

FACTORS THAT INFLUENCE PURCHASE INTENTION CREATIVE ECONOMY PRODUCTS (Case Study on Kripik Balado Christine Hakim Padang City)

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ABSTRACT

This study aims to determine and analyse the effect of price and trust on purchase intention in culinary subsector creative economy products (Kripik Balado Christine Hakim). This research was conducted using descriptive quantitative methods, sampling was carried out by accidental sampling technique, which amounted to 100 respondents. The data analysis techniques used include descriptive analysis, multiple linear regression analysis, t test, F test, and coefficient of determination test. Based on the results of the study, it can be seen that price and trust, both partially and simultaneously, have a positive and significant effect on purchase intention. While the results of the coefficient of determination test show that price and trust contribute to purchase intention by 23.8%.

Keywords: *Price, trust, and purchase intention*

INTRODUCTION

In recent decades, a new economic era has emerged that prioritises creativity. Popularly known as the creative economy, it is driven by an industrial sector called the creative industry. Characterised by a shift from a resource-based economy to a knowledge and creativity-based economy as an alternative to development to improve people's welfare. According to Law Number 24 of 2019 concerning the Creative Economy (Kemenhumkam RI, 2019), the creative economy is the realisation of added value from intellectual property sourced from human creativity based on cultural heritage, science and/ or technology. The main capital in the creative economy is ideas and ideas. The economic value of a product is no longer determined by raw materials or production systems as in the industrial era, but on the utilisation of creativity and innovation.

The scope of the creative economy includes 17 industry subsectors (Kemenparekraf RI, 2022). One of the creative economy products in the culinary industry subsector that is very popular in West Sumatra is Kripik Balado Christine Hakim, which was founded by Christine Hakim in 1990. Kripik Balado Christine Hakim is a typical souvenir from the city of Padang that sells best or is known by many enthusiasts, and has received an award from the Indonesia Book of Record. Christine Hakim is also known to foster and partner with many businesses that produce souvenirs typical of West Sumatra. This is

expected to increase community income, and increase regional economic growth. The culinary industry subsector is also one of the locomotives that drives other subsectors in the creative industry. The purpose of this study was to determine and analyse the effect of price and trust on purchase intention in Kripik Balado Christine Hakim in Padang City, West Sumatra Province. According to Kotler dan Keller (2009), purchase intention is the behaviour of consumers that arises in response to objects that are desired to make purchases. Purchase intention is one part of the component of consumer behaviour in consuming and a person's tendency to be able to act before the buying decision is actually made.

One of the factors that influence purchase intention is price. Price is the amount of money paid for goods and services or the amount of value that consumers exchange in order to benefit from owning or using goods or services (Adam, 2022). According to Prabowo (2018), price greatly affects purchase intention because consumers' ability to buy a product is determined by the money they have and compares with the facilities they get when buying a product. The price set by the producer must be in accordance with the quality of the product perceived by consumers. As with Kripik Balado Christine Hakim, although the price of Kripik Balado Christine Hakim products is more expensive than similar products from other brands (for example, Ummi Afa Hakim, Shirley, Salsabilla, and others), consumers still want to

buy because one of them is that Kripik Balado Christine Hakim is well known. According to Kotler dan Armstrong (2018), there are four measures that characterise price, namely price affordability, price compatibility with product quality, price compatibility with benefits, and price according to ability or price competitiveness.

The suitability of the price set by Christine Hakim is very important for consumer purchase intention, and must be proportional to the quality of the products offered. Some variants of Kripik Balado Christine Hakim products include green balado chips, round balado chips, long balado chips, durian balado chips, and various other traditional West Sumatran foods (see www.tokochristinehakim.com, Christine Hakim, 2023) that have been recognised for their quality by consumers. According to Tjiptono (2015), in general, the consideration factors in pricing can be categorised into two factors, namely internal factors and external factors. One of the internal factors is cost, which is a factor that determines the price and minimum value that must be set so that the company does not suffer losses.

