INFLUENCE OF CONSUMER CONFIDENCE, PRICE, AND THE QUALITY OF SERVICE TO THE PURCHASING INTEREST OF USERS OF THE CITY TRANSPORTATION SERVICE ROUTEEK 03 CIANJUR

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ARTICLE INFO	ABSTRACT
Keywords: e Trust, price, service quality and buying interest	This study aims to determine how much influence consumer confidence, price, and service quality have on the interest of users of public transportation services on the 03 Cianjur route, either partially or simultaneously. This type of research uses a descriptive method using primary data as research material. A total of 385 respondents were involved in this study. To obtain data, the authors use a questionnaire that was developed based on the indicators of previous research. Before the data was analyzed, the data was first tested for validity and reliability. In analyzing the data using multiple linear regression, t-test, F test, and coefficient of determination test with the help of SPSS 21. The results of the simultaneous significant test (F test) show that consumer confidence, price, and service quality simultaneously have a positive and significant effect. Meanwhile, the results of the partial significant test (t-test) show that the variables of trust and price have a positive and significant effect, for the service quality variable does not have a partially significant effect on buying interest. The value of the coefficient of determination is 0.217. This means that the variation of changes in the buying interest variable (Y1) can be explained or influenced by changes in the trust variable (X1), price (X2), and service quality (X3) of 21.7%. The remaining 78.3% is explained or influenced by other variables not examined in this study.
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1. INTRODUCTION

Urban public transportation or often abbreviated as angkot is a public transportation with routes within a city and district that has been determined by the local Transportation Office. Unlike buses that have stops as a place to stop and pick up passengers, angkot can stop to raise or drop off passengers anywhere. Angkot is the prima donna of Cianjur society, especially for those who do not have a private vehicle to travel from one place to another. However, lately Cianjur Regency has urban or angkot public transportation problems that need to be reviewed and addressed.

Table 1 Data on the Number of Urban Public Transportation of Cianjur Regency

No	Year	Number of Units
1.	2015	1002 Units
2.	2016	1376 Units
3.	2017	1637 Units
4.	2018	1689 Units
5.	2019	1516 Units
6.	2020	1365 Units

Source: Cianjur Transportation Office 2020

In the last three years of table 1.1 shows that urban public transport business in Cianjur is declining. This is because angkot began to be abandoned by the people of Cianjur. In addition, the lack of passengers using city transportation services resulted in the number of city transportation that operated daily

*influence of consumer confidence, price, and the quality of service to the purchasing interest of users of the city transportation service routeek 03 cianjur- **wanda laksniyunita***

129

decreased drastically. According to Kotler & Keller, (2016) buying interest is a consumer behavior in which consumers have a desire to buy or choose a product, based on experience in choosing, using and consuming the product.

Interest in the use of transportation services is experiencing instability judging from the number of angkot that have decreased passenger occupancy so that often the discovery of angkot does not have this based on the results of interviews and is quoted from mediaindonesia.com. According to Priansa, (2017) trust is a psychological area that is a concern to receive what is based on expectations of good behavior from others. Based on the results of the researcher's interview to several communities, the level of consumer confidence in Cianjur still does not feel fully trust in angkot services. This is because there are still many angkot accidents that cause angkot service users to feel worried.

According to Alma, (2018) price is the value of an item expressed with money. The tariff or base price of angkot that applies in Cianjur long distance or close distance is burdened with the same price that has been set based on Regent Decree No. 551. 2/Kep. 09-Pe/2009. Price agreements between service providers and service users must be mutually beneficial, but based on personal experience, and the opinions of some angkot service users, there are still many angkot drivers who provide excessive rates outside the rules and there are still many service users who feel that prices do not describe the convenience provided by service providers. Tjiptono, (2018) said that the quality of service is how far the difference between reality and customer expectations for the service they receive. Public expectations of the quality of service including drivers and physical vehicles angkot route 03 Cianjur are very high. The low quality of service in terms of security, comfort, feasibility, ease and efficiency of angkot, which basically provides a sense of discomfort to users of urban transportation services.

