

THE INFLUENCE OF WILLINGNESS TO PAY ON THE PRODUCTIVITY OF BREBES TYPICAL GIFT MERCHANTS

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ABSTRACT

The strategic location makes Brebes a good economic center, especially for buying and selling souvenirs, as well as being a center for trading Brebes souvenirs. These were merchants with typical Brebes, totaling 34 merchants. The study used randomly distributed questionnaires. The data analysis method uses SPSS and is processed to calculate validity tests, reliability tests, normality tests, regression analysis, t tests, F tests and determination tests. The results showed that willingness to pay affects the productivity of typical Brebes souvenirs.

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1. INTRODUCTION

In addition to its phenomenal existence, the existence of the Brebes toll road has an impact on the economy of the people of Brebes. Brebes Regency is located at the western end of the north coast of Central Java. Geographically the boundaries of Brebes Regency; north of the Java Sea, east of Tegal Regency and Tegal City, south of Banyumas Regency and Cilacap Regency, and west of Cirebon Regency and Kuningan Regency, West Java. Brebes is part of the former Pekalongan residency area which includes Pekalongan City, Tegal City, Pekalongan Regency, Batang, Pemalang, Tegal, and Brebes itself. The construction of the Pejagan–East Brebes toll road certainly has an impact on Brebes Regency, both positive and negative impacts. The positive impacts received include shorter trips to Jakarta because the Pejagan–East Brebes toll road is connected to the Kanci Toll Road (Ikhwan & Nugroho, 2019), the area is very wide compared to other districts in Central Java, dominated by rural areas. This strategic location makes Brebes a good economic center, especially for buying and selling souvenirs, while it is the center of the Brebes souvenir trade. Rows of shops or kiosks. Kiosks selling typical Brebes souvenirs with various other types of food. The large number of Brebes souvenirs is in demand by consumers so that it has a very high economic value in Brebes district itself because every year there are frequent changes in the prices offered so that it can help improve household income, increase economic growth and improve people's living standards. (Lestari et al., 2022), Likewise, the economic level of the community is getting higher, especially processed food products. Therefore, it is necessary to know how much consumers are willing to pay or Willingness To Pay (WTP) to get products by typical Brebes (Fajria, 2020).

Marketing is very important for all businesses, regardless of whether the business is big or small. If there is no marketing in a business, then consumers will not know about a product produced from the business and make sales low (Syaifulloh et al., 2021). The typical Brebes souvenir product that is the mainstay is Salted Eggs and the processed products have become the most common Brebes souvenirs to take home. Usually people bring home grilled salted eggs or ordinary salted eggs typical of Brebes, salted fish crackers, etc., other souvenirs, namely Shallots and their processed products, are the easiest things for you to find because there are so many shallot plants. There are indeed many shallot farmers in Brebes City, because that is their main livelihood. Milkfish and its preparations are also no less popular in the Brebes district which are

often made by tourists, especially now there are quite a lot of processed milkfish Judah in Brebes, including Presto Milkfish, Shredded Fish, Srinding Fish, Milkfish Bone Crackers, Fish Skin Crackers. Salted egg production and sales in Brebes district are very abundant, even Brebes is dubbed the salted egg city, but with the number of traders in the conventional way, the competition is getting tougher. ., 2021). The souvenir traders in Brebes Regency are dominated by MSME actors, and are a driving factor in the creation of regional economic development, because they can spur economic growth and employment (Syaifulloh, 2021). Factors that influence customer satisfaction are service quality, safety, price, and facilities provided by consumers. This shows that there is an exchange of service quality and price which is then related to customer satisfaction. An important role in shaping the business environment is the consumer, because the consumer business can continue to run and develop. The problem faced by a company is that it has not been able to pay attention to the price in a product and the quality of service. It is a challenge to create customer satisfaction with superior service quality and competitive prices (Setiadi et al., 2022)

The purpose of this study is to find out the factors that influence the willingness to pay or Willingness To Pay (WTP) to consumers by typical Bebes. or services. Willingness to pay is the maximum price of an item that consumers want to buy at a certain time. Willingness to pay is the ability of a consumer to buy an item. Willingness to pay is actually a price at the consumer level that reflects the value of goods or services and the sacrifices to obtain them (Rofiatin & Bariska, 2018). Productivity can be used as a benchmark for the success of a person's performance in producing goods or services, so the higher the comparison, the higher the product produced (Syaifulloh, Muhammad, 2018). There are many factors that affect work productivity, both related to the workforce or related to the company environment (Nur Khojin, Suci Nur Utami, 2020), because one of the important dimensions that needs to be understood first here is the economic principle (Wahana & Syaifulloh, 2020).), namely the agreement between the seller and the buyer, because the customer's willingness to pay is also influenced by their experience. To find out the wishes of the community, an assessment based on a questionnaire survey with the Willingness To Pay (WTP) approach was used (Ladiyance & Yuliana, 2014). (Kristiutami, 2021; Ladiyance & Yuliana, 2014) WTP is an approach to find out the amount of price that can be paid by the community to get the typical Brebes souvenirs.

