

## DETERMINANTS OF CONSUMER BUYING INTEREST

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### ***Abstract***

The objective of this study is to evaluate the influence of pricing, product quality, and innovation on consumer purchasing intention within the specific setting of the Syar'I Collection & Parfum Business in Riau. The major data utilised in this study is derived from questionnaire replies. The data were acquired through documentation approaches employing structured questionnaires. This study centres on individuals who engage with Syar'I Collection and Perfume Enterprises. The researchers employed incidental sampling methods to choose participants. The research findings indicate a significant impact of pricing on customer purchasing behaviour within the Syar'I Collection and Perfume industry. This suggests that the implementation of price reductions by Syar'I Collection and Parfum Business companies is likely to enhance consumer inclination towards product purchases. Furthermore, this study elucidates a robust correlation between the quality of products and the level of consumer purchasing interest within the Syar'I Collection and Perfume industry. The findings indicate a positive relationship between the enhancement of product quality by Syar'I Collection and Parfum Business companies and the growing inclination of consumers to make investments in these products. This study provides empirical evidence that highlights the significant influence of product innovation on customer purchasing behaviour within the Syar'I Collection and Perfume Business industry. This statement elucidates that the heightened focus on inventive product offerings by Syar'I Collection and Parfum enterprises has resulted in a surge in consumer enthusiasm in procuring these products.

**Keywords:** product, quality, price, innovation, buying interest



## THE INTRODUCTION

In the realm of commercial competitiveness, the relentless pursuit of strategic excellence holds utmost significance. Various techniques might be employed, such as implementing competitive pricing, offering high-quality items, or cultivating an appealing brand image targeted at the younger demographic. Pricing tactics possess significant adaptability and are quite straightforward to implement in comparison to alternative marketing tools. The pricing factor holds considerable sway over consumers, impacting their product selection, buying intentions, and opinions. The purchase intent stage signifies the initial phase during which consumers demonstrate interest in a specific product prior to finalising their purchasing choice. During the phase of purchase planning, consumers express their intention to make a purchase as they actively seek out the most suitable choice for acquiring the desired product. Nevertheless, it is worth noting that consumers now possess a restricted level of product information, which consequently introduces an element of uncertainty in their ultimate purchasing decisions (Irvanto & Sujana, 2020). Consequently, heightened pricing, enhanced quality, and innovative features contribute to consumers' inclination to make a buy, whilst any deficiencies in these aspects diminish such intent.

The case study of Syar'i Collection and Parfume Business, situated in Riau city, encapsulates the emergence and ongoing development of fashion enterprises formed in 2018. In order to retain their customer base, Syar'i Collection and Parfume outlets employ proactive measures such as implementing price modifications, enhancing product quality, and introducing relevant innovations. These techniques are aimed at enticing consumer buy intentions and upholding customer contentment. Within this particular setting, the author endeavours to undertake a research study with the objective of assessing the influence of price, quality, and

innovation on consumer buy intentions in the Syar'i Collection and Parfume industry in Riau. The research presented is titled "The Impact of Price, Quality, and Innovation on Consumer Purchase Intent in the Syar'i Collection and Perfume Enterprise Industry in Riau." The research topic of this study pertains to the smart purchase intents of consumers in the establishment of Syar'i Collection and Parfume Business in Riau, based on the provided background information. Hence, the objective of this research is to examine and evaluate the impact of price, quality, and innovation on consumers' intents to purchase products within the Syar'i Collection and Parfume Business sector.

This research exhibits distinct characteristics and noteworthy accomplishments within the realm of Syar'i fashion business. This study aims to enhance the comprehension of the determinants that impact customer purchasing interest in the Syar'i Collection and Parfume Business in the region of Riau. Through a comprehensive analysis of the impacts of price, quality, and innovation, this study aims to offer valuable insights to businesses in formulating successful strategies to enhance consumer purchasing intent and uphold customer contentment. Furthermore, this study holds significant significance for the advancement of the Shar'i economic ecosystem within the geographical area. This study provides support for economic empowerment grounded in Islamic ethics through an examination of enterprises adhering to sharia standards. Moreover, within the scholarly domain, this study enhances the comprehension of the correlation among price, quality, innovation, and customer purchasing interest in the Shar'i fashion sector. The results of this study have the potential to serve as a foundation for further comprehensive investigation and extensive analysis, while also making a valuable contribution to the advancement of knowledge in the disciplines of marketing and economics. Therefore, this study offers significant contributions for professionals in



the business sector, policymakers, and the academic community, all of whom have crucial roles in the sustainable development of the Shar'i fashion industry.

## **LITERATURE REVIEW**

The corporation cannot disregard the price, as it is the sole component of the marketing mix that is frequently taken into account by consumers when making purchasing decisions. According to Swastha, pricing can be defined as the monetary value, along with any accompanying goods, that is necessary to acquire a specific quantity of product and service combinations. As per Rachmat Syafei's analysis, the price is exclusively stipulated inside the contractual agreement, representing a concession that may be lesser, greater, or equivalent to the worth of the commodities. Typically, the price serves as a medium of trade for items that are mutually agreed upon by the contracting parties.

