

The Influence of Product Quality and Price on Consumer Purchase Interest in Souvenir Products in the Baduy Cultural Tourism Area

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ABSTRACT

The purpose of this study was to find out empirically about the role of the influence of product quality and price on consumer buying interest in souvenir products in the Baduy cultural tourism area. This research was conducted in Ciboleger, the Outer Baduy Tribe Tourism Area. The samples were selected using a purposive method and 240 respondents were sampled. The method used in this study is a quantitative method using multiple linear regression analysis with the help of SPSS version 22. The population in this study is consumers of souvenir products in the cultural tourism area of the Baduy tribe, totaling 770 people. The sample using the Isaac and Micheal formula obtained the number of respondents as many as 240 people. In this study the instrument used to manage primary data was a questionnaire measured by a Likert scale used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. From the results of the F test, the significance value of the ANOVA test is $000 < 0.05$. Therefore, H_0 is rejected and H_1 is accepted, which means that there is a significant influence between the variables Product Quality and Price which together affect variable Y, meaning that Product Quality and Price become one unit in Souvenir Products in the Baduy Cultural Tourism Area so that the implementation these two variables can increase.

Keywords: *Purchase Interest, Product Quality, Price*

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1. INTRODUCTION

The Baduy tribe is one of the cultures in Lebak Regency. The Inner Baduy tribe consists of three villages, while the Outer Baduy tribe has around sixty-one villages spread across the hills of Mount Kendeng. The activities of the Baduy community in general are farming, planting and farming. Planting products such as rice, coffee, tubers are the commodities most often planted by the Baduy people.

Like most tribes in Indonesia, the Baduy tribe also knows the weaving culture from generation to generation and this weaving craft is only carried out by women. It's not just woven crafts that are found there, but there are also many traditional crafts such as souvenirs, clothing, batik, machetes, accessories such as bracelets, necklaces and one of the typical traditional crafts which is quite famous in the Outer Baduy tribe area is the *koja* or *jarog bag* made from *teureup* tree bark. Even though the work pattern is still traditional, if you look at it in terms of quality, the product produced is not inferior to the manufacturer's production.

The crafts of the Outer Baduy tribe have quite promising prospects for the development of a creative economy based on cultural tourism and naturally need to receive attention from the local government or the central government. Banten, as part of a remote community that

consistently carries out its ancestral traditions in field agriculture (ngahuma) while maintaining harmony with nature, continues to feel the touch of online technology.

Even though they do not have permission to use technology, due to the massive social interaction with outside visitors, the young Baduy generation is already familiar with gadgets. The use of social media as a means of selling Baduy community handicraft products has been very massive, since PT Telekomunikasi facilitated the Internet Training Center in 2016 which was attended by the Access Point Community with an Internet network.

The use of social media as a way of selling is not only carried out by Baduy people directly but also through the help of tourist agents, freelance YouTubers, bloggers and visitors who become sales agents by Mouth Selling in introducing handicrafts through the SABA BADUY impression on social media. Utilization of social media as a means of selling Baduy community craft products. Agus Prana Mulia. The use of social media as a way of selling handicraft products from the Baduy community Page:207

However, in reality the role of the local government, especially the Lebak Regency Tourism Office, is still not optimal, it can be seen from the lack of evenly achieved development programs to improve the quality of the craftsmen's products, the weak promotion carried out by the government towards the creative economic potential of the Outer Baduy community. That visitors to Baduy Cultural Tourism each year have experienced a decline due to Covid-19 can be seen in the table.

Table 1. Number of Baduy Tourism Visitors

Tour Names	2020	2021	2022
Baduy	20.319	6.274	770

Source: District Culture and Tourism Department. Lebak 2020-2022

In table 1, visitors always decrease every year, in 2020 there were 20,319 tourist visits until in 2022 visitors at Baduy Cultural Tourism experienced a decrease of 770 visitors.