Based on the background of the problem, the author formulated several problems such as how to describe the interest of users of angkot transportation services, consumer confidence, price and quality of angkot service route 03 Cianjur. Furthermore, to find out the influence of consumer confidence, price, and service quality on the interests of users of Angkot Trayek 03 Cianjur transportation services simultaneously. Then the influence of consumer confidence in the interests of users of angkot transportation services route 03 Cianjur partially and the influence of prices on the interests of users of transportation services angkot route 03 Cianjur is partially influenced by the influence of service quality on the interests of users of transportation services angkot route 03 Cianjur partially.

The purpose of this study is to obtain primary data about the interests of angkot route 03 transportation users in Cianjur, especially the people of Cianjur who have used angkot route 03, then the results of the data acquisition will be analyzed statistically to find out how much influence consumer confidence, price, and quality of service affects the interests of users of angkot transportation services route 03 Cianjur and to meet one of the requirements in taking the final exam.

2. METHOD
2.1 Types of Research
The type of research used by researchers in this study is to use descriptive methods using primary data as research material, which is a research method that describes and describes the problem and objectives at hand. This is in accordance with the opinion of Sugiyono, (2019) who posited that descriptive methods are methods used to describe or analyze a research result but not used to make broader conclusions.The research place is located in Cianjur Regency, while the time is listed in the table below:

Table 1. Research Schedule

No	Kegiatan	Maret				April				Mei				Juni				Juli				Agustus				September				Oktober				November				Desember			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
1	Pengajuan judul skripsi			■																																					
2	Tahap persiapan Penyusunan proposal skripsi				■																																				
3	Bimbingan				■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■								
4	Seminar proposal																					■																			
5	Tahap pengumpulan data																																	■	■						
6	Tahap pengolahan data																																			■	■				
7	Tahap penulisan																																					■	■		
8	Ujian sidang skripsi																																								■

The population in this study is the community of urban public transportation users (angkot) route 03 Cianjur Regency. The number of population is unknown. Since the member population is not known with certainty in number, the sample size is taken into account by the Cochran formula (Sugiyono, 2019):

$$n = \frac{z^2 pq}{e^2} = \frac{(1,96)^2(0,5)(0,5)}{(0,5)^2} = \frac{0,9604}{0,25} = 3.8416 \ (385 \ 0rang)$$

Information:
n= sample
z= price in normal exchange rate for deviation of 5%, with a value of 1.96
p = true chance 50% = 0.5
q= wrong chance 50% = 0.5
e= 5% margin of error
So the number of samples used to find out consumer buying interest is 385 people.

2.2 Research Procedures

Procedures need to be elaborated according to the type of research. How research is conducted and data will be obtained, it is necessary to be outlined in this section. For experimental research, the type of design (experimental design) used should be written in this section.

Data, Instruments, and Data Collection Techniques

Data collection techniques are ways that are done to obtain data and information needed research. Teknik data collection is the most strategic step in research, because the main purpose of the research is to obtain data.

Primary Data

Researchers used primary data where this data was obtained through observations and questionnaires. In this study, the questionnaire used is a closed questionnaire, which is a form of map or statement where the answer has been provided so that respondents only choose from answers that are in accordance with their respective opinions.

Secondary Data

Secondary data is a source that does not directly provide to data collectors. Secondary data used is literature studies, which is data collection by studying books, papers, journals, websites, to obtain information related to theories and concepts related to the problems and variables studied.

2.3 Data Analysis Techniques

Validity Test

The validity of the instrument is measured using the bivariate correlation indicator (r) between each statement score and the total variable score. If the correlation coefficient is significant, then the indicator is said to be valid. Validity testing in research can use correlation coefficients, with Pearson's Product Moment formula as follows:

$$r \ hitung = \frac{n\sum XY - (\sum X)(\sum Y)}{\sqrt{\{n\sum X^2 - (\sum X)^2\}\{n\sum Y^2 - (\sum Y)^2\}}}$$

Source:

Sugiyono (2019)

