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The Influence Of Selling Price And Product Brand On Consumer Purchase Interest (A Case Study at Dapoer Bunda Cenna in Pesawaran)

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Abstract

This study aims to analyze the influence of selling price and product brand on consumer purchase interest in the micro, small, and medium enterprises (MSMEs) Dapoer Bunda Cenna in Pesawaran Regency. Selling price and product brand are considered two main factors that can affect consumers' decisions to purchase a product. This research employs a quantitative method with a survey approach involving 87 respondents who have purchased products from Dapoer Bunda Cenna. Data were collected through questionnaires and analyzed using validity tests, reliability tests, normality tests, multicollinearity tests, heteroscedasticity tests, and multiple linear regression to examine the influence of selling price and product brand on consumer purchase interest.

The results indicate that the selling price has a positive and significant influence on consumer purchase interest, with a regression coefficient value of 0.241. Similarly, the product brand also has a positive and significant influence, with a regression coefficient value of 0.273. The t-test shows that both independent variables, selling price and product brand, have a significant influence on consumer purchase interest, with a significance value less than 0.05. The ANOVA test also reveals a significant joint effect of selling price and product brand on consumer purchase interest.

Key Words: Selling Price, Product Brand, Consumer Purchase Interest, Micro, Small, and Medium Enterprises (MSMEs), Marketing Strategy.

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INTRODUCTION

Humans in the modern era have complex needs. Primary needs are the most fundamental needs that must be fulfilled. Among these primary needs, food becomes a very important aspect, with continuously increasing demand. This results in more intense competition within the food industry

This competition is evident from the numerous new and established companies producing various types of processed food. Producers are competing to develop innovations that offer value, quality, and price that are continuously evolving. This is done because consumers tend to pay attention to these factors when selecting products. In this situation, the business world today is full of challenges as well as opportunities, especially in Indonesia.

Globalization also opens up opportunities for companies to leverage various platforms to market their products with the right strategies. However, on the other hand, globalization also brings challenges such as brand image damage due to intense competition. The rapid spread of information can become an obstacle in product marketing if not managed properly.

According to Sodikin (2015:158), selling price is the combination of a product or goods with services offered. Setting an effective selling price must consider maximum profit and market segmentation. Dapoer Bunda Cenna, for example, sets a selling price that is affordable for various segments, from the lower to the upper class, in order to attract more consumers.

A buyer's decision to purchase food is significantly influenced by a positive brand image. Customers tend to choose products they believe have good food quality. Consumer purchase interest is an important component of consumer behavior that greatly impacts their purchasing decisions. When purchase interest is high, consumers are more likely to make a purchase, which increases the company's revenue. According to Purnomo (2023), consumers prefer to purchase products from well-known brands because they feel more comfortable and consider these brands to be more reliable, easier to find, more available, and of unquestionable quality.

LITERATURE ANALYSIS AND METHODOLOGY

Definition of Selling Price

According to Marlina (2019), the selling price is the combination of a product or goods with services offered. Setting an effective selling price must consider maximum profit and market segmentation. Dapoer Bunda Cenna, for example, sets a selling price that is affordable for various segments, from lower to upper class, to attract more consumers. The

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phenomenon of premium pricing is often used to create an exclusive impression. In addition, discounts are also an attractive strategy that often motivates both rational and emotional consumers. An effective pricing strategy is very important. Several pricing methods include premium pricing to create an exclusive impression or penetration pricing to attract new customers. In practice, pricing also takes into account internal factors (such as fixed and variable costs) and external factors (such as market conditions and consumer behavior). Based on this, the important role of the selling price is in the success of a product in the market, not only in meeting customer expectations but also in ensuring long-term profits. Zeamita (2020) explains that a brand includes symbols, names, designs, or other elements that provide identity and create an image in the eyes of consumers. A strong brand can provide advantages and increase consumer loyalty compared to competitors.

According to Firmansyah (2019), a brand can be defined as a mark, name, design, symbol, combination, or term of these elements that represent the identity of a business, seller, or product and service maker. Consumers consider brands important because they can add value to the goods they purchase. According to Purnomo, A. (2020), attractive and optimally functional packaging can enhance a product's appeal, strengthen brand identity, and differentiate it from competitors' products.