In the field of Islamic Fiqh, there exist two distinct terminologies that pertain to the valuation of a commodity, namely saman and as-si'r. The benchmark price of an item is referred to as As – Saman, but the price that is observed on the market is known as As – Si'r. Fiqh scholars categorise As-Si'r into two distinct types: firstly, the price that arises organically in the absence of any government intervention. In this scenario, traders possess the liberty to engage in the sale of commodities at an equitable price, while considering the profits of the Government. It is imperative that the prevailing price remains unaffected by governmental intervention, as such interference may impede freedom and compromise the rights of traders and producers. Furthermore, the government determines the price of a commodity by taking into account factors such as capital investment, equitable returns for traders and producers, an assessment of the prevailing economic conditions, and the purchasing power of the general

population. The pricing policy implemented by the government is commonly referred to as *at-tas'ir al-jabbari*. The price of a product can serve as an indicator of its brand quality, since buyers often hold the idea that higher prices are typically associated with superior quality.

### **Buyer Interest**

Understanding buying interest according to (Kotler 2008) Buying interest is a behavior that arises in response to objects that indicate consumer desire to make purchases. According to Durianto & Liana (2004), buying interest is something related to consumers' plans to buy certain products and how many units of products are needed in a certain period. Zulkarnain (2012:121) states that consumer interest is a feeling of pleasure or disappointment that a person gets from comparing the perceived performance (results) of the product with its expectations.

Consumer interest according to Hasan (2013): "the comparison between products or services perceived by customers exceeds predictions before the product/service is purchased by customers. If the feeling exceeds the customer's expectation then the customer will feel satisfied and vice versa". Based on the description above, it can be concluded that buying interest is a mental statement from consumers that reflects the purchase plan of a number of products with certain brands. A product is said to have been consumed by consumers if the product has been decided by consumers to be purchased. The personal characteristics of consumers used to process stimuli are very complex, and one of them is the consumer's motivation to buy.

### **Definition of innovation**

According to (Suryani 2012), Hubeis (2009) innovation can be in the form of perceived ways or ideas to make changes and not only limited to products. Innovation is created so that people can enjoy new things. From



a marketing point of view, innovation refers to goods and services that are new. Be it in terms of packaging, quality, function and even new as a whole. Creating new products should be based on marketing concepts by paying attention to consumer perspectives. Innovation is to produce a completely new product as well as a continuation of the discovery of previous products. Innovation is carried out by making new breakthroughs by utilizing various available resources for the sake of increasing community prosperity (Nasution, A. H., Noer, B. A., & Suef 2009) explaining that innovation is divided into 2, namely:

1. Social innovation is a form of innovation that can be felt but is not tangible objects.
2. Technological innovation is the innovation of tangible objects such as a product created with technology.

According to Suryani, (2012) forms of innovation can be seen from various things such as:

1. Packaging novation is a change in packaging to attract the attention of consumers, but there is no change in the content of the product.
2. Product innovation is updating and developing pre-existing products.
3. Place innovation is a change in the location of sales, both location and appearance.

In forming innovation, there are several things that must be avoided by Nasution, A. H., Noer, B. A., & Suef, (2009), namely:

1. Complex innovation.
2. Convoluted innovation.
3. Innovation for the future. Good innovation is aimed at the present and the future

According to Thamrin (2012) there are three factors that influence innovation, namely:

1. Human resource (HR) factors. The feeling of humans (employees) who serve services can communicate is important because only with humans can consumers communicate directly and openly.
2. Factor in the availability of facilities and infrastructure (physical) owned by the company. The facilities and infrastructure used must also be able to support what has been done by humans. For example, equipment and facilities owned such as waiting rooms and rooms to receive guests must be equipped with various facilities so as to make consumers comfortable and at home in the room.
3. The quality of the products that the company presents. Similarly, the quality of the products offered must have advantages over competing products and other supporting factors.

According to Kotler and Keller (2013) the factors that influence consumer promotion are as follows:

1. Credibility is very important to note, the better the quality and capability of a person or business in accordance with their field, the more credibility will be in the eyes of consumers.
2. Closeness is the second factor that is very important in building a promotion, someone has credibility but does not have closeness and is unable to communicate well, then promotion is difficult to realize.
3. Reliability or reliability is proof of whether someone can meet the things expected by relationships, friends or people around. Or whether the seller can meet the things expected of its consumers. Of the three elements, reliability is the most important factor in building let alone maintaining promotion.



## Product Quality

Products have significance for companies because without products, companies will not be able to do anything from their business. Consumers tend to buy products if they feel suitable, therefore products must be tailored to the wants or needs of buyers in order to market products successfully. In other words, product manufacturing is better oriented to market desires or consumer tastes (Suryani 2012). One of the main values expected by customers from manufacturers is the highest quality of products and services. Product quality is how describing the product can provide something that can satisfy consumers. (Kotler, P, & Keller 2016) states that product quality is the ability of an item to provide appropriate results or performance, even exceeding what customers want.

