



BUYING INTENTIONS: ATTITUDES OF INDONESIAN CONSUMERS

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ABSTRACT

The purpose of this study is to analyze consumer attitudes toward consumer buying interest. The research design used quantitative descriptive research, data analysis used multiple partial regression analysis using primary data obtained directly from respondents in the form of questionnaire answers. The research sample was visitors who made transactions in the muslim fashion industry in the villages of Muryolobo and Gemiring lor, Nalumsari sub-district, Jepara regency, totaling 150 respondents. The results of the study explain that consumer attitudes can increase buying interest. This proves that consumers who transact are consumers who already understand in detail that the goods needed are in accordance with their needs.

Keywords: consumer attitude; indonesia; purchase intention

INTRODUCTION

The business and trade world has recently grown more rapidly, this is characterized by an increasingly sharp increase and tight business competition that occurs. It is possible that many new businesses that emerge as competitors offer a variety of new product innovations. In order to remain able to compete with similar businesses, the business management must implement the right strategy to maintain or improve market position. The purpose of establishing a business, namely gaining profits, maintaining or increasing market share and determining the goals to be achieved is one of the important parts in the process of developing a marketing strategy. A marketing strategy is a comprehensive, integrated and unified plan in the field of marketing that provides guidance on the activities that will be carried out to achieve the marketing of an enterprise (Rustini, 2015). The implementation of the right marketing strategy is the main key to be able to remain competitive in the world of trading. One of the right marketing strategies is to apply a marketing mix strategy which is often abbreviated as 4P, which consists of product, price, place and promotion variables. Marketing Mix 4P is a marketing mix used for marketing activities related to the products provided.

Marketing according to Kotler (2012) is a social and managerial process in which individuals and groups get their needs and wants by creating, offering and exchanging something of value to each other. Marketing according to Sunarto (2016) is a social process in which individuals and groups get what they need and want by creating, offering and exchanging valuable products with other parties. Marketing is a total system of business activity designed to plan, set prices, promote and distribute products, services and ideas capable of satisfying the desires of the target market in order to achieve organizational goals (Tjiptono, 2013:111). Indonesia is currently ranked 4th with the largest population in the world. Making Indonesia have densely populated human resources. One form of empowerment in Indonesia is the empowerment of Micro, Small and Medium Enterprises (MSMEs) which directly affect national economic growth. According

to the Deputy Chairman of the Chamber of Commerce for MSME Cooperatives and Creative Economy Erik Hidayat said, in addition to playing a role in economic growth, national MSMEs also have a very important contribution to overcome the problem of unemployment. MSMEs are proven to be able to absorb labor (www.tribunnews.com).

Kotler (2013:12), necessity is a condition of human life. People need air, food, water, clothing and shelter to survive. People also have a strong need for recreation, education, and entertainment. Demand is the desire for certain products, supported by the ability to pay. And needs are human desires for goods and services that must be met, and if not met will affect the sustainability of human life. The importance of product variations in a store makes researchers interested in conducting research where with variations we can choose and compare several goods and choose according to the needs we want, thus consumers will choose to come shopping continuously and choose a place that can meet various needs. Considering the variety of products is one of the most important attractions in sales. Variations can be seen from the view where we see the many types of products and the size of the products provided, so that we do not make decisions forcibly, in the sense of a forced decision, namely buying a product because we do not have the option to buy other types of products, because the goods provided are only one type. Buying interest is consumer behavior that shows the desire to buy an item that is seen with an interest in the item being seen and deciding to buy the item. Buying interest can also increase if the product seen is as expected by consumers, even consumers will also buy products that were not planned in advance because of their interest in seeing other products and trying to buy them.

That way it can increase sales because consumers' buying interest increases after seeing a wide range of products. Product variations are products that have different types produced by the company (Goover, 2013). The selection of variables of product variations is large to make it easier for consumers to choose products according to consumer wishes. A large variety of products can reach more consumers choosing products according to consumer desires. Variation is a product that is distinguished from the price, size, and materials used (Tjiptono, 2012). Consumers in choosing products always have desires and expectations for the products chosen (Kotler, and Kelller 2013). Thus, more and more product variations are expected to increase the buying and selling of the company. Price is an amount of money charged to consumers for a product or service (Kotler, 2012). Price is the entire value that consumers provide to benefit from the product. Price is an important component in determining a product, because the success of a business can be seen from the price of a product. The price determines how much profit is made from the sale. Setting a price that is too high will cause sales to decline, while setting a price that is too low will reduce the profits of business people. Thus, the price offered must be competitive because it is the main key in winning the competition between business actors. Research conducted by Gunawardane (2015) on the Impact of Brand Equity Toward Purchasing Decision: A situation on Mobile Telecommunication Service of Sri Lanka, in his research explained that there is a moderate relationship between brand awareness. Laela, Tanti (2015); Anzis & Sulistiyono (2020) & Ma'ruf (2018) gave an opinion from the results of a study that explained that buying interest increased due to the role of consumer behavior.