Definition of Purchase Interest

The level of interest or desire a buyer has in purchasing a product or service is called purchase interest, which is shown by the extent of the buyer's attention to a product (Sari, 2020). This is influenced by many factors such as quality, price, advertising, and previous experiences. High purchase interest becomes an important indicator in the purchasing decision-making process because the greater the interest, the more likely the buyer is to purchase the offered product.

Purchase interest arises during the buying decision-making process. After paying attention to a product or service, consumers begin to feel interested and want to learn more. Several factors that can increase purchase interest include the right marketing strategy, promotions, recommendations from others, or a positive perception of the brand. Essentially, purchase interest is the first step toward the decision to buy, and the greater the purchase interest, the higher the chance of a transaction occurring.

RESEARCH AND RESULTS

General description

Purchasing power of the local community. As an MSME, Dapoer Bunda Cenna needs to consider various factors in price setting, such as production costs, raw material prices, the

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level of competition in the local market, and consumer expectations. This study aims to identify whether consumers are more interested in products with affordable prices or if they are still willing to pay higher prices if the product offers better quality or benefits. The findings will provide important insights for entrepreneurs in setting effective pricing strategies.

In addition to price, product brand is an important element in this study. As a local business, Dapoer Bunda Cenna needs to build a strong brand image to attract consumer attention and create trust. A well-managed brand not only reflects the quality and consistency of the product but also differentiates the business from its competitors. This study can reveal consumer perceptions of the Dapoer Bunda Cenna brand, including its level of recognition, appeal, and whether the brand has been able to establish an emotional connection with consumers.

Consumer purchase interest reflects their desire to buy a product after considering factors such as price and brand. In this context, internal factors such as purchasing power, individual preferences, and consumption needs, as well as external factors such as promotions, recommendations from others, and customer reviews, play an important role. This study can also show the extent to which these factors influence consumers' decisions in choosing Dapoer Bunda Cenna products compared to other competitors.

The relationship between selling price, product brand, and purchase interest is the core of this study. Competitive pricing can attract consumer attention, but a strong brand can create added value that encourages consumers to buy a product even if the price is higher. This study will help determine whether consumers in Pesawaran prioritize price or brand when deciding to purchase a product, as well as how these two factors can complement each other to maximize purchase interest.

Data Validity Test

The data validity test is the process of assessing the extent to which a measurement tool or research instrument is able to accurately measure what it is intended to measure, in accordance with the research objectives. Validity determines the legitimacy and relevance of the results obtained through the instruments or questions specified by the researcher, ensuring that the data collected can be scientifically accountable.

Variabel	Question Items	Corrected Item Pertayaan Total Correlation	r Tabel	Ket.
	X1 A1	0.570	0.1755	VALID

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X1	X1 A2	0.564	0.1755	VALID
	X1 A3	0.676	0.1755	VALID
	X1 A4	0.428	0.1755	VALID
	X1 A5	0.524	0.1755	VALID
	X1 A6	0.351	0.1755	VALID
	X1 A7	0.333	0.1755	VALID
	X1 A8	0.411	0.1755	VALID
	X1 A9	0.358	0.1755	VALID
	X1 A10	0.325	0.1755	VALID
X2	X2 A1	0.713	0.1755	VALID
	X2 A2	0.765	0.1755	VALID
	X2 A3	0.799	0.1755	VALID
	X2 A4	0.775	0.1755	VALID
	X2 A5	0.824	0.1755	VALID
	X2 A6	0.542	0.1755	VALID
	X2 A7	0.655	0.1755	VALID
	X2 A8	0.341	0.1755	VALID
	X2 A9	0.332	0.1755	VALID
	X2 A10	0.412	0.1755	VALID
Y	Y1 A	0.749	0.1755	VALID
	Y1 B	0.700	0.1755	VALID
	Y1 C	0.775	0.1755	VALID
	Y1 D	0.772	0.1755	VALID
	Y1 E	0.716	0.1755	VALID
	Y1 F	0.726	0.1755	VALID
	Y1 G	0.541	0.1755	VALID
	Y1 H	0.341	0.1755	VALID
	Y1 I	0.367	0.1755	VALID
	Y1 J	0.534	0.1755	VALID