According to Garvin quoted by Tjiptono., (2019) product quality has indicator indicators, which are as follows

1. Performance is a characteristic of the operation and core product purchased. For example, speed, ease and comfort in use.
2. Features. Product features that complement the basic functions of a product.
3. Conformance to specification. The extent to which the design and operating characteristics meet previously established standards. For example, standards of operational characteristics.
4. Durability. Relating to how long the product can continue to be used. This dimension includes both technical life and economic life.
5. Reliability is less likely to be damaged or fail to use.
6. Serviceability, including speed, competence, comfort, easy repair, and satisfactory complaint handling. The services provided are not limited only before sales, but also during the sales process until after sales, which also includes repair services and the availability of required components.

7. Aesthetics is the attractiveness of the product to the five senses. For example, the beauty of product design, the uniqueness of product models, and combinations.
8. Perceived Quality. Is the consumer's perception of the overall quality or superiority of a product. Usually due to the buyer's lack of knowledge of the attributes or characteristics of the product to be purchased, the buyer perceives the quality in terms of price, advertising, company reputation, and the country of manufacture. Some of these dimensions, researchers draw several relevant factors in this study, including: Performance, Features, Reliability, Conformance to Specification, Durability and Aesthetics.

### **The Effect of Price on Consumer Buying Interest**

The phenomena of the impact of price on consumer purchasing interest holds significant importance within the realms of marketing and economics. Within this particular framework, the concept of pricing is delineated as the monetary value that individuals are required to expend in order to obtain a specific product or service. The relationship between pricing and customer purchasing interest has been a prominent area of investigation and examination in an endeavour to comprehend intricate consumer behaviour. The price of a product or service is not merely a numerical figure, but rather a reflection of consumer perceptions of its value. Consequently, price plays a pivotal role in influencing and determining consumer purchasing choices (Bokhari et al. 2023; De Toni, Zielke, and Mazzon 2023; Zhao, Guan, and Zhang 2023).

The significance of pricing in consumer decision-making becomes evident when contemplating the impact of price fluctuations on purchasing behaviour. In general, reduced prices possess the capacity to augment customer purchasing inclination. Consumers exhibit a tendency



to be attracted to offers that give enhanced value and generate potential for cost reduction. Conversely, elevated costs may pose an impediment to consumer purchasing behaviour, as individuals must deliberate on the value proposition of the product or service in relation to its increased expense. The perception of value is a significant notion that pertains to the correlation between price and buying interest. Consumers engage in price comparisons by assessing the anticipated benefits associated with a particular product or service. When the price aligns with the perceived value, there is a likelihood of an increase in purchasing interest. Nevertheless, in the event that the price deviates significantly from the perceived value, consumers may encounter a quandary while attempting to make a decision regarding their purchase. This observation highlights that pricing possesses a dual nature, serving not just as a quantitative metric but also as a symbolic representation of worth that has the potential to impact consumers' emotions and cognitive processes.

The consideration of price elasticity is a crucial element within this study. The concept of elasticity pertains to the degree to which variations in pricing can influence the quantity of a good or service demanded. When the demand for a product is sensitive to variations in price (elastic), alterations in price can exert a substantial influence on consumer purchasing behaviour. An upward shift in price has the potential to result in a significant reduction in demand. Conversely, in situations where demand exhibits a lower level of responsiveness (inelasticity), alterations in price are likely to exert a constrained impact on purchasing behaviour.

However, the influence of price on purchasing intent is not exclusively contingent upon numerical values. The market setting and level of competition are other factors that contribute to the situation. In a highly competitive market characterised by several alternatives, price has the potential to serve as a significant distinguishing factor. Consumers will

take into account the pricing, as well as the comparative quality and benefits of alternative products or services (Li and Liu 2023; Richards and Vassalos 2023). On the other hand, in a market characterised by limited replacement or insufficient competition, the price factor may exert a more significant impact on consumer purchasing behaviour.

Promotions and discounts are an additional strategic approach that effectively boosts consumer interest in making purchases. Special promotions have the potential to generate a sense of urgency and evoke emotional impulses, prompting immediate purchasing decisions. Discounts have the potential to enhance affordability and alleviate financial obstacles encountered by consumers. Hence, the price is not solely a fixed parameter, but rather subject to the influence of situational and tactical elements.

When considering the wider context, it is important to acknowledge that marketing and branding also have an impact on how customers perceive and understand price. Brands possessing a robust reputation or a favourable image are capable of commanding elevated costs, since buyers prefer to establish a correlation between such brands and superior quality. Hence, it may be argued that the price of a product is not solely an independent variable, but rather intricately linked to the brand's image and the perceptions of consumers.

To gain a more comprehensive understanding of the impact of pricing on consumer purchasing behaviour, it is imperative to take into account a range of factors including market dynamics, competitive landscape, and consumers' cognitive perceptions of price and value. Through the examination of intricate interactions, marketers and economists can enhance their comprehension of price dynamics and consumer purchasing behaviour, hence enabling them to make more informed choices when formulating efficient pricing strategies.



Furthermore, gaining a more profound comprehension of the significance of price in consumer decision-making processes will offer a more comprehensive perspective on attaining wider marketing and economic objectives.

### **The Effect of Quality on Consumer Buying Interest**

The notion of the impact of quality on customer buying interest is a fundamental concept in the field of marketing that elucidates the direct influence of consumers' perceptions regarding the quality of a product or service on their level of interest in making a purchase. In a contemporary landscape characterised by heightened competitiveness and a wide array of choices, the evaluation of quality exerts a substantial influence on consumer purchasing behaviour, thereby prompting extensive and meticulous investigation within the realm of business studies (Li and Liu 2023; Richards and Vassalos 2023).