2. METHODS

This type of research is quantitative research with the object of research being souvenir products in the Baduy Cultural Tourism Area. This research is causal associative research, namely a method that aims to explain causal relationships and influences between variables through hypothesis testing. (Sugiyono, 2018). In this research, primary data was taken directly from visitors to the Baduy Cultural Tourism Area. In this research, questionnaires were distributed by making a list of questions and filling them in directly by visitors to the Baduy cultural tourism area. The number of samples used in this research was 240 respondents. In this research, there are two variables, namely the independent variable and the dependent variable, the independent variable consisting of Product Quality (X1) and Price (X2), while the dependent variable in this research is Purchase Interest (Y).

The data analysis technique used in this research is instrument testing, in the form of validity and reliability tests. Apart from that, using multiple linear regression by carrying out classical assumption violation tests, including: normality test, multicollinearity test, heteroscedasticity test, autocorrelation test, coefficient of determination test, F test (Simultaneous), t test (Partial) (Ghozali, 2018).

3. RESULTS AND DISCUSSION

Research result

a. Instrument Test

1). Validity Test a). Product Quality Variable Validity Test (X1)

Test the validity of the Work Culture variable (X1), with 5 statements submitted to 240 respondents. The way to determine the r-table is the number of respondents minus 5, in other words $240 - 5 = 235$ dengan $\alpha 0,05$ yaitu 0,1275.

Table 1. Validity Test Results for Product Quality Variables (X1)

Indicator	Corrected item Total Correlation	r tabel	Information
P1	0,707	0,1275	vallid
P2	0,759	0,1275	vallid
P3	0,736	0,1275	vallid
P4	0,744	0,1275	vallid
P5	0,798	0,1275	vallid

Based on table 1, it can be concluded that statements one to five results from Corrected Item - Total Correlation have an r-value > that of the r-table. So that all statements on the product quality variable are valid.

2). Price Variable Validity Test (X2)

Test the validity of the Price variable (X2), with 4 statements submitted to 240 respondents. The way to determine the r-table is the number of respondents minus 4, in other words $240-4 = 236$ with $\alpha 0.05$, namely 0.1272.

Table 2. Price Variable Validity Test Results

Indicator	Corrected item Total Correlation	r tabel	Information
P1	0,753	0,1272	vallid
P2	0,728	0,1272	vallid
P3	0,777	0,1272	vallid
P4	0,708	0,1272	vallid

Based on table 2, it can be concluded that statements one to four results from Corrected Item - Total Correlation have an r-value > that of the r-table. So that all statements on the price variable are valid.

3). Test the Validity of the Purchase Interest Variable (Y)

Test the validity of the Purchase Interest (Y) variable, with 12 statements submitted to 240 respondents. The way to determine the r-table is the number of respondents minus 4, in other words $240-4 = 236$ with $\alpha 0.05$, namely 0.1272.

Table 3. Validity Test Results of the Purchase Interest Variable

Indicator	Corrected item Total Correlation	r tabel	Information
P1	0,774	0,1272	vallid
P2	0,791	0,1272	vallid
P3	0,727	0,1272	vallid
P4	0,809	0,1272	vallid

Based on table 3, it can be concluded that statements one to four results from Corrected Item - Total Correlation have an r-value > that of the r-table. So that all statements on the work discipline variable are valid.

2). Reliability Test

Table 4. Reliability Test Results

No	Research Variable	Nilai Cronbach's Alpha	Information
1	Product Quality (X1)	0,809	Reliable
2	Price (X2)	0,727	Reliable
3	Purchase Interest (Y)	0,779	Reliable

Based on table 24, it can be seen that Cronsbach's Alpha for the three variables tested has a value greater than 0.60. So that all the variable statements above are reliable and suitable for use in research.

b). Classical Assumption Test

1). Normality Test

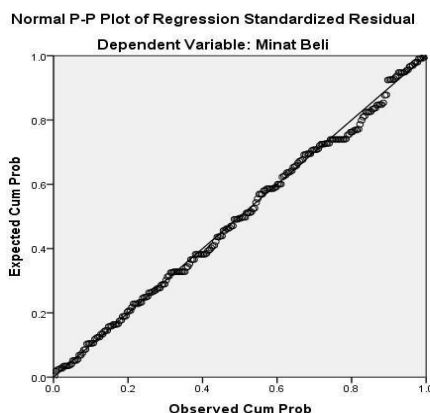


Figure 1. P-P Plot graph

Based on the results of the normality test based on the normal probability plot graphic image obtained from the results of data analysis, it can be seen that the dots are spread around the diagonal line. So it was concluded that in this study the data was normally distributed.

