

The Effect of Service Quality, Price Perception, and Promotion Strategies on Consumer Buying Interest (Study on Takoyaki Msmes)

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Article Info	ABSTRACT
Keywords: service quality, price perception, promotion strategy, consumer buying interest, Takoyaki MSMEs	This study aims to analyze the influence of service quality, price perception, and promotion strategies on consumer buying interest in Takoyaki MSMEs in Sugio District, Lamongan. The research uses a quantitative approach with a survey method. The study population amounted to 280 consumers and the sample was determined using the Slovin formula so that 74 respondents were obtained. Primary data were collected through a Likert scale-based questionnaire and analyzed using IBM SPSS Statistics 25. The results of the study showed that the quality of service had a positive and significant effect on consumer buying interest with a tcal value of 2.450 > a table of 1.994 and a significance value of 0.000 < 0.05. Price perception also had a positive and significant effect with a tcal value of 2.782 > a table of 1.994 and a significance value of 0.000 < 0.05. The promotion strategy had a positive and significant effect with a tcal value of 3.629 > a table of 1.994 and a significance value of 0.000 < 0.05. Simultaneously, the three variables had a positive and significant effect on consumer buying interest with a Fcal value of 25.914 > Ftable of 2.74 and a significance of 0.000 < 0.05. The value of the R Square determination coefficient of 0.549 showed that service quality, price perception, and promotional strategy were able to explain the variation in consumer buying interest by 54.9%, while the rest was influenced by other factors outside the research model.
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INTRODUCTION

Micro, small, and medium enterprises (MSMEs) have an important contribution to supporting Indonesia's economic growth. On the other hand, the development of the business environment and the increasing flow of competition make MSME players need to have the right marketing strategy in order to be able to retain consumers and expand the market. This competition also occurs in culinary MSMEs, including takoyaki businesses, which must be able to offer attractive services, prices, and promotions so that consumers are interested in buying.

In the world of marketing, consumers are an important asset because business continuity is highly dependent on the ability of business actors to attract and retain consumers. One of the factors that can shape buying interest is the quality of service. Good service quality is shown through service that is friendly, fast, responsive, and able to create comfort. Service that meets or exceeds consumer expectations will shape a positive experience and increase the likelihood of consumers making a purchase.

According to rochman arif, service quality is the company's ability to provide services that meet consumer expectations through fast, precise, friendly, and convenient service to customers. Good service quality will create a positive impression so that it can increase consumer interest in the products offered. Thus, the better the quality of service provided by msme, the higher the consumer buying interest in the product (arif, 2024).

In addition to service quality, price perception is also an important consideration in consumer decisions. Price is not only understood as the amount of money paid, but also as a measure of the value that consumers compare to the benefits received. When consumers judge the price of a product to be commensurate with its quality and benefits, buying interest tends to increase.

Another factor that is no less important is the promotion strategy. Promotions serve to introduce products, build interest, and encourage consumers to try or buy products. In the context of culinary MSMEs, promotional strategies can be carried out through advertising, sales promotion, direct marketing, and the use of social media. Attractive promotions can strengthen business competitiveness and increase consumer buying interest.

Takoyaki MSMEs that are the object of research are snack culinary businesses that offer various fillings at affordable prices. This business was established on January 20, 2023 and is located in Sugio District, Lamongan. Along with the emergence of many similar culinary businesses, business actors need to understand the factors that affect consumer buying interest. Therefore, this study focuses on the influence of service quality, price perception, and promotion strategies on consumer buying interest in takoyaki MSMEs.

Literature Review

Quality of Service

Service quality is the level of service provider's ability to meet consumer needs and expectations. Good service can create satisfaction, strengthen relationships with consumers, and increase buying interest. In this study, service quality was measured through indicators of manners, dexterity, consumer comfort, and ease of access to services.

Price perception

Price perception is a consumer's assessment of the suitability between the price paid and the quality, benefit, and value of the product received. Prices that are considered affordable and in accordance with the benefits of the product will strengthen consumers' interest in buying. Price perception indicators in this study include the affordability of product prices, price conformity with product quality, and price conformity with benefits.

Promotion strategy

A promotional strategy is a plan to use promotional elements to influence, persuade, and encourage potential consumers to be interested in buying products. Effective promotion

can increase consumer awareness, form positive perceptions, and encourage buying interest. The indicators of promotional strategies used in this study are advertising, sales promotion, and direct marketing.

Consumer buying interest

Consumer buying interest is the tendency or desire of consumers to buy a product after obtaining information, feeling interest, and assessing the product according to their needs. Buying interest indicators in this study include transactional interest, referential interest, and exploratory interest.

Hypothesis development

Based on theoretical studies and previous research, the research hypothesis is formulated as follows: h1, service quality has a positive and significant effect on consumer buying interest; h2, price perception has a positive and significant effect on consumer buying interest; h3, promotion strategies have a positive and significant effect on consumer buying interest; and h4, service quality, price perception, and promotional strategies simultaneously have a positive and significant effect on consumer buying interest.

METHOD

This study uses a descriptive quantitative approach with a survey method. The object of the research is takoyaki MSME consumers in Sugio District, Lamongan. The research was carried out from October to December 2023. The types of data used are primary data and secondary data. Primary data was obtained from the results of the distribution of questionnaires to respondents, while secondary data was obtained from supporting documents and relevant literature reviews. The research population amounted to 280 consumers based on takoyaki MSME consumer data in October, November, and December 2023. The research sample was determined using the slovin formula so that 74 respondents were obtained. The research instrument used a closed questionnaire with a five-point likert scale, ranging from strongly disagree to strongly agree. The independent variables in this study consisted of service quality (x1), price perception (x2), and promotional strategy (x3), while the dependent variable was consumer buying interest (y). Data analysis was carried out with the help of spss 25 through validity test, reliability test, classical assumption test, multiple linear regression analysis, determination coefficient, t test, and f test.