The significance of the perception of quality in shaping customer purchasing interest stems from the tendency of consumers to regard quality as a primary indicator of the value associated with the product or service under consideration for purchase. This principle is evident in the manner in which consumers assess the value derived from the product or service they intend to get. When a product is perceived as having high quality, buyers are more inclined to make a purchase due to the belief that the financial value they spend aligns with the advantages and benefits offered by the product. Therefore, the assessment of quality perception emerges as a crucial determinant in evaluating the appeal of a product or service to consumers.

The impact of product and service quality on consumer purchasing behaviour is significant. In the realm of products, quality encompasses a multitude of facets, spanning performance, reliability, features, and

durability. Products that not only meet but also surpass consumer expectations in terms of quality have a tendency to generate heightened purchasing desire (Li and Liu 2023; Richards and Vassalos 2023). Consumers who see that a specific automobile possesses a robust reputation for reliability and longevity may exhibit a greater propensity to acquire this vehicle, even if it entails a higher cost, due to their perception that such an investment will yield enduring value.

The purchasing intention is significantly affected by the level of service quality. The concept of quality of service pertains to the degree to which the service provider acknowledges and prioritises the client experience. The notion of service quality encompasses factors such as responsiveness, quickness, and ease of interaction with staff or service systems. The provision of high-quality services that meet or beyond consumer expectations has the potential to cultivate a pleasant customer experience. This positive experience, in turn, can stimulate increased interest in purchasing and may even initiate a chain reaction that fosters customer loyalty.

Brands play a significant impact in shaping consumers' perception of quality and thus influencing their purchasing behaviour. Brands that possess a well-established reputation for high quality frequently exhibit enhanced attractiveness to consumers. This phenomenon can be attributed to the establishment of a robust reputation for quality by certain brands over an extended duration, which afterwards facilitates a heightened propensity for consumer interest and willingness to purchase, despite the presence of elevated pricing (Ahmed, Singh, and Samala 2023; Elsharnouby et al. 2023; Tosun and Köylüoğlu 2023). Consumers frequently establish a connection between brands and their stated quality features, and companies that have demonstrated their quality in prior encounters



possess a competitive advantage in generating enduring purchasing interest.

It is important to note, however, that the assessment of quality is a subjective notion and might differ among persons. Each individual consumer possesses unique interests, values, and expectations pertaining to the concept of quality. The impression of quality might vary among consumers, leading to differing interpretations of what constitutes a high standard. Hence, when examining the impact of quality on purchasing intent, it is crucial to take into account the diverse range of individuals and endeavour to gain a deeper understanding of their motivations and interests.

Psychological factors play a significant part in shaping consumer interest in purchasing by influencing the perception of quality. The perception of quality has the potential to elicit customer emotions and attitudes, which in turn can influence the degree of purchasing interest. Consumers frequently experience heightened satisfaction and a stronger sense of connection when engaging with products or services that exhibit high quality. Positive experiences have the potential to establish an emotional bond between consumers and a brand or product, so immediately augmenting their inclination to make a purchase.

### **The Influence of Innovation on Consumer Buying Interest**

The impact of innovation on customer purchasing interest is a significant and captivating topic within the field of marketing. It explores how the introduction of innovative elements in a product, service, or business procedure might influence the level of consumer interest and motivation towards making a purchase. In the context of the dynamic and progressive global era, it is imperative for businesses to include innovation into their strategic frameworks (Ahmed, Singh, and Samala 2023;

Elsharnouby et al. 2023; Tosun and Köylüoğlu 2023). This is necessary not only to effectively address the escalating demands of consumers but also to establish a distinctive position in an intensifying market landscape. The significance of innovation's impact on customer purchasing behaviour should not be disregarded. The promise of innovation lies in its ability to disrupt existing paradigms and reshape consumer perceptions of products and services. Innovation encompasses not just the creation of novel products or services, but also encompasses substantial enhancements to preexisting products or services. Within this particular setting, the impact of innovation can be discerned by examining several significant facets.

Innovation has the capacity to influence consumer purchasing behaviour by generating substantial value-added benefits. Innovation frequently entails negative consequences for consumers, including enhancements in quality, efficiency, and convenience. Consumers exhibit a tendency to be drawn towards items or services that offer superior benefits compared to alternative possibilities. The introduction of recent smartphones, which incorporate novel attributes such as enhanced camera capabilities, extended battery longevity, or emerging technology, frequently garners substantial attention from customers due to their perceived ability to offer notable enhancements in daily use.

The impact of innovation plays a significant influence in shaping consumer purchasing behaviour. Innovation frequently engenders unforeseen or distinctive enhancements in products or services, thereby captivating consumers' attention in a compelling manner. Products that include unique and inventive attributes, which are not present in other products, have the potential to elicit heightened admiration and curiosity from consumers. This, in turn, may serve as an impetus for consumers to delve deeper into the product, seeking to acquire a more comprehensive understanding of its qualities. Moreover, innovation is frequently linked to



significant advancements in technology (Ahmed, Singh, and Samala 2023; Elsharnouby et al. 2023; Tosun and Köylüoğlu 2023). When a product or service incorporates cutting-edge technology, consumers may be inclined to embrace the product due to the belief that new technology frequently signifies enhanced quality or superior performance. This phenomenon is particularly evident in the technology sector, as consumers have a tendency to be drawn towards products that incorporate the most advanced and innovative technological features.