2). Multicollinearity Test

Table 5. Multicollinearity Test Results

		Coefficients ^a						
Model		Unstandardi zed B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	3.650	.885		4.126	.000		
	Product Quality	.220	.037	.319	5.895	.000	.786	1.272
	Price	.494	.057	.466	8.619	.000	.786	1.272

a. Dependent Variable: Purchase Interest

Based on the data in Table 5, it can be seen that the tolerance value for variable X1 is 0.786, the value for variable X2 is 0.786. The VIF value for variable X1 is 1.272, while the VIF value for variable X2 is 1.272. It can be concluded that the tolerance value for each variable is > 0.1 and the VIF (Variance Infloating Factor) value for each factor is no more than 10, so that each research variable does not show multicollinearity in the regression model.

3). Autocorrelation Test

Table 6. Autocorrelation Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin- Watson
1	.675 ^a	.456	.451	1.507	1.978

a. Predictors: (Constant), Price, Product Quality

b. Dependent Variable: Purchase Interest

From table 6 above, the autocorrelation results can be concluded that the Durbin-Watson value is $d = 1.978$, so it can be concluded that the regression equation model does not have autocorrelation problems.

4). Heteroscedasticity Test

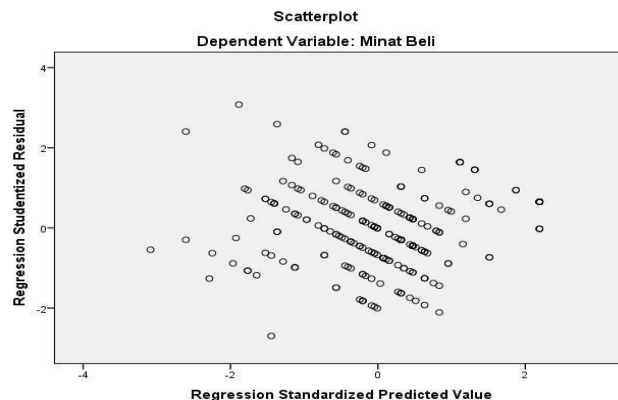


Figure 2. Heteroscedasticity Test Scatterplot

From the image above, the scatterplot display shows that the plot spreads randomly above or below zero on the studentized residual regression axis. Therefore, based on the heteroscedasticity test using the graphic analysis method, in the model formed above there are no symptoms of heteroscedasticity.

c) Multiple Linear Regression Test

Table. 7 Multiple Linear Regression Test Results

		Coefficients ^a						
Model		Unstandardi zed B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	3.650	.885		4.126	.000		
	Product Quality	.220	.037	.319	5.895	.000	.786	1.272
	Price	.494	.057	.466	8.619	.000	.786	1.272

a. Dependent Variable: Purchase Interest

Based on Table 7, it can be seen that the sig result for the Product Quality variable (X1) is 0.00, while the sig for the Price variable (X2) is 0.00. From these two variables, it can be seen that the sig result is <0.05 . Thus, Product Quality and Price partially have a significant effect on Purchase Interest or it can be said that the two independent variables partially have a significant influence on Purchase Interest or it can be said that the two independent variables have a significant influence on variable Y.

d) Uji Koefisien Determinasi (R²)

Table. 8 Coefficient of Determination Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin- Watson
1	.675 ^a	.456	.451	1.507	1.978

Based on table 8, the Determination Coefficient (R²) shows an R Square figure of 0.456. This is 45.6% of the change in the Purchase Interest variable (Y) can be explained by the Product Quality (X1), Price (X2) variables in other words, while the remaining 54.4% is explained by other variables outside the research.

e) Hypothesis Testing**1). Partial Test (t Test)****Table 9 Partial Test Results (t Test)**