Table 1. Operational research variables

Variable	Indicator
Quality of service (x1)	Manners; dexterity; consumer convenience; Ease of Getting Service
Price perception (x2)	Price affordability; price conformity with product quality; Price Compatibility with Benefits
Promotion strategy (x3)	Advertising; sales promotion; Direct Marketing
Consumer buying interest (y)	Transactional interests; referential interests; Exploratory Interests

Source: data processed from the results of the study (2024).

RESULTS AND DISCUSSION

Respondent overview

The respondents in this study amounted to 74 takoyaki MSME consumers. Based on gender, respondents were dominated by women as many as 57 people or 77.0%, while men amounted to 17 people or 23.0%. Based on age, the majority of respondents were in the range of 21-30 years as many as 55 people or 74.3%. Based on work, the student group became the largest respondent with a total of 35 people or 47.3%. Based on education, the majority of respondents had a high school education as many as 49 people or 66.2%.

Table 2. Summary of respondent characteristics

Characteristics	Dominant category	Quantity	Percentage
Gender	Women	57	77,0%
Age	21-30 years old	55	74,3%
Jobs	Students	35	47,3%
Education	High School	49	66,2%
Salary	< IDR 1,000,000	36	48,6%

Source: data processed from the results of the study (2024).

Test instruments and classical assumptions

The results of the validity test showed that all question items on the variables of service quality, price perception, promotional strategy, and consumer buying interest had a correlation value greater than the table of 0.228 so that all items were declared valid. The results of the reliability test showed that the Cronbach's alpha value in each variable was greater than 0.60, namely service quality of 0.786, price perception of 0.815, promotion strategy of 0.843, and consumer buying interest of 0.781. Thus, the research instrument is declared reliable.

The normality test with kolmogorov-smirnov produced a significance value of 0.163 > 0.05 so that the data was distributed normally. The multicollinearity test showed that the tolerance value of all variables was greater than 0.10 and the value of vif was less than 10, namely the quality of service 1.813, price perception of 2.067, and promotion strategy 2.547. The scatterplot results also show the absence of a certain pattern so that the regression model does not experience heteroscedasticity problems.

Multiple linear regression analysis

Based on the results of multiple linear regression analysis, the following equations were obtained:

$$Y = 1.904 + 0.42x_1 + 0.257x_2 + 0.532x_3 + e$$

The equation shows that all regression coefficients have a positive value. This means that improving service quality, price perception, and promotional strategies tend to increase consumer buying interest. The coefficient of promotion strategy has the greatest value, so this variable is the most powerful factor in the regression model of this study.

Table 3. Regression results and partial tests

Variable	Regression coefficient	Thitung	Table	Sig.	Remarks
Constant	1,904	-	-	-	-

Variable	Regression coefficient	Thitung	Table	Sig.	Remarks
Quality of service (x1)	0,42	2,450	1,994	0,000	Significant
Price perception (x2)	0,257	2,782	1,994	0,000	Significant
Promotion strategy (x3)	0,532	3,629	1,994	0,000	Significant

Source: data processed from the results of the study (2024).

Table 4. Results of coefficient determination and simultaneous test

Testing	Value	Interpretation
R square	0,549	The model explains 54.9% variation in consumer buying interest
Calculation	25,914	Greater than ftable 2.74
Significance f	0,000	Smaller than 0.05, so the simultaneous influence is significant

Source: data processed from the results of the study (2024).

Discussion

The results of the study show that the quality of service has a positive and significant effect on consumer buying interest. These findings indicate that courteous, fast, convenient, and easy-to-obtain service can form a positive experience for consumers. In takoyaki MSMEs, service quality is an important element because culinary consumers not only assess the taste of the product, but also the experience when making purchases.

Price perception has also been proven to have a positive and significant effect on consumer buying interest. This shows that consumers consider the affordability of the price as well as the suitability of the price with the quality and benefits of the product. When consumers judge the price of takoyaki according to the value received, then buying interest will increase. Thus, MSME actors need to keep prices competitive without neglecting product quality.

Promotional strategies have a positive and significant influence on consumers' buying interest. Attractive promotions can increase consumer attention, expand product information, and encourage consumers to try products. In the context of MSMEs, sales promotions such as savings packages, discounts, or promotions through social media can be an effective strategy to increase buying interest.

Simultaneously, service quality, price perception, and promotional strategies have a significant effect on consumer buying interest. These three variables complement each other in shaping consumer perception of takoyaki MSMEs. Good service, appropriate prices, and effective promotions can strengthen the attractiveness of products so that they can increase consumer buying interest more optimally.

CONCLUSION

This study concludes that service quality has a positive and significant effect on consumer buying interest in takoyaki MSMEs. Price perception also has a positive and significant effect on consumer buying interest. In addition, promotional strategies have a positive and significant effect on consumer buying interest. Simultaneously, service quality, price perception, and promotional strategies had a positive and significant effect on consumer buying interest with a contribution of 54.9% to the model.

The practical implication of this study is that takoyaki MSME actors need to maintain the quality of service through friendliness, speed, and service comfort. Pricing needs to be adjusted to the quality and benefits of the product so that it is still considered reasonable by consumers. Promotional strategies need to be improved through sales promotion and the use of social media so that consumer reach is wider. The next research is suggested to add other variables such as product quality, brand image, consumer satisfaction, or social media marketing and expand the research object on other culinary MSMEs.

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