Furthermore, the influence of innovation on consumer purchasing behaviour can be observed by examining alterations in the accessibility or use of the product or service. The advent of the digital era has brought about significant changes in consumer purchasing behaviour, primarily driven by advancements in accessing items or services. Notably, subscription-based services and online business models have emerged as influential factors shaping consumer buying desire. The comfort and flexibility provided by this novel business model may impact consumers' purchasing inclination towards convenience and ease. Nevertheless, it is important to note that the impact of innovation on customer purchasing behaviour may not always yield favourable outcomes. Resistance to change can be triggered by innovations that are excessively radical or fail to align with customer expectations. Consumers may exhibit reluctance in transitioning from a well-known and established product or service to a novel and unproven alternative.

Furthermore, the influence of innovation on consumer purchasing behaviour is contingent upon the nature of the product or service being offered, as well as the characteristics of the market in which it operates. Certain products or services exhibit a greater propensity for embracing innovation readily, whereas others necessitate a more delicate approach in the introduction of change. Hence, a comprehensive comprehension of

the target audience, their preferences, and consumer wants plays a pivotal role in formulating efficacious innovation strategies.

## **METHODOLOGY**

This research is quantitative research using descriptive methods. The type of data used is primary data in the form of questionnaire data. Data collection techniques use documentation techniques in the form of questionnaires. The population of this study was consumers who shopped at Syar'i Collection and Parfume. Sampling was carried out by researchers using the Accidental sampling technique. Accidental sampling is a deliberate technique encountered by researchers and meets the criteria of respondents (Sugiyono 2016). Determination of the number of samples using the slovin formula with the value of the allowance used is 0.1. Based on this formula, the number of research samples is 70. Based on the questionnaire distributed to respondents, the number of returnees was 40. So that the sample in this study was 40 respondents. The data analysis technique used in this study is quantitative associative, associative research is research that aims to see the relationship or influence between variable x (independent) to variable Y (dependent). In this study to test the questionnaire, validity and reliability tests were used, while to test the hypothesis using t tests and F tests with the help of the SPSS v 22 program.

There are two types of variables used by the author in this study, namely: the independent variable (X) in this study is the Price of Quality and Innovation and the dependent variable (Y) in this study is Consumer Buying Interest in MSME Businesses. The locations used in this study were Riau syar'i collection and perfume stores.



## RESULT AND DISCUSSION

### Characteristics of Respondents

The following characteristics of research respondents have been obtained

**Table 1. Characteristics of respondents by gender**

		Frequency	Percent
Valid	Woman	26	65.0
	Man	14	35.0
	Total	40	100.0

Based on table 1, the characteristics of respondents based on sex in this study were mainly female with 26 (65%) respondents, while male sex amounted to 14 people (35%).

**Table 2 Characteristics of Respondents by Education**

		Frequency	Percent
Valid	SMA	3	7.5
	D3	21	52.5
	S1	16	40.0
	Total	40	100.0

Based on table 2, the characteristics of respondents based on gender in this study were mainly the type of education of the majority of respondents with the last education D3 with a total of 21 people (52.5%), while respondents with S1 education were 16 people (40%), and respondents with high school education amounted to 3 people (7.5%).

### Data Quality Test

An item is valid if it has a  $r_{\text{calculated}} > r_{\text{table}}$  and is considered reliable if the *cronch's alpha* value  $> 0.7$ . The following are the results of the validity and reliability test:

**Table 3 Price Variable validity test**

Statement No	$r_{hitung}$	$r_{tabel}$	Information
1	0,663	0,3120	Valid
2	0,783	0,3120	Valid
3	0,768	0,3120	Valid
4	0,751	0,3120	Valid
5	0,847	0,3120	Valid
6	0,741	0,3120	Valid
7	0,499	0,3120	Valid

Based on the results of the validity test above, each statement item on the price variable has a calculated  $r$  value  $> r_{table}$  so that it is declared valid.

**Table 4 Product Quality Variable validity test**

Statement No	$r_{hitung}$	$r_{tabel}$	Information
1	0,524	0,3120	Valid
2	0,576	0,3120	Valid
3	0,933	0,3120	Valid
4	0,772	0,3120	Valid
5	0,858	0,3120	Valid
6	0,875	0,3120	Valid
7	0,699	0,3120	Valid

Based on the results of the validity test above, each statement item on the product quality variable has a calculated  $r$  value  $> r_{table}$  so that it is declared valid.

**Table 5 Product Innovation Variable validity test**

Statement No	$r_{hitung}$	$r_{tabel}$	Information
1	0,868	0,3120	Valid
2	0,911	0,3120	Valid
3	0,821	0,3120	Valid
4	0,729	0,3120	Valid
5	0,779	0,3120	Valid
6	0,817	0,3120	Valid
7	0,843	0,3120	Valid



Based on the results of the validity test above, each statement item on the product innovation variable has a  $r_{\text{calculated}}$  value  $> r_{\text{table}}$  so that it is declared valid.

