



Consumer Purchase Interest Model for Accessory Products Made from Beads and Stocking Cloth in the Micro Business "Setyowati Accessories"

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Abstract

The micro-business "Setyowati Accessories" experienced a drastic decline in sales turnover during the COVID-19 pandemic, so a strategy was needed to develop it again. The research aims to create a model of consumer buying interest and determine methods to increase sales turnover. The model consists of three exogenous variables (convenience, trust, satisfaction) and one endogenous variable (purchase interest). Model testing uses smart PLS 3.0. Empirical data was collected from 54 randomly selected respondents. The research results show that ease of purchase, consumer trust, and satisfaction contribute 69% of all variables related to consumer buying interest. The model is quite good because the coefficient of determination is 0.501. Strategies to increase consumer buying interest can be done by developing online marketing media such as Instagram, Facebook, and Tik-Tok; increasing consumer trust and satisfaction, such as sending goods to consumers according to orders; maintaining the quality of goods; product diversification following consumer interests at market prices; provide clear information and following reality; and on time delivery. The findings of variables that influence consumer buying interest and strategies to increase sales turnover become input for micro-businesses in developing their businesses.

Keywords: *Accessories; Convenience; Interested in Buying; Satisfaction*

Introduction

Purchase interest is an intense desire that encourages someone to buy a product. Purchase interest arises when someone has a great desire to buy a product. Purchase interest is an attitude influenced by external factors in response to an object that describes a person's willingness to purchase a product (Al Hafizi & Ali, 2021). Indicators of buying interest include interest in seeking information about the product, considering buying, interest in trying, wanting to know more about the product, and wanting to own the product (Bimaruci et al., 2020; Ilhamalimy & Ali, 2022; F. Saputra & Mahaputra, 2022). A person's buying interest will influence the decision to buy a product. A decrease in purchasing interest causes a reduction in sales turnover of a product.

The decline in consumer buying interest in products occurred in the micro business "Setyowati Accessories." This business produces accessories made from beads and stocking fabric. This business experienced a sharp decline in sales turnover during the 2020 Covid pandemic until now. Several studies

have been carried out regarding purchasing interest to increase sales turnover. Fasha et al. found that brand ambassadors and brand image influence buying interest (Fasha et al., 2022). Saputra et al. found that user interface and product variations influence purchasing interest (Saputra et al., 2023). The research that has been carried out has succeeded in producing findings on several variables that affect consumer buying interest. However, the results are based on a literature review and not based on primary data.

Furthermore, Putri et al. found that perceived value and trust influence purchasing decisions mediated by purchasing interest (Putri et al., 2023). This research improves previous research by testing the influence of two new variables, namely ease of purchase and customer satisfaction on purchase intention. The model produced in this research can be used to develop strategies to increase people's buying interest and sales turnover of accessory products from the micro business "Setyowati Accessories."

Methods

This research creates a model of consumer buying interest through 2 stages. Stage 1 is to create a conceptual framework, as presented in Figure 1. Stage 2 is to create a hypothesis and carry out statistical tests.

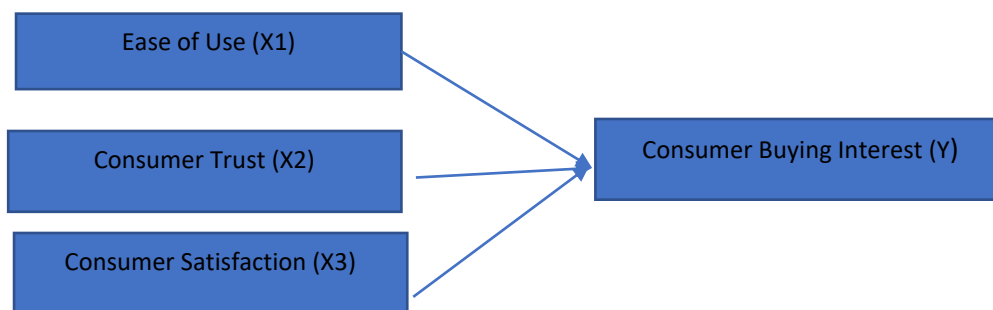


Figure 1 Conceptual Framework

The model will consist of three exogenous and one endogenous variable, as shown in Figure 1. The exogenous variables consist of ease of use (X1), consumer trust (X2), and consumer satisfaction (X3). Meanwhile, the endogenous variable is consumer buying interest (Y). These variables are the basis for creating questions aimed at respondents (Eryanti, Danim, Yulistio, & Chandra, 2021). After determining the exogenous and endogenous variables, three hypotheses were prepared, namely

