Analysis Of Determinants Of Interest To Buy And Purchase Decision On Smes In Village Cottage Pumpkin
(Case study SHOP | EAT BUMBU NdeSo By BUSINESS ON LINE)

Djumarno, Said Djamaluddin, AtyHerawaty

Lecturer, MercuBuana University, Jakarta, Indonesia
Lecturer, MercuBuana University, Jakarta, Indonesia
Lecturer, MercuBuana University, Jakarta, Indonesia
Corresponding Author: Said Djamaluddin

Abstract :*Economic growth and the growing activity culinary field will affect the fulfillment of basic needs for the general population and the tourists who were enjoying the tour visits all the food field specific needs of the areas visited. The decision needs culinaryfields especially regional specialties, making the experience very memorable. the decision to buy a variety of food and unique , make the buyer satisfied with, the quality of product price and quality of service they buying interest, which have an impact on buying decisions. With the development of time changes in consumer behavior, the influence of technology and face pesaingan among SMEs execution of transactions on the implementation, use Business ONLINE / E-COMMERCE*

Keywords: quality, price, service quality, interest in buying, purchasing decisions, MSMEs

I.   Background
The Effect of Technology in today's era of plenty to make changes in both behavior of the seller and buyer behavior, consumers who want to meet their needs in a practical way fast, precise, favors, survived, but sometimes constrained by time, location, efficiency, so as constraints is what -how to make a new way for businesses to carry out transactions between sellers and buyers in today's manner online business, business consumers kulinier sedkit require the expenditure of time in order to meet their needs by simply opening the dining shopping app morning noon and night by going online. All of this is evidence of more and more consumers are in desperate need of shops, restaurants and other sellers who use Online Business. When we look increasingly rapidly growing companies, shops, hotels,

Data from the research institute predicts that e-commerce market in Indonesia grew 42% from year 2012 to 2015. This figure is higher high when compared with other countries such as Malaysia (14%), Thailand (22%) and the Philippines (28%). Here are the data users of e-commerce in Indonesia when compared to neighboring countries in 2012 to 2015. Based on the latest data statista, the number of users of e-Commerce in Indonesia continues to grow. By 2016 the number of e-commerce users reached 25.1 million and is predicted to touch the figure of 39.3 million in 2020. With some of these reasons the authors interested in researching SMEs with the title; Derminan Analysis on Interests Buying and Purchasing Keputusam consumers by Online.

At this time the sales transactions on-line greater than conventional sales or how long, the owner tells of on-line sales by 70% and conventional sales by 30%, then the owners optimize this situation by leveraging technology to support sales of the restaurants, with optimizing price, service for another boost orders received by the restaurant. Packing for sale on-line should be changed, to keep food remains good, and deserves to be eaten by the consumer.

Basically the goal of a business is for the execution of the purchase of the customer One way that the buying and selling to consumers is by providing quality products, prices and service to consumers as well as possible. This fact can be seen, that there are some things that can provide total customer satisfaction customer value is comprised of the value of the product, price, service value, personal value, the value of the image or images, and the cost of total subscribers consisting of a monetary cost.

II.   Literature Review
Product quality
According to Kotler and Armstrong in Bachriansyah (2011) reflects the product quality is the product's ability to carry out their duties which include durability, reliability or progress, strength, ease in packaging and product repair and other features.

According to Kotler and Keller (2013: 348) in planning penawarn market, marketers must look at five products. Each level adds greater customer value and the fifth part of the customer value hierarchy

1. At the base value is the core benefits of services or benefits that customers actually purchased. Hotel guests buy "rest and sleep". Pemebeli buy a drill "holes" marketers need to see themselves as benefit providers.
2. On the second level, marketers need to change the core benefits into basic products. Then the hotel room includes a bed, bathroom, towels, desk, wardrobe, and toilet.
3. At the third level of the expected product marketers prepare a group of attributes and conditions that are normally expected to pemebeli when they buy this product. Hotel guests expect a clean bed, new towels, the lights can be turned on, and the atmosphere is relatively calm.
4. On the fourth level marketers preparing an improved product that exceeds customer expectations. In countries that have been developed, competition and brand positioning takes place at this level.
5. On the fifth level there is a product candidates, which include all possible improvements and changes that may be experienced product or offer in the future. This is where companies are looking for new ways to satisfy customers and differentiate its offer.

