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The Role of Price in Mediating Culture against Consumer Buying Interest at CV. Keisha Bersaudara

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A B S T R A C T

This research was conducted at CV. Keisha Bersaudara. In achieving its goals, buying interest is the key to the company's success. Consumer buying interest at CV. Keisha Bersaudara will experience a decline in 2022, this of course cannot be separated from prices and consumer culture. The data analysis used used path analysis and was assisted by the IBM SPSS 21 program in processing the data. The number of samples in this study was 93 people. The research results show that price influences consumer buying interest at CV. Keisha Bersaudara. Consumer interest in purchasing at CV. Keisha Bersaudara is influenced by price in mediating culture.

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INTRODUCTION

Purchase interest (Ansar, 2013) is part of the consumer behavior component in consumption attitudes, the response tendency to take action prior to the purchase decision being put into effect. Repurchase interest, on the other hand, is purchase interest derived from prior buying encounters. With experience in purchasing products, consumers can find out the perceived value of the product (Faradiba, 2013).

In addition, retaining existing customers is much more important for businesses than finding new customers, it may cost more to get a new customer than to retain someone who is already a customer. Retaining consumers who have become customers is not easy. Efforts and steps are needed in carrying out their business activities, business actors certainly have the desire that their products can be sold as expected, besides that consumers will also have an interest in repurchasing these products.

A high level of satisfaction reflects a high interest in repurchasing the product (Iwan, 2007). Adopting a product is a decision that comes about after the customer gives it a try. Then interest in the product arises. If customers believe the product they select is of high quality and can fulfill or even surpass their needs and expectations, then they may show interest in it. Put another way, customers view the product as having a high value and quality. Since business actors in product distribution are essentially a part of the process of meeting consumer needs, they must be able to comprehend consumer behavior in their target market share in order to take advantage of this phenomenon.

CV. Keisha Bersaudara in achieving the goals that have been prepared cannot be separated from consumers' buying interest in the products they offer. CV. Keisha Bersaudara must be able to increase consumer buying interest, but the reality is that CV. Keisha Bersaudara's efforts to win the hearts of consumers to buy their products will experience a decline in 2022. If the decline in product sales continues to decline, it will have an impact on the company's continuity in the future.

Thus, companies need to pay attention to consumer buying interests (Budianto & Antonio, 2018). Based on its meaning, the factors that influence buying interest cannot be separated from culture (Manik et al., 2022), where the behavior of consumers is deeply and broadly influenced by cultural factors. Manufacturers need to be aware of the influence that social class, culture, and subcultures have. The fundamental source of a person's motivations and actions is their culture. Every group or society has a culture, and cultures have differing degrees of influence on consumer behavior across different nations (Kotler and Keller, 2016). The findings of empirical study carried out by (CAHYO, 2016), (Syarofi et al., 2022), (Hindratno et al., 2021), (Andespa, 2017), while the research results prove that culture influences consumer buying interest. However, there are differences in the results of research conducted (Manik et al., 2022) that culture has no effect on consumer buying interest. The principle of cultural alternation (Warde, 2014), the explanation of which relies heavily on a model of voluntary action contextualized by a network of cultural meanings that constitute a symbolic resource for individual choices. Arguably, cultural change has run its course and is beginning to weaken, as a consequence of internal inconsistencies, wrong emphases, and cycles of generational succession in theory development in the social sciences. Practice theory provides a competing alternative approach that counters the colonization of consumption with models of individual choice and cultural expressivism. Furthermore, Consumer interest is significantly shaped by consumer culture. Consumer culture includes the values, beliefs, norms and behavior accepted by society in a particular region or social group. According to Andriani & Halmawati (2019), culture is all the beliefs, values, thoughts, symbols, habits and behavior in a community group. Sharia banking in marketing can be done by understanding the culture of a society. By understanding the culture of a society, management will be able to plan marketing strategies in product targeting, segmentation, promotion and creating consumer interest. Community culture is studied since a customer is still small, so that customers can begin to acquire values, beliefs and habits from their environment.