Arianto et al (2020); Prayogi & Santoso (2019) with the results of research that purchasing decisions increase due to the role of brands. However, it is different from the results of Senoaji's research (2018) which explains that buying interest increases due to the role of motivational mediation by consumers, and brands are not able to increase buying interest directly. Juaheri (2020) also argues that buying interest does not increase due to the role of product variations and prices. Sari et al (2020) with the results of research that buying interest cannot be a

mediation between products and promotions. Based on the explanation and background of the problem above, the purpose of the study is to analyze and find out the factors that affect buying interest and how to increase the sales of MSMEs in Nalumsari District, Jepara Regency with a focus on consumer attitudes, product variations and prices towards consumers' buying interest.

LITERATURE REVIEW

Buying interest

One form of consumer behavior is the interest or desire to buy a product or service. The consumer form of buying interest is a potential consumer, that is, a consumer who has not made a purchase action in the present and can be called a potential buyer. Kotler and Keller (2017) state that consumer buying interest is a consumer behavior where consumers have a desire to choose, use, and consume or even want a product offered. According to Kotler and Keller (2012) The definition of buying interest is buying interest is a behavior that arises as a response to an object that shows the consumer's desire to make a purchase. Schiffman and Kanuk (2012) that external influences, awareness of needs, product introduction and evaluation of alternatives are things that can generate consumer buying interest. This external influence consists of marketing efforts and socio-cultural factors. The marketing business in question is a marketing communication mix. According to Kotler and Keller (2016) there are eight kinds of marketing communication mixes, namely advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, interactive marketing, word of mouth, and personal sales.

Consumer intention

Tout le monde a tendance à se comporter de manière agréable ou désagréable envers un certain objet. L'attitude est l'un des concepts les plus importants que les entreprises utilisent pour comprendre les consommateurs. L'entreprise est très intéressée par l'attitude des consommateurs envers leurs produits, car une attitude positive se traduira par des achats, non seulement de la part des consommateurs concernés, mais des recommandations à leurs amis et à leur famille entraîneront également des achats qui profiteront à l'entreprise. Au contraire, une attitude négative envers le produit générera un rejet, et une telle attitude sera transmise pour influencer les autres. Sangadji et Sopiah (2013:176), l'attitude est au cœur des sentiments d'une personne d'aimer ou de ne pas aimer un certain objet. Les attitudes des consommateurs sont des réactions émotionnelles des consommateurs qui peuvent être des sentiments d'aimer ou de ne pas aimer un objet particulier, par exemple, comment l'attitude des consommateurs envers la performance du produit, comment l'attitude des consommateurs envers la marque de l'entreprise, comment l'attitude des consommateurs envers les prix des produits, comment les attitudes des consommateurs envers les publicités de produits qui sont affichées. Peter et Olson (2013 : 130) L'attitude est une évaluation approfondie qu'une personne fait d'un concept. À partir de la définition, on peut élaborer qu'une attitude est une organisation de croyances relativement fixes, ayant tendance à être étudiées, à répondre de manière cohérente et par conséquent favorable ou non, positivement ou négativement, que cela nous plaise ou non à l'objet ou à la situation. Un individu apprend des attitudes par l'expérience et l'interaction avec les autres.

Previous research

Tanti Dwi Fitra Laela (2015) with the title of research on the influence of consumer behavior and product brands on the buying interest of zoya fashion products, which states that even consumer behavior has a positive effect on buying interest. The brand of the product positively affects the interest in buying. Consumer behavior and product brands have a positive effect on buying interest. Slamet Prayogi & Awan Santosa (2019) entitled The Influence Of Product

Quality, Prices And Promotions On Interest In Buying Sri Sulastris Batik with the results of research that product quality, price and promotion affect the buying interest of Batik Sri Sulastris Bantul Yogyakarta. Eko Bayu Prasetyo et al (2019) with the research title The Effect of Discount Price on Purchasing Intentions Through Consumer's Perceived Risk in the Flash Sale Program at Shopee. The results of the study explained that price has a direct effect on consumer perception, but buying interest does not affect consumer perception. Mikdam Luthfi Aziz and Sulistiono, (2020) The Influence of Consumer Attitudes, Advertising, and Brand Image on Consumer Buying Interest The Jungleland Adventure Theme Park Case Study on STIE Students Unity with the results of the study showed that variable consumer attitudes, classifications, brand images had a positive and significant effect on consumers' buying interest (visiting) to The Jungleland Adventure Themepark. Juhaeri (2020) Effect of Promotion and Price on Customers' Purchase Interests at PT Sumber Cipta Multiniaga, South Jakarta Branch. The results of the study explained that promotions and prices have a positive effect on buying interest. Sari & Aprileny (2020) The Effect Of Product Quality And Promotion Of Customer Satisfaction With Interest In Buying As An Intervening Variable. The results of the study explained that product quality and promotion affect buying interest and buying interest is able to be intervening.