Price

According to Kotler (2008: 345) price is the sum of all the values given by the customer to mendpatkan advantage of having a product in the form of goods or services.

According Tjiptono (2008: 152) assessment of a product's price can be said to be expensive, cheap, or mediocre of each individual not to be the same, because it depends on the individual's perception that has been overshadowed by lingkunngan life and condition of the individual.

Many factors affect the price, Kotler and Keller (2013) says there are some price adjustment strategies, including:

1. Pricing Geographic
   In pricing geography, companies decide how to give a price for its product to consumers who are in different locations and countries, include: affordability and price competitiveness
2. Discount Prices and Incentives
   Most companies will adjust the price and giving a discount or incentive for early payment, volume purchases, and purchases in the off-season.
3. Pricing Promotion
   Companies can use several strategies to stimulate early purchase, among other things:
   a. Loss leader pricing, a reduction in the price of brand spending in order to compensate for the lower margins on products sold back.
   b. Specially discounted prices (allowance), the rebate provided by the manufacturer or seller to the consumer at a given time.
   c. Cash rebate (cashback), the cash discount is offered to customers in certain seasons.
   d. Low-interest financing, that offer more flexible financing and low interest to attract the attention of consumers.
   e. Reach payment or pemmbayaran period, that offers financing with a long period of time in order to reduce monthly payments.
   f. Warranties or service contracts, namely the sale of the collateral mempromosian free or low cost.
   g. Discounts psikolgis, namely the perceived pricing high enough to then offer products with higher pengheematan.

Service quality

Quality of service can be interpreted as an effort to fulfill the needs and desires of consumers and penyampaianya accuracy in balancing the expectations of consumers (Tjiptono 2007: 59).

Quality of service can be defined as an assessment of the overall customer service by the extent to which services meet the needs or expectations of customers (Eshghi 2008: 121).

Quality of service can be defined as the difference between the expectations of the customer service provided with the perception of the service received (Munusamy et al, 2010)

From the definition - the definition of service quality teentang can be concluded that the quality of service is any activity undertaken by the company in order to meet consumer expectations.

According to Parasuraman et al, quoted from Kotler and Keller (2009: 143), the measurement of service quality consists of five dimensions:

1) *tangibles*, Physical evidence of the ability of a company to indicate its existence to pelanggan.penampilan and capabilities of the company's physical infrastructure and the state of the surrounding environment is tangible evidence of the services provided by peemberi services to customers.
2) *Reability*, Reliability is the company's ability to provide the promised services are accurate and reliable.
3) *responsive*, Responsiveness which is the company's ability to help provide a fast and accurate service to customers, with clear information delivery.
4) *assurance*, Assurance and certainty that knowledge, the employee's ability to foster trust company customers to the company.
5) *emphaty*, Which provides a genuine concern and personalized to par ape; anggan by striving to meet customer needs.

Buying interest

According to Susanto in Nurkholis (2004, 16) customer loyalty (customer loyalty) is a function of customer satisfaction (customer satisfaction), the obstacles diversion (switching barriers) and customer complaints (invoice). Satisfied customers will be able to re-purchase in the future and membertahukan to others on the performance of the products or services are perceived. Kotler (2000) said that "the long term success of the a particular brand is not based on the number of consumer who purchase it only once, but on the number who Became repeat purchase". In this case it can be concluded that a loyal customer is not measured by how much he bought, but of how often he re-purchase, including here recommend others to buy.