Hypothesis 1: Easy of use is correlated with consumer buying interest

Hypothesis 2: Consumer trust is related to consumer buying interest

Hypothesis 3: Consumer satisfaction is correlated with consumer buying interest

This research distributed questionnaires to customers of the micro business "Yayuk Accessories." There were 54 customers out of around 60 customers. The minimum number of customers who must fill in is determined from the Slovin formula (equation 1), where with an error margin of 5%, the minimum number of customers who must fill out the questionnaire is 52 people (Ryan, 2013).

$$x = \frac{X}{1 + Ne^2} \quad (1)$$

X is sample numbers, X is population, and e is error margin.

The questionnaire distributed to customers contains 20 questions regarding respondent data (7 questions), ease of purchase (3 questions), trust (3 questions), satisfaction (3 questions), and consumer buying interest (3 questions). Customers answer the questionnaire by choosing one answer from 4 options based on the Likert Scale, namely 1 (strongly disagree), 2 (disagree), 3 (agree) and 4 (strongly agree). Before testing the hypothesis, the model is first tested. Model testing uses SEM-PLS with the help of Smart PLS 3.0 (Kusdarini et al., 2020). Testing includes testing the outer model and inner model. There are two outer model tests, namely: 1) construct validity is carried out by calculating convergent validity, where the indicator is declared valid for measuring the variable if the loading factor is more significant than 0.7 and the average variance extracted (AVE) value is more significant than 0.5; 2) evaluate the discriminant validity of cross loading, if the indicators for all variables produce a loading value that is greater than the loading value for the other variables, then each indicator can measure the latent variable that corresponds to the indicator. Meanwhile, there are two tests of the inner model, namely: 1) evaluation of the coefficient of determination (R²), which states the diversity of variables, and predictive relevance (Q²), which displays the goodness of the model.

Next, three hypotheses were tested using the correlation test. The three hypotheses regarding the relationship between 3 exogenous variables (X1 = convenience; X2 = trust; X3 = satisfaction) to the endogenous variable of consumer buying interest. The test criteria state that if the T-statistics value is \geq T-table (1.96) or the P-value is < significant alpha 5% or 0.05, then it is indicated that there is a significant influence of exogenous variables on endogenous variables.

Results and Discussion

The sample was 54 customers of "Yayuk Accessories." The sample was 55.6% for men and 44.4% for women. The sample aged 16-25 was 72.2%, 26-35 years 11.1%, 36-45 years 9.3%, and 46-55 years 7.4%. Model testing is carried out on the outer model and inner model.

1. Outer Model Testing

Testing the outer model resulted in convergent validity testing (Table 1) and cross-loading discriminant validity (Table 2).

Table 1 Convergent Validity Testing

Variable	Indicator	Factor Loading	AVE
Easy of use (X1)	X1.1	0.879	0.853
	X1.2	0.946	
	X1.3	0.945	
Consumer trust (X2)	X2.1	0.964	0.899
	X2.2	0.956	
	X2.3	0.924	
Consumer satisfaction (X3)	X3.1	0.933	0.885
	X3.2	0.949	
	X3.3	0.940	
Consumer buying interest (Y)	Y.1	0.901	0.813
	Y.2	0.912	
	Y.3	0.933	
	Y.4	0.858	

Table 1 shows that all indicators' loading factor value is more than 0.7. The Average Variance Extracted (AVE) value is greater than 0.5 for all variables. The data in Table 1 shows that 13 indicators can measure the variables validly.

Table 2 Cross Loading Discriminant Validity Testing

Indicator	Easy of use (X1)	Consumer trust (X2)	Consumer satisfaction (X3)	Consumer buying interest (Y)
X1.1	0.879	0.755	0.692	0.550
X1.2	0.946	0.822	0.708	0.594
X1.3	0.945	0.871	0.753	0.631
X2.1	0.849	0.964	0.789	0.786
X2.2	0.806	0.956	0.779	0.744
X2.3	0.865	0.924	0.830	0.711
X3.1	0.712	0.710	0.933	0.680
X3.2	0.749	0.831	0.949	0.760
X3.3	0.730	0.826	0.940	0.754
Y.1	0.635	0.766	0.736	0.901
Y.2	0.595	0.713	0.728	0.912
Y.3	0.551	0.713	0.686	0.933
Y.4	0.528	0.645	0.656	0.858

Table 2 shows that overall, the indicators for all variables (bold font) produce loading values more significant than those for the other variables. Thus, it can be stated that from the discriminant validity test, each indicator can measure the latent variable that corresponds to the indicator.