Information:
r = Coefficient of validity of the item of the statement/question sought
$\sum X$ = Number of item scores
$\sum Y$ = Total score (all items)
n = Amount of data
The rules of the decision are:
1. If $r_{hydrage} > r_{tabel}$, then the statement is valid (with a significant level of 0.05),
2. If $r_{numeracy} < r_{tabel}$, then the statement is invalid (with a significant level of 0.05).

influence of consumer confidence, price, and the quality of service to the purchasing interest of users of the city transportation service routeek 03 cianjur- **wanda laksniyunita**

131

As for the validity testing in this study conducted using Pearson Correlation with the IBM SPSS 21 program, the guidelines of a model are said to be valid if the significance level is below 0.05 then the question item can be said to be valid.

Reliability Test

Saptutyningsih and Setyaningrum (2019) explained reliability is the stability of repetitive measurement results over time. The reliability of the measuring instrument is known by taking repeated measurements on the same symptoms with the same results. The reliability of the item is tested by looking at the Alpha-Cronbach value. Alpha-Cronbach values for reliability can be seen on the entire item in one variable. If the alpha value > 0.7 then the reliability level is met (sufficient reliability), but if the alpha value < 0.5 then reliability is low and the item should not be used.

Classic Assumption Test

There are several tests that must be run first, before making correlation and regression analysis, it is to test whether the model used represents or close to existing reality. To test the feasibility of the regression model used, it must first meet the classic assumption test. In general, the classical assumption is that the nuisance or residual variables should be normal distribution, multicollinearity tests, autocorrelation tests, and heterochemicity tests.

Data Normality Test

According to Ghozali (2016) The normality test aims to test whether in regression models, the grinding or residual variables have a normal distribution. Normality tests can be done by two ways of analysis, namely:

1. Graph Analysis
    In principle normality can be detected by looking at the spread of data (points) on the diagonal axis of the chart or by looking at the histogram of its residuals. Basic decision making:
a. If the data spreads around the diagonal line and follows the direction of the diagonal line or its histogram chart shows a normal distribution pattern, then the regression model meets the assumption of normality.
b. If the data spreads away from the diagonal and/or does not follow the direction of the diagonal line or the histogram chart does not show a normal distribution pattern, then the regression model does not meet the assumption of normality.
2. Analisis Statistik
    Hypothesis used:
    H0: Normal distributed residual data
    H1: Residual data is not normally distributed
a. Kolmogrov Smirnov test, in this test the guidelines used in decision making are:
    If the significant value < 0.05 then the data distribution is abnormal.
    If the significant value > 0.05 then the data distribution is normal.
b. A simple statistical test can be done by looking at the kurtoris value and skewness of the residual.
    If the value Z calculates > Z of the table, then the distribution is abnormal
    If the value Z calculates < Z table, then it distributes normally

Heteroskedastity Test

How to detect the presence or absence of heteroskedasticity is to look at the plot graph between the predicted value of the bound variable (dependent) namely ZPRED with the residual SRESID. Detection of the presence or absence of heteroskedasticity can be done by seeing whether or not there is a certain pattern on the scatterplot chart between SRESID and ZPRED where the Y axis is the Y axis that has been predicted, and the X axis is residual (Y prediction-Y actually) that has been studentized. Basic analysis:

1. If there is a certain pattern, such as the dots that exist form a certain pattern that is regular (wavy, widening, then narrowing), then indicates that heterochemicity has occurred.
2. If there is no clear pattern, as well as the points spread above and below the number 0 on the Y axis, then heterochemicity does not occur.

Autocorrelation Test

Ghozali, (2016) said the autocorrelation test aims to test whether in linear regression models there is a correlation between the bully error in the t period and the bully error in the t-1 period (previously). If there is a correlation, then there is an autocorrelation problem. An autocolation test is a test of assumptions in regression where a dependent variable does not correlate with itself. Decision making is not as a result of autocorrelation as follows:

*influence of consumer confidence, price, and the quality of service to the purchasing interest of users of the city transportation service routeek 03 cianjur- **wanda laksniyunita***

Table 3. Autocorrelated Decision Making

Null Hypothesis	Decision	If
There is no positive autocorrelation	Reject	$0 < d < dl$
There is no positive autocorrelation	No desicsion	$dl \leq d \leq du$
There is no negative autocorrelation	Reject	$4 - dl < d < 4$
There is no negative autocorrelation	No decision	$4 - du \leq d \leq 4 - dl$
There is no positive or negative autocorrelation	Accepted	$du < d < 4-du$

Source: Imam Ghozali, (2016)

If there is a problem with autocorrelation testing, it will be solved using the appropriate method.