Meanwhile, according Zeitmanl et. at. (2001) final destination success of the company establish relationships with customers is to form a strong satisfaction. A strong indicator of satisfaction is

1) *Say positive things*, Is said positive things about the product that has been consumed.
2) *recommend friend*, Is merekomenda-sikan products have been consumed to a friend.
3) *Continue purchasing*, Is a purchase made continuously to a product that has been consumed.

According to Kurnia (2010) buying interest is a tendency to feel attracted or compelled to perform activities of getting and having goods and services.
According Simamora in Kurnia (2010) to a product buying interest arises because of the basic beliefs of the desired product with the ability to purchase the product.

According Bachriansyah (2011) interest in buying a part of the component behavior in consuming attitude.
According to Ferdinand dalamHidayat, Elita, and Setiaman (2012), buying interest may be identified through the following indicators:
1. Transactional interest, namely the tendency of a person to buy a product.
2. Refrensial interest, namely the tendency of a person to refer products to others.
3. Preferential interest, the interest of which describes the behavior of someone who has a major preference in the product. These preferences can only be replaced if something goes wrong with the product prefrensinya.
4. Exploratory interest, this interest describe the behavior of someone who is always looking for information about a product that interested and looking for information to support the positive properties of the product.

Buying decision
Kotler & Armstrong (Pujiani, 2014) defined as the purchasing decisions of consumers of mental statements that reflect the planned purchase of a number of products with a particular brand. Purchasing decision is the stage in the purchase decision-making process in which consumers actually buy. Decision-making is an activity of individuals who are directly involved in obtaining and use of goods on offer (Isyanto, et al., 2011).

Kotler and Keller (2009) argues that there are five stages in the purchasing decision, even though consumers are not always entirely through the five stages. The five stages in the purchasing decision, namely:

1. **introduction of the problem**

The purchase process begins when the buyer realizes a problem or need that is triggered by internal or external stimuli (Kotler & Keller, 2009). Purchasing decisions begin with an awareness of fulfilling the needs and desires (needarousal) (Sutisna, 2001).

2. **search information**

Consumers who have realized the need and desire it will seek information on the whereabouts of the wanted product. The information search process will be done by gathering all the information related to the products they want (Sutisna, 2001). According to Kotler and Keller (2009), the main information source where consumers were divided into four groups:

1) Personal, consisting of family, friends, neighbors, colleagues;
2) Commercial consisting of advertising, web sites, sales representatives, distributors, packaging, display;
3) The public consisting of media mass, consumer rating organization,
4) Experimental consists of handling, inspection, use of the product.

The number and the relative influence of these sources varies by product category and the characteristics of the buyer. Every resources to implement different functions in influencing purchasing decisions.

3. **evaluation of alternatives**

From the information obtained, the consumer make the selection of the alternatives available. The selection process is called an evaluation phase information (Sutisna, 2001). Some of the basic concepts that can help consumers understand the evaluation process: first, consumers trying to satisfy a need. Second, consumers are looking for certain benefits from the product solution. Third, consumers look at each product's attributes as a group with a range of capabilities necessary to deliver benefits to satisfy those needs (Kotler & Keller, 2009).
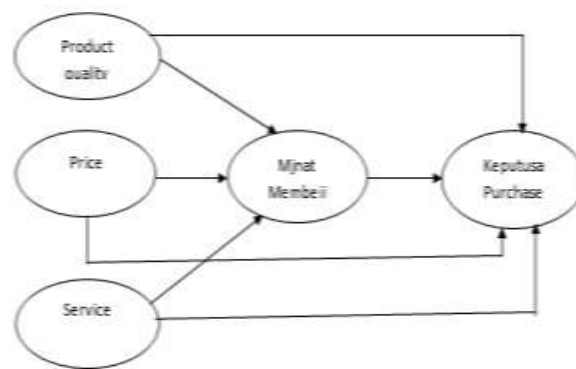
4**. Buying decision**

By using several criteria that exist in the minds of consumers, one brand of products have to be purchased (Sutisna, 2001). In carrying out the purpose of the purchase, the consumer can set up five sub-decisions that brand, dealer, quantity, time, and method of payment (Kotler & Keller, 2009).

