

The Influence of Food and Beverage Product Marketing on Consumer Purchase Interest in MSME Actors in Makassar

Penulis:

Sultan¹
ST. Rukaiyah²
Rahmat Laan³
Muh. Rezky Naim⁴

Afiliasi:

STIE Makassar
Maju,¹Univertas
Fajar², Universitas
Muhammadiyah
Kupang³,Unismuh
Mamuju⁴

Korespondensi:

Sultanlpm@yahoo.com.
rukaiyah_st2609@yahoo.co
m, laanrahmat@gmail.com,
rezkynaim@gmail.com

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The purpose of this study was to examine the effect of food and beverage variables on purchasing preferences. Data collection was carried out by distributing questionnaires to MSME stakeholders in five sub-districts spread across the city of Makassar. Hypothesis testing here involves the use of multiple regression analysis. The results of this study show that food and beverage variables have a strong effect on purchase intent.

Background: Buying interest in consumers is a very important phenomenon in marketing activities. Buying interest is consumer behavior that bases the purchase decision to be made". From the above opinion, it can be said that the buying interest arises from within a consumer after consuming and feeling repository.unimus.ac.id 4 own benefits received when consuming a product. Consumer buying interest can be influenced by product quality. Some of the descriptions above, the author is interested in knowing the relationship between Product Quality and Buying Interest, so the researcher conducted a study entitled Based on the description above, the purpose of this study is to test whether the product has an effect on consumer interest in shopping for MSME Actors.

Method: The respondents here are MSMEs in Makassar City. This research method uses purposeful sampling method. The duration of this study was carried out for 3 months due to the time of distribution of questionnaires and the coverage covered by all MSME actors in the city of Makassar. For the evaluation of each statement item using a 5-point Likert scale, where 1 strongly disagrees and 5 strongly agrees. Hypothesis testing is performed using simple linear regression analysis. The formula of the regression equation is: $Y = a + b_1X_1 + e$

Result: The product has a positive effect on the desire to buy. This can be seen from the significance value smaller than alpha 0.000 (<0.05) which indicates a significant influence. A positive beta value of 0.464 means that the influence of the product on customer decisions is positive. That is, the better and more diverse products offered by MSME agents, the more people are interested in making purchases. This can be seen from the significance value below alpha 0.000 (<0.05) which indicates the effect of having a positive beta value of 0.345. This means that the effect of price on purchase intention is positive. **Conclusion:** From the results of research and discussion, several things can be concluded. First, the variety and quality of products offered by small and medium-sized businesses arouses interest and desire to buy from customers and potential consumers. Second, attractive prices also encourage consumers to buy bamboo products from MSME players.

Keywords: Food and Beverage Products, Buying interest

Introduction

With the progress of digitization in the economic field, the development of the business world has experienced rapid growth and progress. All this is evidenced by the emergence of new companies. All of them try to produce goods and services to meet the increasing needs and wants of consumers. One of the objectives of establishing a company is to get the maximum profit because with these profits the company can develop its business and maintain the company's survival.

Benchmark sales results can be seen from the number of products or services that can be sold to consumers. The greater the number of products marketed or sold, it can be said that the company is successful in carrying out its sales activities. Companies must work hard to create new strategic policies in selling products and services about facing intense competition with competitors who can provide greater value to customers. Basically, with the increasing number of competitors, the more choices for customers to be able to choose products according to what they expect. So the consequence of these changes is that customers are becoming more careful and smarter in dealing with every product that is launched on the market.

Monitoring actions can be carried out during the initial prevention process, for example by having a competent workforce which will certainly improve the quality of the product or service so that the possibility of a failed product will decrease. A decrease in damaged products, of course, will have an impact on reducing expenses or costs that must be allocated for the process of repairing or reworking products. Promotion is an important factor in realizing a company's sales goals. So that consumers are willing to become customers, they must first be able to try or research the goods produced by the company, but they will not do this if they are unsure. This is where the need to hold targeted promotions is because it is expected to have a positive influence on increasing sales. With promotions, companies can communicate products to consumers.