While external factors include, (1) market and demand characteristics, each company needs to understand the nature of the market and demand it faces, whether it is a perfectly competitive market, monopolistic competition, oligopoly, or monopoly. Another important factor is the elasticity of demand, which reflects the sensitivity of demand to price changes. Next (2) product differentiation, if the company has the opportunity to differentiate products in its industry, the company can control the pricing aspect. If the market share is small, it will only be a price follower.

Apart from price factors, purchase intention is also influenced by trust factors. According to Ricky (2012, dalam Japariato & Adelia, 2020), the trust factor has a direct influence on consumer purchase intention. Brand trust is the customer's desire to lean on a brand with the risks faced because of the expectation that the brand will cause positive results (Lau & Lee, 1999). According to Sunarto (2006, dalam Andhini & Khuzaini, 2017), consumer trust is all the knowledge consumers have and all the conclusions consumers make about objects, attributes, and benefits. Building trust in long-term relationships between companies and customers is an important factor in creating a sense of security, mutual trust, and loyalty.

Trust is a fundamental component of marketing strategy in creating relationships with consumers. With trust, consumers have the confidence to

continue buying the products offered. This is the case with Kripik Balado Christine Hakim, which is the target of consumers to buy souvenirs when they are in Padang City, and is the most famous souvenir centre in Padang City, even in West Sumatra. This proves that Kripik Balado Christine Hakim has gained the trust of consumers. According to Prabowo (2018), trust is the willingness of consumers to rely on a product or service from a particular company that they believe can meet their needs.

Based on the description previously stated, the following hypotheses can be proposed, (1) price affects purchase intention; (2) trust affects purchase intention; and (3) price and trust together affect purchase intention.

RESEARCH METHODS

This type of research is descriptive quantitative research, which consists of independent variables, namely price (X_1) and trust (X_2), and the dependent variable is purchase intention (Y). The price indicators in this study (Rahayu & Riana, 2020), include (1) product price compatibility with product quality, namely where the price is set according to the quality of the product perceived by consumers; (2) price competitiveness, namely the price offered is either higher or below average; and (3) price compatibility with benefits, namely consumers will feel satisfied when they get benefits after consuming what is offered according to the value they spend.

Furthermore, the indicators used to measure trust (Yee & Faziharudean, 2010), include (1) integrity, which is the consumer's perception that the company follows acceptable principles such as keeping promises, behaving ethically, and being honest; (2) kindness, which is that the seller is very trustworthy and has good intentions towards consumers; and (3) competence, which is the ability to influence the guarantee of consumer satisfaction in buying and selling activities or transactions. Meanwhile, indicators of purchase intention (Sartika, 2017; Rizky & Yasin, 2014), as follows (1) attention, namely the attention of potential consumers to the products offered by the producer; (2) interest, namely the interest of potential consumers in the products offered by the producer; and (3) desire, namely the desire of potential consumers to own the products offered by the producer.

The population used in this study were consumers of Kripik Balado Christine Hakim in Padang City with an unknown number. The sampling technique was carried out using a non-

probability sampling method, namely accidental sampling. The number of samples used was 100 consumers of Kripik Balado Christine Hakim in Padang City (rumus Lemeshaw, Levy & Lemeshaw, 2013). Descriptions of respondents were taken based on gender, marital status, age, education level, occupation, income, number of times bought or visited, and the most frequently purchased products. Data collection techniques were conducted through observation, literature review, and questionnaires. Furthermore, data analysis techniques were carried out by descriptive analysis, validity test, reliability test, multiple linear regression analysis, t test, F test, and coefficient of determination test (R^2) using the SPSS 22.0 programme (Sugiyono, 2019).