5. **Post-purchase behavior**

Satisfaction is a function of proximity between the expectations and assumptions performance products. If the performance does not meet expectations, consumers will be disappointed, if it meets consumer expectations will be satisfied, whereas if it exceeds consumer expectations will be very satisfied. These feelings determine whether customers buy the product back and talk about things that are good or not good about the product to others (Kotler & Keller, 2009).

Decision-making by consumers to purchase a product is preceded by an awareness of compliance needs and desires of the so-called need arousal. This stage is the stage of realizing there is a problem, then if it is to realize the needs and desires of consumers will seek information about the whereabouts of the wanted product. The information search process will be done by gathering all the information related to the desired product. According to Hsu and Chang (2008) indicators to measure the purchasing decision as follows:

1) The desire to use the product
2) The desire to buy a product
3) Prioritizing the purchase of a product
4) Willingness to sacrifice (time, cost, and energy) to get a product.

hypothesis

H1 : Product Quality berpengaruh against Interests Purchase
H2 : Price effect on Buying Interest
H3 : Service quality affects the interests Buying
H4 : Product Quality effect on Decision Purchase
H5 : Price effect on Decision Purchase
H6 : Services influence the purchase decision

III.   Research result

PLS is an alternative approach that shifts a covariance-based SEM approaches be based variants. General covariance-based SEM causality test or theoretical nature while more PLS*predictive models*, In predictive modeling with the goal of having consequences that testing can be done without a strong theoretical basis, ignoring some of the assumptions and parameters prediction accuracy of the model seen from the coefficient of determination

convergent Validity
Convergent Validity Testing Results Table

No.	variables	Indicator	Outer Loading Factor	Information
1	Product quality	X1.1	0789	valid
		X1.2	0740	valid
		X1.3	0754	valid
		X1.4	0539	valid
		x1.5	0574	valid
		X1.6	0561	valid
		X1.7	0841	valid
		X1.8	0797	valid
		X1.9	0511	valid
		X1.10	0757	valid
2	Product Pricing	X2.1	0740	valid
		X2.2	0858	valid
		X2.3	0828	valid
3	Service quality	X3.1	0620	valid
		X3.2	0814	valid
		X3.3	0873	valid
		X3.4	0795	valid
		X3.5	0775	valid
4	Buying interest	Z1.1	0836	valid
		Z1.2	0882	valid
		Z1.3	0907	valid
		Z1.4	0711	valid
5	Buying decision	Y1.1	0792	valid
		Y1.2	0844	valid
		Y1.3	0838	valid
		Y1.4	0867	valid

The table shows the whole outer loading factor has a value greater than 0.5. So that these measurements can be summed meets the requirements of convergent validity. Convergent validity of the measurement model using indicators reflective judged based on outer loading factor indicators that measure the construct.

Test the validity of the testing method is also done by comparing the value of the root square root of average variance extracted (AVE) on any correlation between the construct with other constructs included in the model.

Tables AVE

	Average Variance Extracted (AVE)
Product Pricing	0656
Buying decision	0698
Service quality	0608
Product quality	0585
Buying interest	0701

Source: Data processing by PLS, 2018
Table Composite Reliability and Cronbach's Alpha

	Cronbach's Alpha	composite Reliability
Product Pricing	0736	0851
Buying decision	0856	0902
Service quality	0836	0885
Product quality	0876	0901
Buying interest	0856	0903

