitors, it will be able to increase the number of consumers and increase profits for the restaurant owner.

The Influence of Product Quality on Buying Interest

According to (Fahmi, 2016) quality is based on the customer's actual experience of the goods or services, as measured by customer requirements, meaning that stated or not stated, realized or only perceived, technically or subjectively, can represent moving targets in a competitive market. Product quality is a characteristic of a product or service based on its ability to meet consumer needs, both expressed and implied. Product quality is also one of the marketers' main positioning tools. Quality affects the performance of a product or service, this makes it very closely tied to customer value and satisfaction (Kotler et al., 2017, p. 249).

Based on the results of research on the effect of product quality on the buying interest of visitors at one of the Padang restaurants in Tebing Tinggi City, the results obtained are the sig value. which is 0.000 and the tcount is 5.253. These results indicate that the value of $\text{sig.} < \alpha$ ($0.000 < 0.05$) and the value of $\text{tcount} > \text{ttable}$ ($5.253 > 1.984$). So the hypothesis made is that H_0 is rejected and H_a is accepted, which means that there is a significant influence between product quality on the buying interest of visitors at Padang Restaurant Terminal Bandar Sakti in Tebing Tinggi City.

The results of this study are in accordance with research from (Susanti, 2017); (Retnowulan, 2017); and (MI Nasution et al., 2017b) shows that product quality has a positive and significant effect on purchase intention. From the results of this study, the researchers saw that the quality of the product at Restaurant X was very good and in accordance with the expectations of its customers, which was marked by the overall respondents answering agree on the statement of product quality. Good product quality and able to meet customer expectations will increase customer buying interest in the product itself. The owner of the X restaurant can continue to maintain and even improve the quality of their products so that the customer's buying interest does not decrease.

The Effect of E-Commerce on Buying Interest

Electronic commerce (e-commerce) should be considered as all transactions mediated electronically between an organization and any third parties with which it relates. All trading activities are mediated electronically, namely the exchange of information between organizations and their external stakeholders (Chaffey, 2015, p. 13). Electronic commerce (e-commerce) is the result of information technology which is currently developing so rapidly for the exchange of goods, services, and information through electronic systems such as the internet, television, and other computer networks. (Romindo et al., 2019, p. 18).

Based on the results of research on the effect of e-commerce on the buying interest of visitors at one of the Padang restaurants in Tebing Tinggi City, the results obtained are the sig value. which is 7,780 and the tcount is 5,253. These results indicate that the value of $\text{sig.} > \alpha$ ($7.780 > 0.05$) and the value of $\text{tcount} < \text{ttable}$ ($5.253 < 1.984$). So the hypothesis made is that H_0 is rejected and H_a is accepted, which means that there is a significant influence between product quality on the buying interest of visitors at Padang Restaurant Terminal Bandar Sakti in Tebing Tinggi City.



The results of this study are not in accordance with the results of the study (Ghoribi & Djoko, 2018); (Maulana & Kurniawati, 2014); and (Sari & Wibawa, 2017) which concludes that there is an influence of e-commerce on buying interest. From the results of this study the researchers saw that the X restaurant in Tebing Tinggi City does not yet have e-commerce services. All respondents answered disagree to all statements about e-commerce. Even so, the absence of e-commerce services did not affect the buying interest of customers at the restaurant. But even so, it is hoped that the owner of the X restaurant will start using e-commerce services in his business. The use of e-commerce will make it easier for customers to transact with restaurant workers. This will increase the number of restaurant customers where customers who are far away will be able to buy product X restaurant without having to visit the place directly. This will not only make it easier for customers to transact.

The Influence of Price, Product Quality, and E-Commerce on Buying Interest

Price is one of the important elements in the marketing mix. Price is a number of values embedded in a product that must be issued by consumers if they want to have the product. Price can influence someone's interest in buying. Product quality is the quality expected by consumers of a product to be purchased or used. E-commerce is a technological factor that also influences consumer buying interest. The ease of using e-commerce encourages consumers to be more active in transactions. E-commerce itself is a trade transaction activity that all occurs in electronic or digital media.

Based on the results of research on the effect of price, product quality, and e-commerce on the buying interest of visitors at one of the Padang restaurants in Tebing Tinggi City, the result is the sig value, which is 0.000 and the value of Fcount is 19.221. These results indicate that the value of $\text{sig.} < \alpha$ ($0.000 < 0.05$) and the value of $\text{Fcount} > \text{Ftable}$ ($19.221 > 2.699$). So the hypothesis made is that H_0 is rejected and H_a is accepted, which means that there is a significant influence between price, product quality, and e-commerce on the buying interest of visitors at Padang Terminal Bandar Sakti Restaurant in Tebing Tinggi City.

The results of this study are in line with the results of the study (Nainggolan & Heryenzus, 2018) which shows that product quality and price together have a significant effect on buying interest. From the results of this study, researchers saw that prices that meet consumer power, good product quality are able to maintain customer buying interest at restaurant X in Tebing Tinggi City. Although this restaurant does not yet have e-commerce services. However, if this restaurant is equipped with qualified e-commerce services, the customer's buying interest will increase.

4. CONCLUSION

Based on the results of research and discussion that researchers have done before. So the researchers can draw conclusions in the form of: There is a significant influence between price on the buying interest of the customers of Restaurant X in the City of Tebing Tinggi. There is a significant effect of product quality on the buying interest of the customers of Restaurant X in Tebing Tinggi City. There is no significant effect of e-commerce on the buying interest of Restaurant X customers in Tebing Tinggi City.

Based on the results of research and discussion that has been done. So the researcher wants to give advice to the owner of the Padang restaurant which is the location of this research. To strive for the use of e-commerce in running the Padang restaurant business. This is considered important because it will make it easier for visitors to purchase and pay at the Padang restaurant. This will also have a positive impact on restaurant owners because they will be able to reach consumers whose territory is not close enough to the location of the Padang restaurant.



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