**Table 6 Test the validity of the Buying Interest Variables**

Statement No	$r_{\text{hitung}}$	$r_{\text{tabel}}$	Information
1	0,730	0,3120	Valid
2	0,744	0,3120	Valid
3	0,605	0,3120	Valid
4	0,554	0,3120	Valid
5	0,518	0,3120	Valid
6	0,746	0,3120	Valid
7	0,843	0,3120	Valid

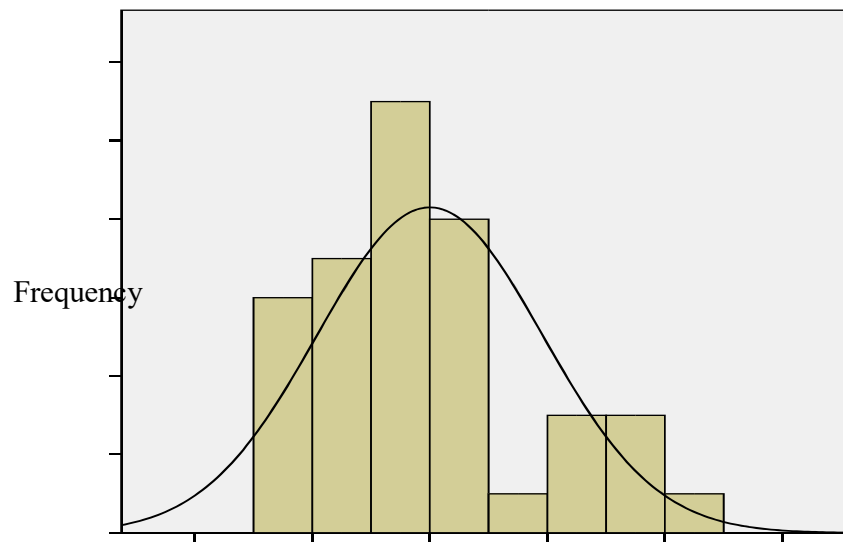
Based on the results of the validity test above, each statement item on the product innovation variable has a  $r_{\text{calculated}}$  value  $> r_{\text{table}}$  so that it is declared valid.

**Table 7 Reliability Test**

Variable	Cronbac's Alpha	N Of Item
Price	0,847	7
Product Quality	0,907	7
Product Innovation	0,920	7
Buying Interest	0,911	7

Based on the results of the reliability test above, each variable has a value of Cronbac's Alpha  $> 0.7$  so that it is declared reliable.

The following are the results of the normality test using a histogram chart

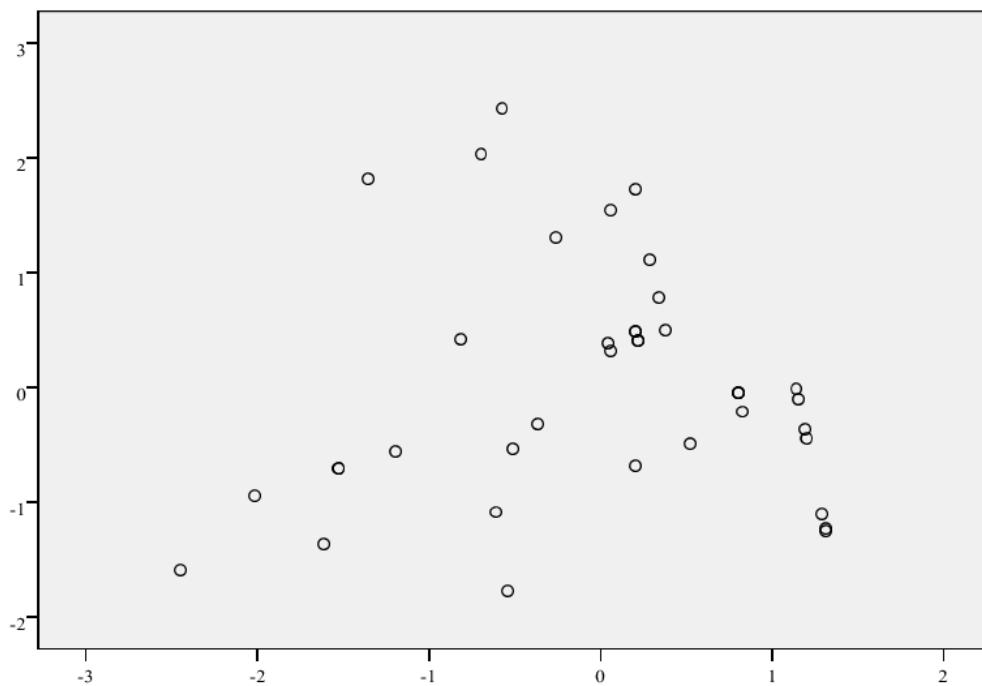


Based on the results of the normality test using the histogram graph above, it shows that the diagram above shows like a bell and its position does not deviate to the left and to the right so that it can be concluded that the data in this study is normally distributed.