Source: Data processing by PLS, 2018
Constructs declared reliable if the value of composite reliability above 0.70 and Cronbach's alpha above 0.60. From the results of the output SmartPLS above all constructs have a composite value reliability above 0.70. So we can conclude that the construct has a good reliability.
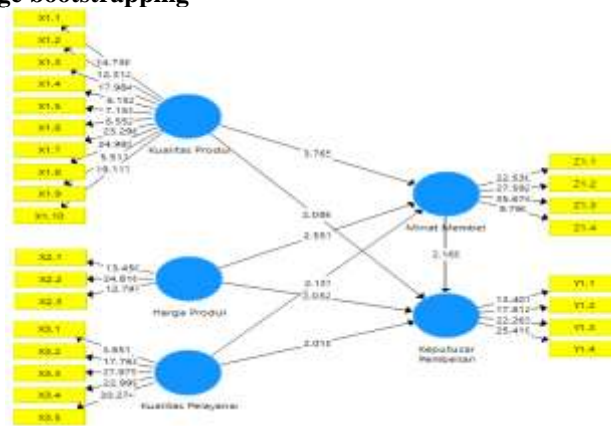
Image Display Results PLS Algorithm
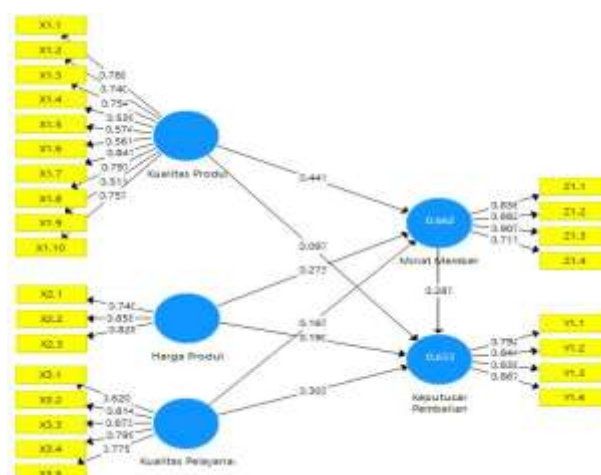
Testing Structural Model (Inner Model)

Structural model in PLS evaluated using R2 for the dependent variable and the value of path coefficients for the independent variables were then assessed the significance based on the value of t-statistic of each path.

PLS Results Display Image bootstrapping

Rated R2 any endogenous variables in this study are shown in Table
Table R-square

	R Square	R Square Adjusted
DECISION TO PURCHASE (Y)	0633	0617
BUYING INTEREST (Z)	0662	0651

Source: Data processing by PLS, 2018

Calculation of inter Variable Effect
Table Path Coefficients (mean, STDEV, t-Value)

	Original Sample (O)	T Statistics	P Values	significance Level
Price Products -> Purchase Decision	0:19	1,952	0010	<0:05
Price Products -> Buying Interest	0273	2,551	0012	<0:05
Service Quality -> Purchase Decision	0303	2,018	0046	<0:05
Service Quality -> Buying Interest	0167	1,937	0021	<0:05
Product Quality -> Purchase Decision	0097	0786	0043	<0:05
Product Quality -> Buying Interest	0441	3,765	0000	<0.001
Interest in Purchasing -> Purchase Decision	0287	2,169	0032	<0:05

Latent Variable Correlation Table

	Product Pricing	Buying decision	Service quality	Product quality	Buying interest
Product Pricing	1	0702	0.78	0719	0.72
Buying decision	0702	1	0742	0703	0722
Service quality	0.78	0742	1	0819	0741
Product quality	0719	0703	0819	1	0774
Buying interest	0.72	0722	0741	0774	1

Based on the above table it can be seen that the measurement model is formed Model equation as below:
$$Z = 0.441X1 + 0.273X2 + 0.167X3$$
$$Y = 0.097X1 + 0.190X2 + 0.303X3 + 0.287Z$$
Where,
X1 = Variable Product Quality
X2 = Variable Price Products
X3 = Variable Quality of Service