The advantages of the product can be known and can make consumers interested in trying and then making a decision to buy a product. So promotion is an important aspect in marketing management because promotion can make consumers who were not interested in a product change their minds and become interested in the product. According to Swastha (2002:147), "Price is the money needed to get several combinations of goods and services". Price is often associated with quality, consumers tend to use price as an indicator of quality or potential satisfaction with a product. When someone is shopping, the first thing that is often considered is the price, then the product to be purchased, both appearance and quality.

According to Swastha and Irawan (2001: 339) "Purchasing interest is related to feelings and emotions, if someone feels happy and satisfied in buying goods or services then it will strengthen buying interest, dissatisfaction usually eliminates interest. Buying interest that exists in consumers is a very important phenomenon in marketing activities. Purchase intention is a consumer behavior that underlies the purchase decision to be made. From the above opinion, it can be said that the purchase intention arises within a consumer after consuming and experiencing the benefits received when consuming a product. Consumer buying interest can be influenced by product quality. In some of the descriptions above, the authors are interested in knowing the relationship between Product Quality and Purchase Intention, so researchers conduct research with the title Based on the description above, the purpose of this study is to test whether the product affects consumer interest in shopping with UMKM actors on consumer interest in shopping with UMKM actors.

Literature Study

Product

A product (commodity) is anything that is offered to a market for attention, purchase, use or consumption. Therefore it can satisfy wants and needs (Kotler & Armstrong, 2020: 253). Products are the most important element for a business because they can be marketed for sale, owned, and consumed to meet consumer needs and wants.

Purchase Interest

Simamora (2012: 131) Interest is something that is personal and involves attitudes, individuals who are interested in an object will have the strength or encouragement to carry out a series of behaviors in order to achieve or obtain the object. Shopping preferences via the internet are actions taken by consumers to get goods according to their wishes which are carried out via the internet. The internet here can be website-based or application-based which can be downloaded using a consumer's cellphone. What is studied here is the buying interest rate. Consumer behavior is a number of individual actual actions that are influenced by psychological (psychological) and other external factors that lead to the choice and use of the desired goods (Kotler, 2015). : 215).

Research Methods

Respondents here are UMKMs in Makassar City. This research method uses a purposeful sampling method. The duration of this research was carried out for 3 months due to the time the questionnaire was distributed and the coverage covered by all UMKM actors in the city of Makassar. To evaluate each statement item using a 5-point Likert scale, where 1 strongly disagrees and 5 strongly agrees. Hypothesis testing is done using simple linear regression analysis.

Result

The results of the question validity test on the first 50 respondents showed that the factor load value for each question was greater than 0.18, this indicated that the questions used were valid for measuring the desired variable. Then Cronbach's alpha value of 0.698 (> 0.5) indicates that the tool used is reliable. This means that this research questionnaire has a good and stable generalization for use in other contexts. The F value of the relevance index is 61.251 indicating that this research model can explain the actual phenomenon of 61.251%. The R-squared value is 0.449 which means that the food and beverage variable influences purchase preferences by 44.9%. Meanwhile, 55.1% of the impact is explained by variables other than the model. The research hypothesis was tested by simple linear regression

Discussion

The product has a positive effect on the intention to buy. This can be seen from the significance value which is smaller than alpha 0.000 (< 0.05) which shows a significant effect. A positive beta value of 0.464 means that the product's influence on customer decisions is positive. That is, the better and more varied the products offered by UMKM agents, the more people are interested in making purchases. Pricing has a positive impact on customers' decisions to deposit savings at traditional do-it-yourself banks. This can be seen from the significance value below alpha 0.000 (< 0.05) which shows the effect of having a positive beta value of 0.345. This means that the effect of price on purchase intention is positive. This means that if UMKM agents offer attractive prices, potential buyers will be interested and want to buy food and beverage products.

Conclusion

From the results of research and discussion it can be concluded several things. First, the variety and quality of products offered by small and medium enterprises generate interest and desire to buy from potential customers and consumers. Second, attractive prices also encourage consumers to buy products from UMKM.

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