		Coefficients ^a						
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	3.650	.885		4.126	.000		
	Product Quality	.220	.037	.319	5.895	.000	.786	1.272
	Price	.494	.057	.466	8.619	.000	.786	1.272

a. Dependent Variable: Purchase Interest

Based on Table 9, it can be seen that the sig result for the Product Quality variable (X1) is 0.00, while the sig for the Price variable (X2) is 0.00. From these two variables, it can be seen that the sig result is <0.05. Thus, Product Quality and Price partially have a significant effect on Purchase Interest or it can be said that the two independent variables partially have a significant influence on Purchase Interest or it can be said that the two independent variables have a significant influence on variable Y.

2). Simultaneous Test (F Test)**Table 10. Simultaneous Test Results (F Test)**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	450.861	2	225.430	99.300	.000 ^b
Residual	538.035	237	2.270		
Total	988.896	239			

a. Dependent Variable: Purchase Interest**b. Predictors: (Constant), Price, Product Quality**

Based on table 10 above, the Fcount value is 99.300 with the significance value from the anova test being <0.05. Therefore, H0 is rejected and H1 is accepted, which means that there is a significant influence between the variables Product Quality and Price which together influence the Interest in Buying Souvenir Products in the Baduy Cultural Tourism Area.

Discussion**The Influence of Product Quality on Purchase Intention**

The results obtained from this research are that product quality has a positive influence on purchase interest. This means that the better the product quality, the higher the interest in buying souvenir products in Baduy cultural tourism. It can be seen from the highest indicator score on the questionnaire statement that souvenir products in the Baduy Cultural Tourism Area are of good quality. Respondents rated this statement positively, because respondents thought that good product quality could increase interest in buying souvenir products in the Baduy Cultural Tourism Area. Positive influence shows that product quality is in line with purchase interest. If product quality gets better, interest in buying the product will increase. The results of this research support the results of research conducted by Febi Tri Suharnia and Rulirianto (2021) which stated that product quality has a positive and significant effect on purchase interest.

The Influence of Price on Purchase Intention

The research results obtained in this study show that price has a negative influence on buying interest. It can be seen from the highest indicator score in the questionnaire statement that the price of souvenir products in the Baduy Cultural Tourism Area is cheaper

than other products. Respondents rated this statement positively because respondents thought that the prices of souvenir products in the Baduy Cultural Tourism Area were cheaper than the prices of other products. So consumers will buy the product. Positive influence shows that price is in the same direction as buying interest. If the price is good then buying interest will increase. The results of this research contain the results of research conducted by Febi Tri Suhania and Rulirianto (2021) which states that price has a positive and significant effect on buying interest.

The Influence of Product Quality and Price Together on Purchase Intention

From the results of the F test, the significance value of the anova test is $000 < 0.05$. Therefore, H_0 is rejected and H_1 is accepted, which means that there is a significant influence between the variables Product Quality and Price which together influence variable Y, meaning that Product Quality and Price become one unit in Souvenir Products in the Baduy Cultural Tourism Area so that the application of both variables This can increase interest in buying souvenir products in the Baduy Cultural Tourism Area. The results of this research support the results of research conducted by Febi Tri Suhania and Rulirianto (2021) which stated that price has a positive and significant effect on buying interest.

4. CONCLUSION

Based on the collection and processing of research data regarding the influence of product quality and price on interest in purchasing souvenir products in the Baduy Cultural Tourism Area, it can be concluded as follows:

1. Based on respondents' perceptions regarding Product Quality and Interest in Buying Souvenir Products, the overall average of respondents' answers was agree. So, with this, the respondents' perception of product quality and price on their interest in purchasing souvenir products in the Baduy Cultural Tourism Area is stated to be good.
2. Product Quality and Price partially have a positive and significant effect on Interest in Buying Souvenir Products in the Baduy Cultural Tourism Area.
3. Product quality and price simultaneously have a positive effect on interest in purchasing Baduy cultural tourism souvenir products.
4. The variable that has the most influence on Purchase Interest is Product Quality, this is proven by the results of the regression equation. Product Quality has a coefficient value that greatly influences Purchase Interest.

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