Multicollinarity Test

The multicollineiearity test aims to test whether there is a correlation between free (independent) variables. The way to detect multicollineiearity with statistical testing is to look at the Variance Inflation Factor (VIF) value. The guideline for a multicollinearity-free regression model is to have a VIF value around the number 1 and a tolerance number close to 1. The LIMIT of VIF is 10, if the VIF value is below 10, then there are no symptoms of multicollinearity or vice versa (Ghozali, 2018: 108)
1.   If the VIF > 10, then H0 is rejected (there is multicollineiearity)
2.   If VIF < 10, then H0 is accepted (no multicollineiearity)

Linearity Test

Linearity tests are performed to find out if there is a linear relationship between free variables and bound variables. The criterion used to express the linearity of the regression line is to use the significant coefficient price of deviatoin from linearity and compared to the selected alpha value of 0.05. If the table F price is at a significance level of 5% then there is a linearity relationship between the free variable and the bound variable.

Ghozali, (2016) linearity test formula using Test F is as follows:

$$F = \frac{R^{2(n-m-1)}}{M(1-R^2)}$$

Information:
N= many sample members
M= Many Predodes
R= Correlation

As for the analysis technique using significance values on linearity ≤ 0.05 as follows (Sugiyono and Susanto, 2015):
1.   Hypothesis:
     H0: Linear model
     H1: Non-linear model
2.   Decision criteria:
     If the probability value > 0.05, then the relationship between variables is linear.
     If the probability value < 0.05, then the relationship between variables is not linear.

In this study using the buying interest variable (Y) as a dependent variable. While the consumer confidence variable (X1), price (X2), service quality (X3) as an independent variable.

3.   RESULT AND DISCUSSION
3.1   Research Results

In this study, the F test was used to determine the degree of significance of the influence of independent variables, namely consumer confidence (X1),price (X2), and service quality (X3) together (simultaneously) on dependent variables of buying interest (Y1). To find out the results of the F test, it is first searched F table as follows:
Df 1 = k – 1
= 3 – 1 = 2
Df 2 = n – 1
Df 3   = n - 1
= 385 – 3 = 382, then F table = 0.382.
Here are the results of the F test test for variables X1, X2, and X3 against Y1:

*influence of consumer confidence, price, and the quality of service to the purchasing interest of users of the city transportation service routeek 03 cianjur- **wanda laksniyunita***

Table 4. Test Results F Variable X1, X2, X3 Against Y1

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	773.255	3	257.752	36.552	.000b
	Residual	2686.704	381	7.052		
	Total	3459.958	384			

a. Dependent Variable: BUYING INTEREST
b. Predictors: (Constant), QUALITY OF SERVICE, CONSUMER CONFIDENCE, PRICE

Source: Data processed (2021)

Based on the calculation and results of table 4. 21 above that in F calculates 36,552 each then the value F calculates greater than F table (0.382), and the probability value is 0.000 or less than the degree of confidence (α) 5% (0.05). Thus the research hypothesis states that variables of consumer confidence, price and quality of service have a shared influence on the purchasing interest variable.

The t test is used to significantly test the relationship between trust variables (X1), price (X2), and service quality having an influence on the buying interest variable (Y1) partially. To find out the results of the t test, it is searched in advance t table as follows:

T table = df (n-1)
T table = 384
T table =1,648.