**Table 8 Multicollinearity Test**

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Harga	.416	2.404
	Kualitas_Produk	.284	3.522
	Inovasi	.311	3.212

Based on the table above, the multicollinearity test shows that the tolerance value in each variable  $> 0.1$  so that and the vif value  $< 10$  so that it can be concluded that this study is free from symptoms of multicollinearity.



Based on the scatter plot graph in the figure above shows the points are above and below on the 0 axis so it can be concluded that this study is free from symptoms of heteroscedasticity.

**Table 9 Multiple Regression**

Model		B	Std. Error
1	(Constant)	1.896	.741
	Price	.706	.042
	Kualitas_Produk	5.009	.376
	Innovation	.846	.038

Based on the results of linear regression above, it can be concluded as follows:

1. Constanta value of 1,896 This shows that if the variables of price, product quality and innovation are not increased in units of points, the value of interest is 1,896
2. B1 value of 0.706, this shows that if the price variable is increased in units of points, the value of buying interest will increase to 0.706

3. Nlai B2 of 5,009 this shows that if the product quality variable is increased in units of points, the value of buying interest will increase to 5,009
4. Nlai B3 of 0.846 this shows that if the innovation variable is increased in units of points, the value of buying interest will increase to 0.846

**Table 10 Test t**

Model		t	Sig.
1	(Constant)	2.557	.015
	Price	7.674	.000
	Kualitas_Produk	5.009	.000
	Innovation	8.325	.000

Based on the results of the t test above, it can be seen in the variable price of the  $t_{\text{calculated}}$  value of  $7,674 > t_{\text{table}} 2.02$  so that it can be concluded that partially the price affects consumer buying interest. In the variable product quality, the  $t_{\text{calculated}}$  value is  $5,009 > t_{\text{table}} 2.02$  so that it can be concluded that partially the quality of the product affects consumer buying interest. In the variable product innovation, the  $t_{\text{calculated}}$  value is  $8.325 > t_{\text{table}} 2.02$  so that it can be concluded that partially product innovation affects consumer buying interest.

**Table 9 Test F**

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1308.778	3	436.259	15.536	.000 <sup>b</sup>
	Residual	26.822	36	.745		
	Total	1335.600	39			

a. Dependent Variable: Mlnat\_Beli

b. Predictors: (Constant), Inovasi, Harga, Kualitas\_Produk

From the results of simultaneous tests using the F test shows that the F value is calculated at  $15,536 > F_{\text{table}} 2.87$ , so it can be concluded that simultaneously price, product quality and product innovation affect consumer buying interest.



### **The Effect of Price on Consumer Buying Interest**

Based on the results of the t test partially, price has an influence on consumer buying interest. The results of this study are in accordance with research conducted by (Gultom 2017; Hanifa. Y. 2014; Lesmana, T., & Nasution, A 2018; Utami and Saputra 2017) concluded that price has a significant influence on buying interest , which shows that there is indeed an influence of price on buying interest.

According to Sumarni (2013) the Price Level applied by the company affects the quantity sold. In addition, indirectly Price also affects costs, because the quantity sold affects the costs incurred in relation to production efficiency. Since pricing affects total revenue and total costs, pricing decisions and strategies play an important role in a company. Tjiptono (2012) Price is also an important variable. Low prices or affordable prices trigger consumer decisions in buying a product.

Price is also an important variable. Low price or affordable price triggers to improve marketing performance. But price is also an indicator of quality where a product with high quality will dare to be pegged at a high price as well. Price will be able to affect consumer awareness of a particular fried rice product.

Pricing objectives can support a primary demand-oriented marketing strategy if the company believes that lower prices can increase the number of users or the rate of use or repurchase in a particular form or category of product. This is especially true at an early stage in the product life cycle, where one of the important goals is to attract new customers. A cheaper price can reduce the risk of comments on trying a new product or can also increase the value of a new product relatively compared to other existing products.

Price is not just a number, but has a significant impact on various aspects of marketing. The choice between a low price and a price that

reflects product quality has complex implications. Affordable prices can trigger improved marketing performance through increased demand and sales. On the other hand, price is also a marker of quality; High-priced products are often perceived as having better quality by consumers. Therefore, companies often face a dilemma in determining the right price. At this point, there is a competition between two different views on marketing strategy. First, low prices can be key in a primary demand-oriented marketing strategy. At the initial stage of the product life cycle, the main goal of the company is to acquire as many new customers as possible.

In this context, lower prices can free consumers from financial barriers that might prevent them from trying new products. However, the flip side of this equation is that low prices can threaten consumers' perceptions of product quality, and products may be perceived as less valuable if they are priced too low. Secondly, price also acts as an indicator of product quality. Although low prices can stimulate demand, higher prices are often associated with better quality. Consumers tend to believe that higher-priced products have better features and performance. Therefore, some companies prefer to charge a higher price to show the quality value of their products. However, this approach can be difficult for companies in the early stages of the product life cycle, where they are trying to win new market share.

### **The Effect of Product Quality on Consumer Buying Interest**

Based on the results of the partial t test, product quality has an influence on consumer buying interest. The results of this study are in accordance with research conducted by (Daulay, Handayani, and Ningsih 2021; Pharisee 2018; Rini, Isna, and Rahman 2019), concluded that product



quality affects buying interest, where product attributes need more attention in improving purchasing decisions.