Frame of Mind



Research Hypothesis

H1: there is an influence of consumer attitudes towards buying interest

METHOD

This type of research is descriptive quantitative, namely answering problems using clear techniques so that there is a carefulness of each variable studied. Samples are part of the number and characteristics shared by such populations (Kuncoro, A & Sudarman, (2018). In other words the sample consists of a number of units that are part of the overall members of the population. Because the number of populations is unknown, the study used a non probability sampling technique with accidental sampling type. The determination of the minimum number of samples according to Hair et al (2017) is: $(\text{Number of indicators} + \text{number of latent variables}) \times (5 \text{ to } 10 \text{ times})$ Based on these guidelines, the maximum number of samples for this study is: Maximum sample $15 \times 10 = 150$ respondents. Based on the formula above, the maximum number of samples in this study was 150 respondents.

RESULTS

The descriptions of respondents of the male sex numbered 83 and the Female numbered 66. Likewise, respondents by age with an age category of 21-30 totaled 38 respondents, an age category of 31-40 amounted to 24 respondents, an age category of 41-50 amounted to 40 respondents and an age category of 51-56 amounted to 47 respondents. The description of respondents based on education with the category of schools was 5 respondents, diplomas were 102 respondents and undergraduates were 42 respondents.

Regression analysis

Linear regression tests were carried out to determine the relationship between independent variables and dependent variables, through the influence of consumer attitude variables (X1), product variations (X2), price (X3), promotion (X4) on buying interest (Y). The results of the

Standardized Coefficient (Beta) can be seen in the Table below.

Table 1.
Koefisien Standartdized Beta

Vairable	t count	Sig
Purchase intention	2.517	0,006

Source: primary data processed, 2022.

Testing the influence of variables free of consumer attitude variables, product variations, prices and promotions on variables bound to buying interest using the SPSS 17.0 for Windows process, it can be explained that the variables of consumer attitudes, product variations, prices and promotions have been shown to affect bound variables. This means that the hypothesis that states that partially the variables of consumer attitudes, product variations, prices and promotions have an influence on buying interest. Seen in the Coefficients column, the variable X1 has a calculated t of 2,517 with t table =1,655. So t calculate > t table it can be concluded that variable X1 has a contribution to Y. Positive t value indicates that variable X1 has a relationship in the same direction as Y. So it can be concluded that consumer attitudes have an influence on buying interest.

DISCUSSION

The results showed that consumer attitudes influenced buying interest, so it was obtained empirically which explained that there was a positive significant influence and advocated about the influence of consumer attitudes on buying interest. This means that When consumer attitudes increase, buying interest will also increase and vice versa, so that there is a positive signifikat on this hypothesis accepted. The dominant indicator on consumer attitude variables is trust in the brand. This proves that consumers have confidence in the brand, so with a brand that has been acceptable to consumers, buying interest is increasing. Likewise, evaluation of the brand has a role in increasing buying interest. So that consumers have the intention to buy. Schiffman and Kanuk (2012: 4) classify consumer attitudes into two types, namely individual consumers and organizational consumers. Individual consumers are people or individuals.

The results of the study are also consistent with those of Laela (2015); Prayogi & Santosa (2019) and Prasetyo et al (2019) with the results of the study explained that consumers have an attitude that has an impact on buying interest, so the stronger the consumer's attitude in making choices, the stronger the desire to buy. Likewise, according to Kotler and Keller (2017) stated that consumer buying interest is a consumer behavior where consumers have a desire to choose, use, and consume or even want a product offered. The results of the study are also supported by Tjiptono (2015, p.387) promotion is an element of the marketing mix that focuses on informing, persuading, and reminding consumers of the company's brand and products. Meanwhile, according to Buchory and Saladin in Aris Jatmika Diyatma (2017), promotion is one of the elements in the company's marketing mix that is used to inform, persuade, and remind about the company's products.

CONCLUSION

There is a significant and positive influence on consumer attitudes towards consumers' buying interest in MSMEs in Gemiring Lor Village and Muryolobo Village, Nalumsari District, Jepara Regency. There is a significant and positive influence of product variations on consumers' buying interest in MSMEs in Gemiring Lor Village and Muryolobo Village, Nalumsari District, Jepara Regency. There is a significant and positive influence of prices on consumers' buying interest in MSMEs in Gemiring Lor Village and Muryolobo Village, Nalumsari District, Jepara Regency. There is a significant and positive influence of promotion on consumers' buying

interest in MSMEs in Gemiring Lor Village and Muryolobo Village, Nalumsari District, Jepara Regency.

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