
ANALYSIS OF FACTORS THAT INFLUENCE INTEREST IN BUYING CONSUMER

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Received:28-09-2022

Accepted: 18-10-2022

Published: 09-11-2022

ABSTRACT

Introduction: Retail business development is increasing in Ngawi Regency, making the competition between these retail businesses even tighter. This condition makes businesses such as shops, markets, and supermarkets compete to attract consumers to buy shopping at their place of business. This study aims to analyze the effect of pricing, location, and diversity of products partially and simultaneously on consumer buying interest at Puspita Senja Shop in Kersoharjo Village, Geneng District, Ngawi Regency. **Method:** Research method using quantitative. To obtain research data, survey methods using a questionnaire to 97 respondents. The sampling technique used was purposive sampling. Data analysis uses multiple linear regression analysis. **Result:** The results of simultaneous hypothesis testing using the F test found that the $F_{count} = 76.557 > F_{table} = 3.09$ with a significant level of $0.000 < 0.05$. This shows that the independent variables consisting of pricing (X1), location (X2), and product diversity (X3) together (simultaneously) have a significant effect on consumer buying interest (Y). **Conclusion:** Price determination, location, and product diversity partially or simultaneously have a significant effect on consumer buying stake at Senja Puspita Shop in Kersoharjo Village, Geneng District, Ngawi Regency.

Keywords: pricing, location, product diversity, consumer buying interest

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INTRODUCTION

Every human being will try to buy goods according to his life needs. One way to do this is by shopping. Consumer shopping patterns will continually change over time and changes in consumer lifestyles. Consumers can choose where to shop in modern and traditional markets. In traditional markets, shopping activities are carried out by bargaining, and generally, convenience and market security are not guaranteed. Shopping at modern markets can be an alternative for consumers who want to shop practically, do not need to do the bargaining process, and have a better place to shop (Mangeswuri & Purwanto, 2010).

Retail business development is increasing in Ngawi Regency, making the competition between these retail businesses even tighter. This condition makes businesses such as shops, markets, and supermarkets compete to attract consumers to buy shopping at their place of business. Its business becomes a consumer shopping destination. A higher consumer buying interest is expected for every company selling a product. Products that get a positive response in the form of high buying interest will be easier to sell, so merchandise sales are getting smoother. However, efforts to attract

consumers' buying interest are not easy because it is influenced by various factors that the business cannot always meet—consumer buying.

Pricing policy is one of the efforts that have been made. Pricing that can compete with shops or minimarkets around the Kersoharjo Village area, Geneng District, and Ngawi Regency is expected to be able to attract consumer buying interest is a factor that is first considered, then adjusted to its ability. Price is one of the determinants of consumer decisions to buy in which store". The pricing of daily necessities sold at the Senja Puspita Shop is, of course, adjusted to the capabilities of the consumers who are the targeted market segments. Price affordability is an aspect that must be considered when pricing the products sold. The observations found that the prices sold at the Senja Puspita Shop still followed the people's purchasing power to attract consumer buying interest. However, researchers also found that some consumers complained that the price matched the products' quality and did not match consumer expectations. This is found in rice products considered to be of poor quality and sold at prices that do not match consumer expectations.

Efforts to attract other consumers that Toko Senja Puspita has carried out determine business locations. The strategic location of Senja Puspita Stores is one of the advantages that should be utilized optimally to attract consumer buying interest. The lack of available parking spaces and no parking attendants who regulate consumer vehicles make consumer shopping activities less comfortable. Public transportation is not adequate to go to Senja Puspita Shop. Consumers rely on using private cars to shop at Puspita Senja Stores.

The diversity of products marketed is also a factor that needs to be considered in running a trading business such as Toko Senja Puspita (Kamal, Utami, & Zamami, 2021). Raharjani quoted (Syafri & Setiawan, 2022) that: Consumers tend to choose places that offer varied and complete products regarding the depth, breadth, and quality of the variety of goods available (Fatihudin, 2012)—provided by the seller (Hurriyati, 2005). The availability of goods in a supermarket includes various brands, types, and packaging sizes of goods sold and multiple flavors of a product to be purchased.

The availability of various products in terms of type, size, and quality will make it easy for consumers to meet their needs (Panjaitan, 2018) (Sutomo & Kesturi, 2022). This is expected to increase consumer buying interest. However, the observation results found a condition where consumers discouraged buying because the size of the product to be purchased was not available (Istijanto, 2013). For example, the findings from the observation were that consumers could only buy sugar with a packaging size of one kilogram (Styaningsih & Yahya, 2015). There are still consumers who want to buy in packages of half a kilogram.