All question items for variables X1, X2, and Y are declared valid based on the analysis results. The corrected correlation values for all items are greater than the r-table value (0.1755) for each item. The values for variable X1 range from 0.325 to 0.676, the values for variable X2 range from 0.332 to 0.824, and the values for variable Y range from 0.341 to 0.775. Therefore, each question item has the ability to consistently measure the dimension

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or structure it represents. These results indicate that the research instrument has good validity for all three variables and can be used for data collection. This validity ensures that each question in the instrument can accurately represent the variables being studied.

Reliability Test

The process of evaluating the consistency and reliability of a research instrument in producing stable and dependable data when used repeatedly under the same conditions is known as a reliability test. An instrument is considered reliable if its measurements remain consistent even after repetition. This test ensures that the tool not only produces valid data but also remains free from random errors that could affect the research results

Variabel	Realibiltas Coefficient	Cronbach Alpha	Keterangan
X1	10	0.723	Reliabel
X2	10	0.823	Reliabel
Y	10	0.898	Reliabel

The three variables (X1, X2, and Y) show high reliability values, according to the results of Cronbach's Alpha and Reliability Coefficients. Cronbach's Alpha is a measure used to assess the internal consistency of an instrument or measurement scale. The Cronbach's Alpha values for variables X1, X2, and Y are 0.723, 0.823, and 0.898, respectively, all greater than 0.70. Therefore, it can be concluded that all three variables are reliable and consistent in measuring what they are intended to measure.

In conclusion, the data obtained from the three variables (X1, X2, and Y) show very good reliability levels. The instruments used to evaluate these three variables can be trusted for further analysis, as each has a Cronbach's Alpha value above 0.70. This indicates that the questionnaire or scale used in this study is highly consistent internally and that the resulting findings are accountable.

Selling Price Normality Test

		Unstandardized Residual
N		87
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.59043560
Most Extreme Differences	Absolute	.124

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	Positive	.124
	Negative	-.104
Test Statistic		.430
Asymp. Sig. (2-tailed)		.993[c]

The results of the normality test show that the residual data has a distribution that is close to normal. With a mean value close to zero and a standard deviation of 1.59043560, the residual data exhibits a symmetric spread. The Test Statistic value of 0.430 and the Asymp. Sig. (2-tailed) value of 0.993, which is greater than 0.05, indicate that the data does not differ significantly from a normal distribution. Based on this, the normality test for the selling price variable can be concluded to follow a normal distribution.

Product Brand Normality Test

		Unstandardized Residual
N		87
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.47520348
Most Extreme Differences	Absolute	.116
	Positive	.116
	Negative	.098
Test Statistic		.395
Asymp. Sig. (2-tailed)		.967[c]

The results of the normality test show that the residual data has a distribution that is close to normal. With a mean value close to zero and a standard deviation of 1.47520348, the residual data exhibits a symmetric spread. The Test Statistic value of 0.395 and the Asymp. Sig. (2-tailed) value of 0.967 indicate that the data does not differ significantly from a normal distribution..

Uji Normalitas Minat Beli

		Unstandardized Residual
N		87
Normal Parameters[a,b]	Mean	.0000000

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	Std. Deviation	1.47520348
Most Extreme Differences	Absolute	.098
	Positive	.098
	Negative	.082
Test Statistic		.350
Asymp. Sig. (2-tailed)		.976[c]

The normality test for purchase interest is used to determine whether the distribution of data related to consumers' purchase interest follows a normal distribution. A normal distribution of purchase interest data is essential for conducting parametric tests, such as correlation and regression analysis. If the data is normally distributed, it supports the validity of further statistical tests. However, if the data does not meet the assumption of normality, non-parametric tests may be applied.

Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Harga Jual	.339	2.954
	Merek Produk	.339	2.954

In the results of this test, there are two independent variables being tested, namely Selling Price and Product Brand. Based on the collinearity statistics results, the Tolerance values for both variables are as follows:

a) Selling Price: Tolerance = 0.339 and VIF = 2.954
b) Product Brand: Tolerance = 0.339 and VIF = 2.954

To assess whether there is a multicollinearity issue in the regression model, we look at the Tolerance value and the Variance Inflation Factor (VIF). According to common rules, if the Tolerance value is less than 0.10 or if the VIF value is greater than 10, it indicates significant multicollinearity between independent variables. Therefore, it can be concluded that both independent variables, Selling Price and Product Brand, do not experience high

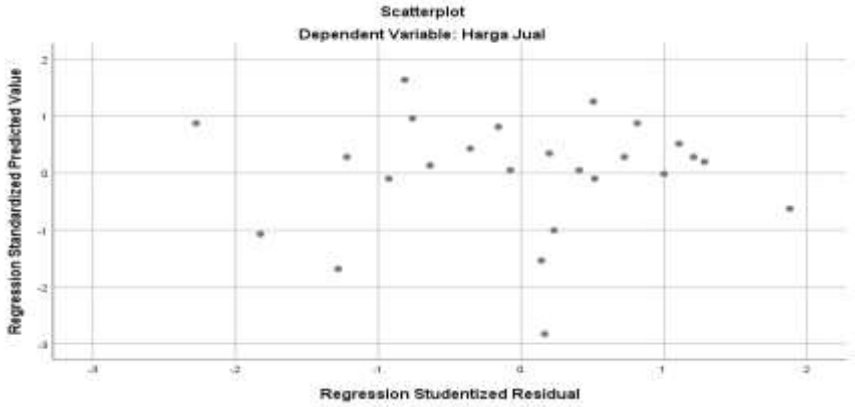
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multicollinearity, so the regression model used can be considered valid for analyzing their impact on consumer purchase interest.

Heterokedastisitas Tes

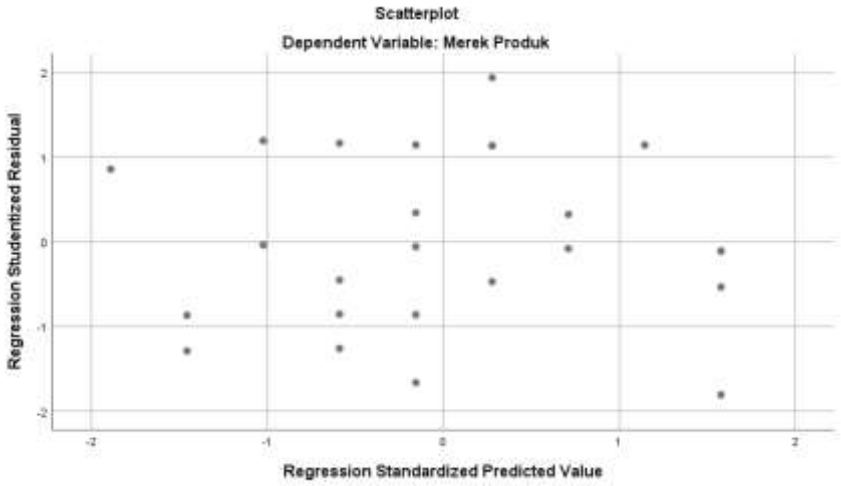
Selling Price Heteroscedasticity Test



Picture 1 ScatterPlot Selling Price

Product Brand Heteroscedasticity Test

The scatterplot above shows that the residual points are fairly randomly distributed around the horizontal axis (residual value 0), with no clear patterns such as lines, curves, or clusters concentrated in specific areas. This indicates an initial indication that the assumption of homoscedasticity is met, so the heteroscedasticity test can be considered valid