2. METHOD

The research was carried out at the Brebes District Gift Center, the object of this research is Brebes souvenir consumers who buy at the souvenir kiosk in Pesantunan and around Brebes Square, carried out from June to August 2022. Determination of the sample using incidental sampling. Where the determination of the sample is based on chance, namely anyone who coincidentally / incidentally meets and is appropriate as a source of respondent data (Lestari et al., 2022)

The data collected were analyzed using a simple regression technique using SPSS. To find out the results of respondents' responses to research variables, a measurement scale (Likert scale) was used which was used to measure attitudes, opinions, perceptions, a certain person or group. In providing an assessment, it is necessary to provide a score or interval with a scale of 1-5. The research was conducted by conducting interviews with several informants. Informants were taken purposively against the typical Brebes sellers in Brebes Regency who could provide quite accurate information regarding this research. Collecting data using the help of questionnaires, observation, and documentation. The research was carried out in an actual, factual, and systematic manner regarding the validity of the data found in the field.

3. RESULTS AND DISSCUSSION

The results of research data using SPSS obtained the value of the Willingness to Pay Questionnaire Validity, it is known that the questionnaire has a significant correlation at an error

level of 0.05 where the calculation results show a value > from r table, because r counting is greater than r table, it can be it is said that all questions from Willingness To Pay are valid.

Table 1. Validity of Willingness to Pay
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Willingness to Pay _1	44.6000	27.333	.613	.887
Willingness to Pay _2	44.8800	27.443	.572	.889
Willingness to Pay _3	44.5600	26.257	.684	.883
Willingness to Pay _4	44.8000	27.667	.589	.888
Willingness to Pay _5	44.6800	25.643	.722	.881
Willingness to Pay _6	44.7600	27.190	.563	.890
Willingness to Pay _7	44.6400	26.740	.662	.884
Willingness to Pay _8	44.5600	27.757	.592	.888
Willingness to Pay _9	44.8400	27.890	.528	.891
Willingness to Pay _10	44.4000	27.667	.604	.888
Willingness to Pay _11	44.5600	27.757	.592	.888
Willingness to Pay _12	44.6400	26.823	.590	.889

While the reliability value of the Willingness to Pay questionnaire is declared valid because the test results get Cronbach's Alpha value greater than the critical value measured by 12 questions.

Table 2. Reliability of Willingness to Pay
Reliability Statistics

Cronbach's Alpha	N of Items
.896	12

The results of the data processing of the Validity of the Customers of Typical Brebes Questionnaire are known that the questionnaire has a significant correlation at an error level of 0.05 where the calculation results show a value > from r table, so it can be said that all questions from Customers of Typical Brebes.

Table 3. Validity of Customers of Typical Brebes

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Productivity of Traders_1	45.9200	25.160	.761	.866
Productivity of Traders_2	45.8800	25.193	.750	.867
Productivity of Traders_3	46.1200	26.693	.592	.876
Productivity of Traders_4	46.1600	25.473	.736	.868
Productivity of Traders_5	46.1600	25.973	.596	.876
Productivity of Traders_6	46.1600	25.307	.692	.870
Productivity of Traders_7	46.0800	25.493	.690	.870
Productivity of Traders_8	46.2400	26.940	.558	.878
Productivity of Traders_9	46.1600	26.890	.425	.887
Productivity of Traders_10	46.1200	27.193	.412	.887
Productivity of Traders_11	46.0400	29.373	.237	.892
Productivity of Traders_12	46.4800	26.760	.605	.876

The reliability value of the Customers of Typical Brebes questionnaire is declared valid because the test results get Cronbach's Alpha value greater than the critical value.

Table 4. Reliability of Customers of Typical Brebes
Reliability Statistics

Cronbach's Alpha	N of Items
.885	12

From the table it can be seen. The magnitude of the coefficient of determination (R Square) is 0.656 or equal to 65.6%. This figure means that the Willingness To Pay (WTP) variable has an influence on the Productivity of Traders of Typical Brebes Souvenirs (Y) by 65.6%, while the rest (100% - 65.6% = 34.4% is influenced by other variables outside the regression equation or variables that are not studied.

Table 5. Uji determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.810 ^a	.656	.645	2.62542

a. Predictors: (Constant), Willingness_to_Pay_X
 b. Dependent Variable: Productivity of Traders of Typical Brebes_Y

The results of statistical calculations using SPSS, obtained a significance level of 0.000. The resulting significance value is lower than 0.05 or F of the calculated $F < \text{table}$ obtained by looking at the table F for Probabilita = 0.05. This shows that Willingness To Pay has an effect on the Productivity of Traders of Typical Brebes.

Table 6. F Test

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	419.811	1	419.811	60.905	.000a
	Residual	220.571	32	6.893		
	Total	640.382	33			

a. Predictors: (Constant), Willingness_to_Pay_X
 b. Dependent Variable: Productivity of Traders of Typical Brebes_Y

The effect of Willingness to Pay on the Productivity of Traders of Typical Brebes Souvenirs is shown by the regression coefficient value $b_1 = 0.526$ which has a significant probability. = 0.000 because the probability is smaller than the research level (sig < α i.e. $0.000 < 0.005$) means the Willingness to Pay variable has a positive influence on the Productivity of Traders of Typical Brebes Souvenirs.

Table 7. t Test Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	25.047	3.158		7.931	.000
	Willingness_to_Pay_X	.526	.067	.810	7.804	.000

a. Dependent Variable: Productivity of Traders of Typical Brebes_Y

In general, the results show that the right Willingness to Pay will have a good influence so that the Productivity of Traders of Typical Brebes Souvenirs becomes smoother.

4. CONCLUSION

Based on the results of research and discussion, it can be concluded that Willingness to Pay has a positive effect on the Productivity of Traders of Typical Brebes Souvenirs and has a positive impact on the productivity of traders by typical Brebes.

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