RESULTS AND DISCUSSION

Descriptive analysis

The highest Respondent Achievement Rate (RAR) of the price variable is in statement number 5, namely "The price of Kripik Balado Christine Hakim products is in accordance with their quality," with a RAR value of 80.6% (good category). While the lowest value is in statement number 3, namely "The price of Kripik Balado Christine Hakim is able to compete with other similar products," with a RAR value of 73.0% (good enough category). Overall, the price variable is in a fairly good category, with an average RAR value of 76.8%.

The highest RAR of the trust variable is in statement number 2, namely "Products from Kripik Balado Christine Hakim have a good taste," with a RAR value of 85.4% (good category). While the lowest value is in statement number 5, namely "I believe that employees at the Kripik Balado Christine Hakim store will help what consumers want to find," with a RAR value of 77.6% (good enough category). Overall, the trust variable is in a good category, with an average RAR value of 82.0%.

Furthermore, the highest RAR of the purchase intention variable is found in statement number 5, namely "I want to buy Kripik Balado

Christine Hakim products because Kripik Balado Christine Hakim is a well-known souvenir centre in Padang City," with a RAR value of 88.8% (good category). While the lowest RAR is in statement number 1, namely "Before I buy Kripik Balado Christine Hakim products, I first look for information on the products offered," with a value of 83.4% (good category). Overall, the purchase intention variable is included in the good category, with an average RAR value of 85.4%.

Validity test and reliability test

If the corrected item total correlation value is above 0.300, then the statement is declared valid. Of the 6 statement items on the price variable, the corrected item-total correlation value is between 0.422 to 0.757. Next, of the 10 statement items on the trust variable, has a corrected item-total correlation value between 0.509 to 0.691. Furthermore, of the 8 statement items on the purchase intention variable has a corrected item-total correlation value between 0.386 to 0.535. This means that all statements are declared valid, because the corrected item total correlation value is above 0.300.

A variable is said to be reliable if the cronbach's alpha value is > 0.600 . Based on the reliability test results, the cronbach's alpha value of the price variable is 0.813, the trust variable is 0.840, and the purchase intention variable is 0.732. The three variables are said to be reliable because the reliability test is greater than 0.600.

Multiple linear regression analysis

Based on the results of multiple linear regression tests conducted, it can be seen that the regression equation shows the relationship between the independent variables (price and trust) and the dependent variable (purchase intention) partially, as follows $Y = 14,580 + 0.198 X_1 + 0.262 X_2 + e$.

Test t

The t-test results can be seen in Table 1 below.

Table 1. Calculation Results of t Test

| Model | Coefficients ^a | | | | | |
|-------|---------------------------|-----------------------------|------------|---------------------------|-------|------|
| | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 14.580 | 1.955 | | 7.459 | .000 |
| | Price (X1) | .198 | .068 | .264 | 2.919 | .004 |
| | Trust (X2) | .262 | .065 | .368 | 4.058 | .000 |

a. Dependent Variable: Purchase intention (Y)

Source: Processed Primary Data (2023)

Based on Table 1, it can be explained as follows :

1. It is known that the $t_{count} > t_{table}$, namely $2.919 > 1.660$, and a significant value of $0.004 < 0.05$. So it can be concluded that price has a positive and significant effect on purchase intention.
2. It is known that the $t_{count} > t_{table}$, is $4.058 > 1.660$, and a significant value of 0.000

< 0.05 . So it can be concluded that trust has a positive and significant effect on purchase intention.

F test

The results of the F test can be seen in Table 2 below.

Table 2. F Test Results

| ANOVA ^b | | | | | | |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 215.996 | 2 | 107.998 | 16.425 | .000 ^a |
| | Residual | 637.794 | 97 | 6.575 | | |
| | Total | 853.790 | 99 | | | |

a. Predictors: (Constant), trust (X₂), price (X₁)
 b. Dependent variable: Purchase intention (Y)

Source: Processed Primary Data (2023)

Based on Table 2, it can be seen that $F_{count} > F_{table}$, namely $16.425 > 3.09$, and a significant value of $0.000 < 0.05$. So it can be concluded that price and trust together have a positive and significant effect on purchase intention.