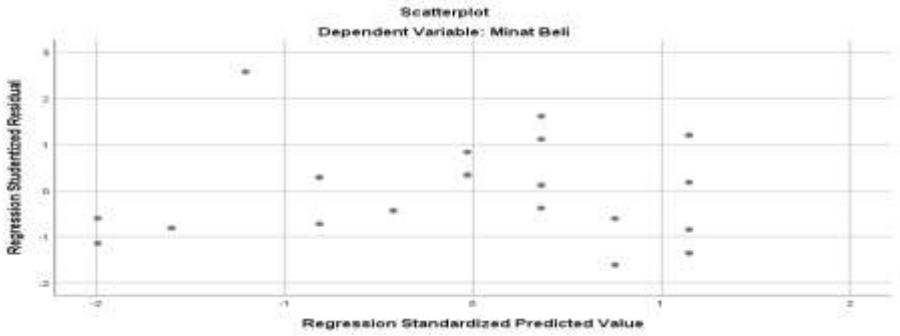


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The scatterplot above shows the relationship between the Regression Standardized Predicted Value and the Regression Studentized Residual for the product brand variable. The points on the scatterplot appear to be randomly scattered around the horizontal line (residual = 0), with no specific patterns such as curves, cones that expand or contract, or clusters. This dispersion indicates that the error variance (residuals) tends to be constant across all predicted values. Therefore, visually, there is no strong indication of heteroscedasticity in this regression model.

Product Brand Heteroscedasticity Test



Based on the scatterplot from the heteroscedasticity test above, it can be seen that the distribution of residual points does not form any specific pattern, but rather is randomly scattered around the zero horizontal line. This indicates that the error variance (residuals) is homogeneous, so there is no indication of heteroscedasticity in the tested regression model. This situation suggests that one of the key assumptions in linear regression analysis, namely homoscedasticity, has been met.

Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	3.025	.892	
	X1	0.241	.071	.307
	X2	0.273	.076	.356

Based on the obtained regression results, the equation that represents the relationship between the variables is as follows:

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Y=3.025+0.241X1+0.273X2+e

Based on the regression analysis results, the constant value of 3.025 represents the baseline value of Purchase Interest (Y) when the independent variables, Selling Price (X1) and Product Brand (X2), are zero. The coefficient of the Selling Price variable (X1) is 0.241, indicating a positive influence on Purchase Interest. This means that for each one-unit increase in Selling Price, the Purchase Interest will increase by 0.241 units, assuming other variables remain constant. Similarly, the coefficient of the Product Brand variable (X2) is 0.273, which also shows a positive influence. For each one-unit increase in Product Brand, Purchase Interest will increase by 0.273 units, assuming other variables remain constant. These results indicate that both independent variables, Selling Price (X1) and Product Brand (X2), have an effect on the dependent variable, which is Purchase Interest (Y).

T Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.025	.892		3.903	.001
	X1 Harga Produk	0.241	.071	.307	3.584	.001
	X2 Merek Produk	0.273	.076	.356	3.697	.001

a. Dependent Variable: Y

Based on the regression analysis results, it can be concluded that the variables Product Price and Product Brand have a significant influence on Consumer Purchase Interest. The t-statistic value for Product Price is 3.584 and for Product Brand is 3.697, both of which are greater than the t-table value of 1.985, with significance values of 0.001 for each, which are less than 0.05. This indicates that both a product price that meets consumer expectations and a strong brand are able to significantly increase consumer purchase interest.

In conclusion, the alternative hypothesis (H1), which states that there is a positive and significant effect of Product Price and Product Brand on Consumer Purchase Interest, is accepted. On the other hand, the null hypothesis (H0) is rejected. The results of this study emphasize the importance of a competitive pricing strategy and brand strengthening in increasing consumer purchase interest, especially in the context of Dapoer Bunda Cenna,

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where brand quality and appropriate pricing play a crucial role in consumers' purchasing decisions.

F Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	560.920	2	280.460	4.306	001[b]
	Residual	.000	84	.000		
	Total	560.920	86			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

The ANOVA table shows that the calculated F-value is 4.306, which is greater than the F-table value (2.09) at a 5% significance level. This indicates a significant joint effect between Product Price (X1) and Product Brand (X2) on Consumer Purchase Interest (Y). Moreover, the very small significance value (0.001) indicates that the influence of both independent variables, Price and Brand, on Consumer Purchase Interest is strong and significant at the 5% significance level. A significance value smaller than 0.05 (0.001 < 0.05) supports the acceptance of the hypothesis that both have a significant impact.