2.Inner Model Testing

After testing the outer model, testing the inner model is carried out. Trying the internal model resulted in trying the coefficient of determination (R^2) (Table 3) and predictive relevance (Q^2) (Table 4).

Table 3 Coefficient of Determination Test Results (R^2)

Endogen Variable	R^2	R^2 Adjusted
Consumer buying interest (Y)	0.690	0.671

The coefficient of determination (R^2) of the endogenous variable (Y) in the model is 0.690 or 69.0%. This value explains that the variables Convenience (X1), Trust (X2), and Satisfaction (X3) can explain 69.0% of the diversity of the Consumer Purchase Interest variable (Y). In other words, the contribution of the influence of the variables Convenience (X1), Trust (X2), and Satisfaction (X3) to Consumer Purchase Interest (Y) is 69.0%, while the influence of other variables not discussed in this research is 31.0%. Table 4 shows that all variables produce Predictive Relevance (Q^2) values greater than 0 (zero), indicating that the model is good enough.

Table 4 Predictive Relevance Test Results (Q^2)

Endogen Variable	S	SSE	$Q^2 (=1-SSE/SSO)$
Consumer buying interest (Y)	216.000	107.786	0.501

3. Hypothesis Testing

Significance testing tests whether the independent (exogenous) variable influences the dependent (endogenous) variable. The results of significance testing are presented in Table 5, and the model is shown in Figure 2.

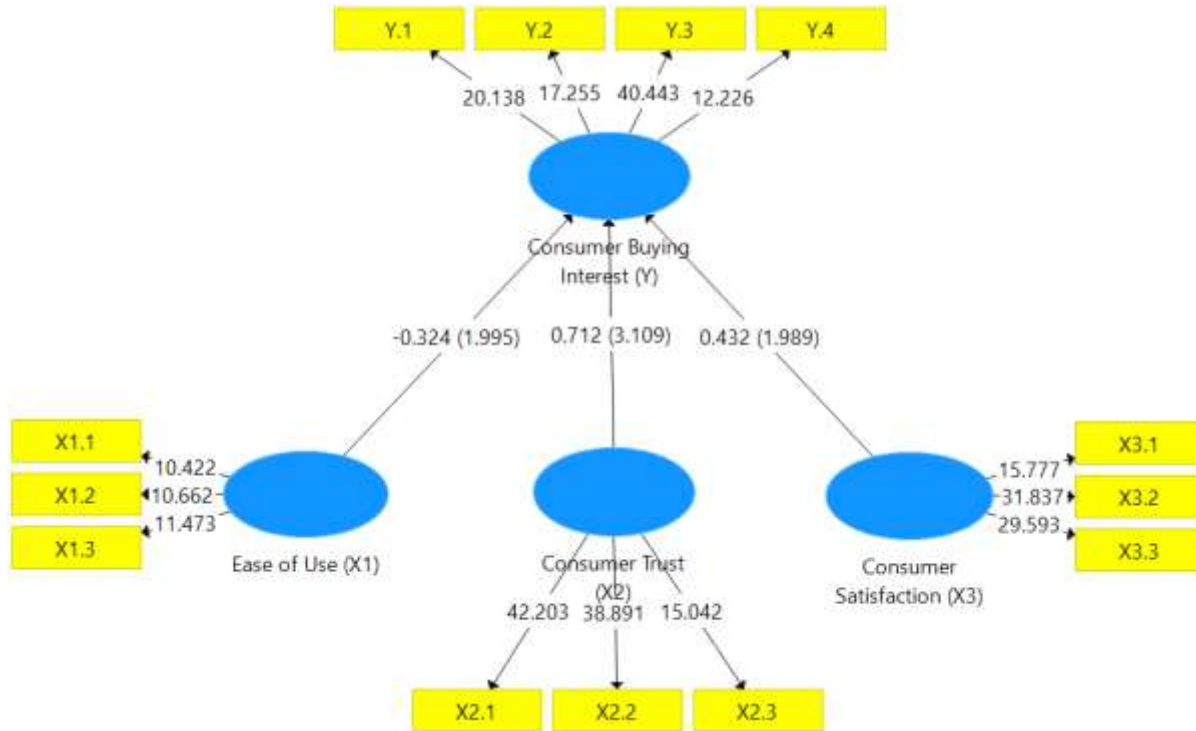


Figure 2 PLS Construct

Table 5 Hypothesis Testing Results

Influence	Coefficient	T Statistics (O/STDEV)	P Values
Easy of use (X1) -> Consumer buying interest (Y)	-0.324	2.098	0.036
Consumer trust (X2) -> Consumer buying interest (Y)	0.712	3.126	0.002
Consumer satisfaction (X3) -> Consumer buying interest(Y)	0.432	1.974	0.049