According to (Kotler, & Keller, 2016), concluding product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied consumer needs. Product quality is an effort or ability carried out by the company in providing satisfaction for consumers, because consumer satisfaction does not only refer to the physical form of the product, but a satisfaction package that can be from purchasing products.

In the context of increasingly fierce business competition, product quality is a key differentiator among the various options available to consumers. Product quality includes the extent to which the product meets consumer expectations and needs, and this attribute has a significant impact on buying interest. Consumer buying interest reflects their interest and desire to buy a product, and quality that is trusted and recognized drives higher buying interest. It is proven that a product of good quality has the ability to trigger stronger buying interest, as consumers tend to be confident that the product will deliver value that matches their expectations. In the modern marketing era, where information is easily accessible and product reviews can be quickly obtained, consistent quality can be more easily passed on to consumers through multiple channels, reinforcing their buying interest. Therefore, product development with a focus on superior quality becomes a strategic step in forming sustainable buying interest and building long-term relationships with customers.

### **The Influence of Product Innovation on Consumer Buying Interest**

Based on the results of the partial t test, product innovation has an influence on consumer buying interest. The results of this study are in

accordance with research conducted by (Alamsyah, T., Nurhayati, R., & Asmarani 2018; Farid and Yanti 2018; Hanifa. Y. 2014) The results showed that product innovation positively and significantly influenced consumer purchasing decisions.

Product innovation is a marketing strategy that requires the creation of new marketable products, the process of turning applications for new technologies into marketable products. Thus, product innovation plays an important role in terms of improving purchasing decisions. Product innovation for every company must develop new products. New product innovations shape the future of the company. Replacement products must be created to maintain or build sales. Companies can add new products through acquisitions and/or new product innovations.

Product innovation, which involves the development of new features or significant improvements, has a strong appeal to consumers. This is mainly because innovative products are able to provide new solutions or improvements in meeting needs, creating a feeling of novelty that attracts consumers. Consumer buying interest is reflected in the desire to buy a particular product or service, and in terms of product innovation, buying interest is often triggered by the adoption of new features that are able to add value. In increasingly fierce business competition, product innovation also acts as a tool of differentiation, differentiating brands from competitors and creating consumer preferences. In today's digital age, where technology and digitalization play a central role in marketing, technological innovation can expand the impact of product innovation by reaching a wider audience. Therefore, an effective marketing strategy must integrate elements of product innovation to stimulate consumer buying interest, build a strong brand image, and bring a more immersive experience to consumers in an ever-changing business environment.



## CONCLUSIONS

The results of the study were obtained, First, price proved to have a significant impact on consumer buying interest within the framework of Syar'I Collection and Perfume Business. This finding shows that the more affordable the price set by Usaha Syar'I Collection and Perfume, the greater the interest of consumers to make purchases. Second, product quality plays a strong role in shaping consumer buying interest in Syar'I Collection and Perfume Business. The results showed that the higher the quality of the products presented by Usaha Syar'I Collection and Perfume, the higher the interest of consumers to invest in purchasing these products. Third, product innovation is an important factor in influencing consumer buying interest in the Syar'I Collection and Perfume Business. The analysis shows that the more effective Syar'I Collection and Perfume Enterprises are in implementing product innovations in their offerings, the greater the interest of consumers to participate in purchasing these products. The findings of this study underline that elements such as affordable prices, superior product quality, and brilliant innovation play a central role in shaping consumer buying interest within the framework of Syar'I Collection and Perfume Business. The implications of these findings provide practical direction for business practitioners to devise strategies that promote these key elements to increase consumer buying interest and strengthen their position in the industry. More broadly, the research has the potential to provide valuable guidance for other businesses operating under Sharia principles, helping them better understand and respond to consumer demands.

The findings of this study have relevant practical implications in the context of Syar'i's fashion business as well as making important contributions in various aspects. The results of this study provide valuable practical guidance for business people in the Syar'i fashion industry,

especially for Syar'i Collection and Parfume Businesses in Riau. Information about how price, product quality, and innovation affect consumer buying interest can help business practitioners devise more effective strategies. By leveraging these findings, businesses can carefully set prices according to market preferences, improve the quality of their products, and develop relevant innovations to spark consumer buying interest and maintain customer satisfaction. The research also contributes to theoretical understanding in the field of marketing and management. By revealing a deeper relationship between price, product quality, innovation, and consumer buying interest in the context of Shar'i business, this study enriches the existing literature. These implications could advance our understanding of the factors influencing consumer behavior in these industries and inform further theoretical developments. The findings from this study can provide valuable input for policymakers and regulators. The introduction of more supportive regulations for the Syar'i fashion industry and businesses such as Usaha Syar'i Collection and Parfume in Riau can be helped by knowledge of the impact of price and innovation on consumer buying interest. Government support through education initiatives and financial incentives can also be further enhanced to encourage sustainable Syar'i business growth. This research makes a real contribution in developing an understanding of consumer behavior in the Shar'i fashion industry. Through comprehensive empirical analysis, this research not only validates the existing literature, but also enriches insights into the dynamics of Shar'i business. This contribution has the potential to lay the foundation for more in-depth follow-up research on other aspects of consumer behavior and business strategy in the context of this industry.

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