Based on the results of the ANOVA, it can be concluded that there is a significant joint effect between Price and Product Brand on Consumer Purchase Interest. This effect is strong and significant at the 5% significance level.

The Effect of Selling Price on Purchase Interest at Dapoer Bunda Cenna

The selling price has a significant and positive effect on consumer purchase interest at Dapoer Bunda Cenna. Based on the regression test results, the regression coefficient for the selling price is 0.241, indicating that for every one-unit increase in selling price, consumer purchase interest increases by 0.241 units, assuming other variables remain constant. The t-test results show a t-value of 3.584, which is greater than the t-table value (3.584 > 1.985), and a significance value of 0.001, which is less than 0.05 (0.001 < 0.05). This confirms that the effect of the selling price on consumer purchase interest is highly significant.

This positive effect indicates that the higher the product price that meets consumer expectations, the greater the consumer interest in purchasing the product. For Dapoer

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Bunda Cenna, this means that an effective pricing strategy can enhance the product's appeal and encourage consumers to make a purchase. By setting a price that aligns with the quality or value offered by the product, Dapoer Bunda Cenna can increase sales and attract more consumers.

In general, the Selling Price influences consumer Purchase Interest at Dapoer Bunda Cenna, as price is one of the key factors that consumers consider when making purchase decisions. In a competitive market, consumers tend to compare the price of a product with its quality and benefits. If the selling price of Dapoer Bunda Cenna's products is considered to be in line with their quality or even more affordable compared to similar products on the market, consumers are more likely to be interested in purchasing. By offering the right price, Dapoer Bunda Cenna can capture the attention of consumers seeking the best value for their money, which, in turn, increases Purchase Interest.

The Influence of Product Brand on Consumer Purchase Intention at Dapoer Bunda Cenna

The product brand also has a significant and positive influence on consumer purchase intention at Dapoer Bunda Cenna. Based on the regression results, the regression coefficient for the product brand is 0.273, which indicates that each increase of one unit in the strength or popularity of the product brand will increase consumer purchase intention by 0.273 units, assuming other variables remain constant. The t-test results show a t-count value of 3.697, which is greater than the t-table value (3.697 > 1.985), with a significance value of 0.001, which is less than 0.05 (0.001 < 0.05). This proves that the product brand has a significant influence on consumer purchase intention.

This positive influence indicates that consumers are more inclined to purchase products that have a strong or well-known brand. A good brand not only reflects the quality of the product but also builds consumer trust and loyalty. For Dapoer Bunda Cenna, strengthening the product brand can be an important strategy in attracting more consumers, as consumers tend to choose products from brands they trust and consider of high quality. By enhancing the brand image, Dapoer Bunda Cenna can improve its competitiveness in the market and increase consumer purchase intention.

Overall, while Price is also an important factor, the influence of Product Brand on consumer purchase intention should not be overlooked. A strong product brand has the power to build consumer loyalty and trust, which often leads to an increase in purchase intention. Consumers tend to be more attracted to products with brands they are familiar with and trust, which enhances their decision to make a purchase. Therefore, companies

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need to pay attention to the brand aspect in their marketing strategies, as it has a significant impact on purchase decisions and consumer purchase intention.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Based on the results of the discussion and analysis of the research conducted, the following are the conclusions of this study.

1. The regression test, t-test, and F-test show that the product price has a significant influence on consumer purchase interest at Dapur Bunda Cenna. The right price can increase consumer purchase interest, provided that the price is perceived as appropriate for the product quality, making it more attractive to consumers.
2. The regression test, t-test, and F-test also show that the product brand has a significant influence on purchase interest. Consumers tend to be more attracted to products from brands they already know and trust, so good brand management can increase consumer loyalty and purchase interest.

Recommendations

In future research, the researcher suggests expanding the research sample to include a more diverse market segment. This could provide a deeper understanding of how product price and brand image influence the purchasing process among consumers across different demographics and contexts, as well as the differences between various market segments.

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