The truth of the hypothesis can be seen from the T statistics and p-value (Table 5). Hypothesis 1 (H1), hypothesis 2 (H2), and hypothesis 3 (H3) meet the requirements because the T statistics are greater than 1.96 and the p-value is smaller than 0.05. Testing the effect of Convenience (X1) on Consumer Purchase Interest (Y) produces a T statistics value of 2.098 with a p-value of 0.036, and the resulting coefficient value is negative, namely -0.324. This condition shows that H1 meets the requirements and has a significant influence. The easier it is for consumers to make purchases, the buying interest tends to decrease. Testing the impact of Trust (X2) on Consumer Purchase Interest (Y) produces a T statistics value of 3.126 with a p-value of 0.002, and the resulting coefficient value is positive, namely 0.712. This situation proves that H2 meets the requirements, and there is a significant influence. The more consumers trust micro businesses, the higher consumer buying interest. Meanwhile, the test of the effect of Satisfaction (X3) on Consumer Purchase Interest (Y) produces a T statistics value of 1.974 with a p-value

of 0.049, and the resulting coefficient value is positive, namely 0.432. The test results show that the T statistics value is > 1.96 , and the p-value is < 0.05 . This condition explains that H2 meets the requirements and there is a significant influence. The more consumers are satisfied with micro business services and products, the more consumer buying interest increases.

4.Strategy to Increase Sales Turnover

Hypothesis testing shows that ease of purchase, trust, and consumer satisfaction significantly influence consumer buying interest. In connection with purchasing interest, which affects a person's decision to purchase, several strategies can be implemented to increase sales turnover. Strategies for ease of purchasing can be pursued by using Instagram, Facebook, TikTok, and WhatsApp, which are always active and respond quickly to consumer questions (Fernos & Ayadi, 2023; Humairoh et al., 2023). The language and terms used in online marketing media must also be adapted to the target consumers. For teenage consumers, the vocabulary and phrases used should be more attractive and contemporary in the form of idioms.

Meanwhile, for adult consumers, the language and terms should be more straightforward, not tacky, and not long-winded (Sudarsono et al., 2023). Apart from the language and words used, the type of online media used must also be chosen to be most attractive to consumers. For this reason, you can try using several online media and then choose the most profitable one (Zhou et al., 2023). After selecting the suitable online media, the short message in the application must also be responded to actively by the seller. This situation is because consumer psychology is also influenced by the seller's response (Lee et al., 2023).

Furthermore, service features in online media must also be considered so sellers can choose online media that can help optimize sales (Marquette & Hamidah, 2023). The strategy for building consumer trust and satisfaction is to serve orders according to the information provided, the price and quality of the goods, and when consumers can receive the goods (Steven et al., 2023). The product brand "Setyowati Accessories" can be further promoted to improve the product image, where a good product image will attract consumer interest and encourage consumer decisions to buy these micro-business products. In addition, it is necessary to diversify products and packaging to attract consumers (Kusdarini & Yuwanto, 2018b, 2018a).

Conclusion

The research produced a model of consumer purchasing interest, which is in the excellent category with a Predictive Relevance (Q2) of 0.501. Testing the coefficient of determination (R2) shows that three independent variables, namely 1) ease of purchase, 2) consumer confidence, and 3) consumer satisfaction, contribute 69% of all variables related to consumer buying interest. The three independent variables significantly influence consumer buying interest. Furthermore, sales turnover of micro business accessories can be increased by developing marketing strategies via Instagram, Facebook, TikTok, Tokopedia, Shopee, and other online media. Micro businesses must also respond to consumer questions quickly, complete orders and send goods to consumers on time, maintain product quality, diversify products according to consumer interests, and develop product packaging. The consumer purchasing interest model can be produced by adding other variables such as price, packaging, and brand.

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