Here are the results of the test t the influence of independent variables of consumer confidence (X1), price (X2), and quality of service to dependent variables of purchasing interest (Y1):

Table 5. Test Results t Variables X1, X2, X3 Against Y1

Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.043	1.073		9.364	.000
	CONSUMER CONFIDENCE	.287	.082	.175	3.526	.000
	PRICE	.612	.085	.368	7.179	.000
	QUALITY OF SERVICE	.009	.014	.033	.635	.526

a. Dependent Variable: BUYING INTEREST

Source: Data processed (2021)

It can then be concluded that:
1. Variable Consumer Confidence (X1) Towards Buying Interest (Y1)
From the results of the t test in table 4. 21 obtained a t count value for consumer confidence of 3,526 with a significance value of 0.000. The resulting significance value is smaller than 0.05 and the calculated value for consumer confidence (X1) is greater than t table 1,648 (3,526 > 1,648) then H1 is accepted, and the conclusion is that consumer confidence has a partial significant influence on purchasing interest.
2. Variable Price (X2) Against Buying Interest (Y1)
From the results of the t test in table 4. 21, obtained a calculated value for a price of 7,179 with a significance value of 0.000. The resulting significance value is smaller than 0.05 and the calculated value for the price (X2) is greater than t table 1.648 (7,179 > 1.648) then H1 is accepted, and the conclusion is that the price has a partial significant influence on buying interest.
3. Variable Quality of Service (X3) To Buying Interest (Y1)
From the results of the t test in table 4. 21, obtained a t count value for service quality of 0.635 with a significance value of 0.526. The resulting significance value is greater than 0.05 and the calculated value for service quality (X3) is smaller than t table 1.648 (0.635 < 1.648) then H0 is rejected, and the conclusion is that the quality of service has no partial significant effect on buying interest. This is supported by (Cahya

et al., 2021) the quality of service testing of bakpia Boomber Mas Raga Gunung Kidul's purchasing interest in obtaining a significant value of 0.745 > 0.05 or -0.326 (t-calculate) < > 1,983 (t-table), then it can be concluded that the quality of service has no significant effect on Buying Interest.

The coefficient of determination test essentially measures how far the model's ability to explain variations in dependent variables. The value of the coefficient of determination is between zero and one. A small R2 value means that the ability of free variables to explain the variation of related variables is very limited. A value close to one means variables are free to provide almost all the information needed to predict variations of dependent variables.

Here are the results of the test coefficients of determination variables of consumer confidence (X1), price (X2), and quality of service (X3) to consumer satisfaction (Y1):

Table 6. Determination Coefficient Test Results X1, X2, X3 Against Y1

Summary^b Model

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.473a	.223	.217	2.656

a. Predictors: (Constant), QUALITY OF SERVICE, CONSUMER CONFIDENCE, PRICE
b. Dependent Variable: BUYING INTEREST
Source: Data processed (2021)

Based on Table 4. 23 obtained a coefficient of determination (Adjust R square) of 0.217. This means that the variation in changes from the buying interest variable (Y1) can be explained or influenced by changes in consumer confidence variables (X1), prices (X2), and service quality (X3) by 21.7%. The remaining 78.3% was described or influenced by other variables not studied in the study.

4. CONCLUSION

1. The results showed that in the distribution of respondents' assessments variable consumer confidence, prices and buying interests fall into a high category. While the service quality variable falls into a medium category.
2. Simultaneous Test Results (F) state that variable consumer confidence, price and service quality have a significant influence together on purchasing interest variables.
3. Partial Test Results (t) of the konsumen trust variable (X1) show that the confidence of the konseumen (X1) has a partial significant influence on buying interest (Y1).
4. Partial Test Result (t) variable harga (X2) has a significant influence on purchasing interest (Y1)
5. Partial Test Results (t) service quality variables (X3) have no parsially significant influence on buying interest (Y1).
6. The result of the analysis of the Coefficient of Determination (Adjusted R2) of 0.217. This suggests that the ability of variables independent of dependent abilities is very limited. With this value it can be described that the dependent variable of buying interest is influenced by the variables of consumer confidence (X1), price (X2) and service quality (X3) by 21.7%. The remaining 78.3% is influenced by other variables.

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*influence of consumer confidence, price, and the quality of service to the purchasing interest of users of the city transportation service routeek 03 cianjur- **wanda laksniyunita***

136

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137

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138

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139