As stated above, various efforts to attract consumer buying interest by the Senja Puspita Shop indicate that there are problems that have the potential to reduce consumer buying interest (Sudaryono, 2016). Issues regarding consumer buying interest can be identified from the condition of the Senja Shop Puspita, which has not become the leading destination of the surrounding community to shop for daily necessities (Suhartanto, 2019). This means that culturally, the people in Kersoharjo Village still have not made Senja Puspita Shop the primary shopping place to meet their daily needs (Sunyoto, 2011). Consumers who come mostly only shop for food, soft drinks, or basic needs such as sugar and rice in small quantities.

Consumers who come to shop at Senja Puspita Shop are also still in the upper middle social class; this is evident from almost all consumers who come to drive by car and motorbike. In this social class, comfortable shopping is prioritized (Indriani, 2013). This limitation of market segmentation in certain social types needs to be expanded so that the number of consumers served increases and provides greater profits for Senja Puspita Stores.

Various theories supported by findings from the above observations show the importance of pricing, determining the location of the business, and the variety of products provided to attract consumer buying interest (Tjiptono, 2008). Puspita Senja Shop in Kersoharjo Village, Geneng District, Ngawi Regency.

The problem in this study is whether price determination, location, and product diversity partially and simultaneously affect consumer buying interest at Senja Puspita Shop in Kersoharjo Village, Geneng District, Ngawi Regency.

METHOD

Place of research: Senja Puspita shop with the address Jl. Raya Desa Dempel, RT. 04 RW. 02 Dusun Bandung, Kersoharjo Village, Geneng District, Ngawi Regency. Research method using quantitative type. "Population is defined as the total number of all members studied" (Oei, 2010). So the population in this study were all consumers at the Senja Puspita Shop in Kersoharjo Village, Geneng District, Ngawi Regency. In the last three months, data on the number of sales transactions were collected from the Point Of Selling (POS) program to determine the number of samples in this study. Total consumer data were obtained from as many as 8808 people. The calculation of the model using the Slovin formula with a precision level of 0.1 received a sample of 97 respondents. The sampling technique used was purposive sampling.

1. Data Collection Method

Collecting data using questionnaires, documentaries, and observations. According to (Taniredja, T. Mustafidah, 2012), a "Questionnaire is a list of questions or statements about certain topics given to subjects, either individually or in groups, to obtain certain information, such as preferences, beliefs, interests, and behavior." (Fatihudin, 2012) argues, "Documentary is the collection of data obtained through records or documents." Documentary method to get the research location's theoretical basis and data description. (Fatihudin, 2012) "Observation (observation) is a data collection technique by direct observations on the research object."

2. Data Analysis Techniques

This data analysis uses quantitative methods, while the data analysis steps include multiple linear regression. According to (Sunyoto, 2011) "The regression equation model is: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$ ". The subsequent data analysis is to test the hypothesis, including the t-test, F test, and coefficient of determination.

RESULTS AND DISCUSSION

Hypothesis test

Table 1. Consequences of Multiple Linear Regression

Model	B	t	Sig.
Constant	9,872	5,801	0,000
Pricing	0,212	2,123	0,036
Location	0,290	3,345	0,001
Product Diversity	0,135	2,396	0,019
Fcount	76,557		0,000
R	0,844		
R Square	0,712		
Adjusted R2	0,702		

Hypothesis test

1. Multiple Linear Regression

The multiple linear regression equation model is $Y = 9.872 + 0.212 X_1 + 0.290 X_2 + 0.135 X_3$.

a) t-test (Partially)

The effect of pricing on consumer buying interest. The value of tcount = 2.123 > ttable value = 1.661 with a significant level of 0.036 < 0.05. Regression coefficient = 0.212. So pricing plays a significant role in increasing consumer buying interest.

The influence of location on consumer buying interest. The value of tcount = 3.345 > ttable value = 1.661 with a significant level of 0.001 < 0.05. Regression coefficient = 0.290. So location plays a significant role in increasing consumer buying interest.