Coefficient of determination (R²)

The results of testing the coefficient of determination show that the coefficient of determination is found in the adjusted R square value with a value of 0.238. This means that price and trust are able to contribute to purchase intention by 23.8%. The remaining 76.2% is explained by other variables not examined in this study.

The effect of price on purchase intention

Price has a positive and significant effect on purchase intention in Kripik Balado Christine Hakim. The average RAR value of the price variable is 76.8%, with a fairly good category. Price plays a role as a determinant of consumer choice, and is a cost attached to a product that consumers must pay to get it. Based on the RAR, the highest price variable is in the statement "The price of Christine Hakim's Kripik Balado product is in accordance with its quality," in the good category. Based on the research results of Magdalena, et al (2023) stated that the better the perception of price, the higher the purchase intention. The results of this study indicate that consumers feel that the money they pay to get Kripik Balado Christine Hakim products is in accordance with the value or benefits of the

products they get. The higher price of Christine Hakim's Kripik Balado products is actually part of the product quality indicator. Therefore, price needs to be designed as one of the sales instruments as well as a decisive competitive instrument for Kripik Balado Christine Hakim.

The effect of trust on purchase intention

Trust has a positive and significant effect on purchase intention in Kripik Balado Christine Hakim. The average RAR value of the trust variable is 82.0%, with a good category. Trust is the willingness of consumers to trust the brand at all costs, because of the expectations promised by the brand in providing positive results for consumers. Based on the highest RAR, the trust variable is in the statement "Products from Kripik Balado Christine Hakim have a good taste," in the good category. This shows that consumer confidence arises if the product purchased is able to provide the benefits or value felt by consumers in a product. Trust is one of the foundations in a business process. The trust from consumers gained by Kripik Balado Christine Hakim did not come instantly, but has been built since their inception in the 1990s.

The effect of price and trust together on purchase intention

Price and trust together (simultaneously) have a positive and significant effect on purchase intention in Kripik Balado Christine Hakim. The results of the influence between variables in this study are the same as research that has been

conducted by previous researchers, for example Prabowo (2018); Aspeyani dan Komalawati (2021); Chairunnisa, Juanna, dan Ismail (2022). The average RAR value of the purchase interest variable is 85.4%, with a good category. Price and trust are able to contribute 23.8% to purchase intention, and the remaining 76.2% is explained by other variables not included in this study. This shows that, to increase purchase intention in Kripik Balado Christine Hakim, it is important to pay attention to the level of price and trust from consumers. If the quality (taste) matches the price offered, then consumers will no longer hesitate to buy.

Based on the RAR, the highest purchase interest variable is in the statement "I want to buy Kripik Balado Christine Hakim products because Kripik Balado Christine Hakim is a well-known souvenir centre in Padang City," with a good category. While the lowest RAR is in the statement "Before I buy Kripik Balado Christine Hakim products, I first look for information on the products offered," with a good category. Based on the highest and lowest RARs, it shows that there is no doubt for consumers to show their purchase intention in the products offered by Kripik Balado Christine Hakim.

CONCLUSIONS

Based on the results of the research that has been conducted, it can be concluded that price and trust have a positive and significant effect on purchase intention in Kripik Balado Christine Hakim. Furthermore, price and trust together have a positive and significant effect on purchase intention in Kripik Balado Christine Hakim. It is recommended that the manager of Kripik Balado Christine Hakim pay attention to price competitiveness and maintain quality (taste) so that consumer purchase intention continues to increase. Next, the quality of service, including communication and the active role of employees in serving consumers also needs to be improved, so that consumers feel comfortable and their trust increases. Furthermore, for creative economy entrepreneurs in similar culinary subsectors, they need to learn a lot from the journey or business process of Kripik Balado Christine Hakim.

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