Z = Variable Interest Purchase
Y = Variable Purchasing Decisions

IV.   Discussion

Steps should be taken dalamperusahaan to face the competition is so tight one of them is looking for anything that affects the interest in the purchase then increase consumer purchasing decisions. With the increasing purchasing decisions, it will make the company better able to withstand the competition is going on. This research was conducted at the Public Eating Seasoning Ndeso on the effect of pricing, product quality, service quality, and interest in buying on purchasing decisions, then be made to the discussion as follows:

H1   : Product Quality effect on Buying interest
H2   : Price effect on Buying Interest
H3   : Service quality affects the interests Buying
H4   : Product Quality effect on Decision Purchase
H5   : Price effect on Decision Purchase
H6   : Quality of Service To purchase decision
H7   : Interest in buying Against Buying Decision

Based on the results of statistical calculations, it can be concluded that the value of Original Sample Estimate Product Quality is of 0.441 with a significance of less than 5% that indicated by the value of t-statistic greater than 3,765 t-table value of 1.98. This means that the construct of Quality Products directly affect the Interests Buying, it can be seen from the value of t-statistic greater than 1.98 which is equal to 3,765. Thus, the first hypothesis in this study received.
H1   : Product Quality effect on MBuying

Based on the results of statistical calculations, it can be concluded that the value of Original Sample Estimate Price is equal to 0.273 with a significance of less than 5% that indicated by the value of t-statistic greater than 2,551 t-table value of 1.98. This means that the construct of prices directly affect the Interests Buying, it can be seen from the value of t-statistic greater than 1.98 which is equal to 2.551. Thus, the second hypothesis in this study received.
H2   : Price effect on Buying Interest

Based on the results of statistical calculations, it can be concluded that the value of Original Sample Estimate Quality of Service is at 0.167 with significance below 5% as indicated by the value of t-statistic 1,937 greater than t-table is 1.98, This means that the construct of Quality of Service indirect effect on Buying interest, this can be seen from the t-statistic values smaller than1.98 which is equal to 1,937, Thus, the third hypothesis in this studyrejected.
H3   : Affect service qualityagainst Interests Buy

Based on the results of statistical calculations, it can be concluded that the value of Original Sample Estimate Product Quality amounted 0.097 with significance below 5% as indicated by the value of t-statistic 0786 greater than t-table is 1.98, This means that the construct of Quality Products have no direct influence on purchasing decisions, it can be seen from the t-statistic values smaller than1.98 which is equal to 0786, Thus, the fourth hypothesis in this studyrejected.
H4   : Product Quality effect on Buying decision

Based on the results of statistical calculations, it can be concluded that the value of Original Sample Estimate Price is at 0:19 with a significance of less than 5% that indicated by the value of t-statistic 1,952 greater than t-table is 1.98, This means constructs Price does not directly influence the purchasing decision, it can be seen from the t-statistic values smaller than1.98 which is equal to 0786, Thus, the fourth hypothesis in this studyrejected.
H5   : Price affect the Buying decision

Based on the results of statistical calculations, it can be concluded that the value of Original Sample Estimate Services amounted to 0.0.303 with significantly below 5% as indicated by the value of t-statistic greater than 2,018 t-table value of 1.98. This means constructs Services directly influence the purchasing

decision, it can be seen from the value of t-statistic greater than 1.98 which is equal to 2,018. Thus, the fourth hypothesis in this study received.

H6 : Services influence the purchase decision

Based on the results of statistical calculations, it can be concluded that the value of Original Sample Estimate Buying interest is equal to 0287 with significantly below 5% as indicated by the value of t-statistic greater than 2,169 t-table value of 1.98. This means that the construct of Interests Buying direct influence on purchasing decisions, it can be seen from the value of t-statistic greater than 1.98 which is equal to 2,169. Thus, the fourth hypothesis in this study received.

H7 : Buying interest affect the Buyer Decision.

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