The effect of product diversity on consumer buying interest. The value of tcount = 2,396 > ttable value = 1,661 with a significant level of 0.019 < 0.05. Regression coefficient = 0.135. So product diversity plays a significant role in increasing consumer buying interest.

b) F test (simultaneously)

Fcount = 76.557 > Ftable value is 3.09. The resulting significant is 0.000 < 0.05. So pricing, location, and product diversity can play a significant role in increasing consumer buying interest. The value of R² = 0.712, meaning that consumer buying interest can be explained by the variables of pricing, location, and product diversity together of 71.2%. In comparison, the remaining 28.8% is influenced by other factors that are not the subject of this study. So the hypothesis states that pricing, location, and product diversity significantly affect consumer buying interest at Senja Puspita Shop in Kersoharjo Village, Geneng District, Ngawi Regency is proven and accepted.

2. The Effect of Pricing on Consumer Purchase Interest

The hypothesis testing results show that the pricing variable's correlation coefficient on the consumer buying interest variable is positive at 0.768. This indicates that pricing positively affects consumer buying interest at the Senja Puspita Shop in Kersoharjo Village, Geneng District, Ngawi Regency. Thus, consumer buying interest will increase if the price setting aligns more with

consumer expectations. On the other hand, if the price setting is less in line with consumer expectations, the consumer's buying interest at the Senja Puspita Shop in Kersoharjo Village, Geneng District, Ngawi Regency will also decrease.

3. The Influence of Location on Consumer Buying Interest

The results of hypothesis testing are known that the correlation coefficient of the location variable on the variable of consumer buying interest is a positive value of 0.824. This shows that location positively affects consumer buying interest at Senja Puspita Shop in Kersoharjo Village, Geneng District, Ngawi Regency. Thus, if the company's location is more strategic, the consumer's buying interest will be higher. On the other hand, if the site is less strategic, the consumer's buying interest at the Senja Puspita Shop in Kersoharjo Village, Geneng District, Ngawi Regency will be lower.

4. The Effect of Product Diversity on Consumer Purchase Interest

The hypothesis testing results show that the correlation coefficient of the product diversity variable on the consumer buying interest variable is positive at 0.753. This indicates that product diversity positively affects consumer buying interest at the Senja Puspita Shop in Kersoharjo Village, Geneng District, Ngawi Regency. Thus, if the variety of products increases, the consumer's buying interest will also be higher; on the other hand, if the diversity of products decreases, the consumer's buying interest at Senja Puspita Shop in Kersoharjo Village, Geneng District, Ngawi Regency will also be lower.

5. The Effect of Pricing, Location, and Product Diversity on Consumer Purchase Interest

The results of simultaneous hypothesis testing using the F test found that the $F_{count} = 76.557 > F_{table} = 3.09$ with a significant level of $0.000 < 0.05$. This shows that the independent variables consisting of pricing (X1), location (X2), and product diversity (X3) together (simultaneously) have a significant effect on consumer buying interest (Y). Thus, the hypothesis that price determination, location, and product diversity simultaneously significantly affect consumer buying interest at Senja Puspita Shop in Kersoharjo Village, Geneng District, Ngawi Regency, is proven and accepted.

Based on hypothesis testing, it was found that the correlation coefficient (R) was 0.844. This means that the relationship between pricing, location, and product diversity on consumer buying interest is at a close ness level of 0.844. This shows that the relationship between variables is powerful because the number is close to 1. At the same time, the value of the coefficient of multiple determination (R²) is 0.712. This shows that the variable of consumer buying interest can be explained by the variables of pricing, location, and product diversity together with 71.2%. While the remaining 28.8% is influenced by other factors such as service quality, product quality, and others that are not the subject of this

Menurut PTAJ PRATAMA This study aims to determine the effect of Product Innovation, Price, and Promotion on Consumer Purchase Interest.

CONCLUSION

Senja Puspita Stores need to sell more diverse sizes so that consumers find buying products with dimensions according to their needs more accessible. This can be done by increasing the variety

of product sizes marketed, especially on products consumers often purchase with various size options.

Consumers shop at Puspita Senja Stores because they are accustomed to practical shopping. Thus, the step of Toko Senja Puspita to offer self-service shopping at the right price, as in a modern market, needs to be maintained.

Efforts need to be made so that consumers feel that the quality of the products sold by the Senja Puspita Store is good. This can be done by recording the product's expiration date on the cashier's computer so that it can be seen which products are close to expiration to determine marketing strategies such as selling these products at lower prices so that they sell quickly and are still suitable for consumption.

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