The second factor that influences consumer buying interest is price. Price (Aptaguna & Pitaloka, 2016) is an important factor that influences the product's marketing. When shopping for a product, consumers are always most concerned about pricing, both high and low. As a result, before choosing to purchase goods or use a service, they give special consideration to the price being offered. Since price is one of the primary factors influencing consumer purchasing decisions, price has a significant impact on consumer interest in making purchases. Price can be a factor that determines whether consumers will buy a product or not. Several reasons why price greatly influences consumer purchasing interest, namely consumer purchasing power, perceived value, market competition and promotions or discounts. Thus, price plays an important role in consumer purchasing interest because it can influence consumer purchasing decisions. Companies need to pay attention to the price factor in their marketing strategy to attract consumer interest and increase sales of their products. The results of empirical research conducted by (Latief, 2018), (Japarianto & Adelia, 2020), (Ghassani & Suryoko, 2017) as for the research results prove that price influences consumer buying interest. However, There are variations in the study outcomes that were carried out (Sundalangi et al., 2014) that price has no bearing on consumers' desire to purchase.

Based on several studies conducted previously and based on phenomena and gap research, it can be seen as inconsistent. So research on consumer buying interest at CV. Keisha Bersaudara is interested in being researched, so the author wants to analyze it more deeply by conducting that price has no bearing on what customers choose to buy. The role of price in mediating culture on consumer buying interest is the subject of an investigation at CV. Keisha Bersaudara

LITERATURE REVIEW

Consumer Culture Theory (CCT)

The goal of the study area known as consumer culture theory (CCT) is to identify the intricacies of consumer culture. According to CCT, culture is a system of shared values, customs, and meanings that bind people together in a society (for example, there are cultural similarities between Japanese and American people). On the other hand, CCT examines how the scope and significance of overlapping cultural groups are situated within a larger sociohistorical framework that is shaped by market capitalism and globalization.

From a CCT perspective, consumer culture is a dynamic network of social relations or connections, outreach, economic, and symbolic boundaries, shaped by what consumers do and believe rather than by personal qualities. Similar to how being a consumer is an inherent part of capitalism, the dominant global economic system, the two have developed and flourished together (Arnold and Thompson, 2018).

In particular, consumer culture illustrates the social structure in which markets mediate the relationship between life experiences and material and symbolic resources, such as the brand on which they rely, either directly or indirectly. This is according to Don Slater's (1997) proposal.

Consumer Purchase

Kotler and Armstrong (2012) state that a person's buying interest develops after they are stimulated by a product they see, at which point they feel compelled to purchase and acquire it. Purchase interest is a psychological force that permeates an individual and influences behavior, according to Schiffman and Kanuk (2009). High purchase interest significantly influences the likelihood that a consumer will make a purchase decision. Purchase interest is regarded as a gauge of a consumer's likelihood of acquiring a specific product. The process of making consumer purchasing decisions cannot happen by itself, instead cultural, social, individual and psychological issues strongly influence these decisions. According to Kotler and Keller (2016), several factors shape consumer buying interest:

1. Two factors will determine how much other people's attitudes lessen someone's preferred alternative: the degree to which other people feel negatively about the consumer's preferred alternative and the consumer's willingness to comply with other people's wishes.
2. Unexpected situational factors have the potential to influence consumers' decisions to make purchases in the future. This is dependent on the buyer's personal beliefs and level of confidence in his ability to make a purchase decision.

Culture

The dynamic web of borders, economics, symbolic relationships, and social connections is known as consumer culture. Consumer behavior and beliefs, as opposed to personal qualities, make up consumer culture. Similarly, market capitalism, the dominant global economic system, is fundamentally characterized by consumers, and the two grow and change together (Mashudi, 2018).

According to Don Slater (1997), consumer culture refers to a social structure in which markets mediate relationships between lived experiences—

that is, meaningful ways of living—and the material and symbolic resources—like brands—that they rely on.

The most fundamental element influencing a person's goals and actions is their culture. Stated differently, it is the primary determinant of purchasing and decision-making behavior (Setiadi, 2013). Human behavior is primarily learned, in contrast to the instinctive behavior of other creatures. A set of social values known as cultural factors are those that are embraced by the community at large and disseminated among its members via language and symbols (Anoraga, 2014). The broadest and most significant influence on consumer behavior comes from cultural factors. Marketers need to understand the influence that social classes, subcultures, and cultures have. As members of a society, we communicate, value, interpret, and evaluate ideas and symbols that have meaning. These can be seen in the attitudes, habits, and beliefs that consumers have toward a product. This is known as culture. A consumer's decision to buy a product increases with the level of public trust in it.

Price

In a more general sense, price is the total of all the values that customers have agreed to pay in order to benefit from owning or using a product or service, according to Kotler and Armstrong (2012). In a narrower sense, price is the amount that is charged for a product or service. It is best for businesses to look at multiple price references for a product that is thought to have quite high sales before setting a price, as per Andi (2015), who claims that price is the primary factor that can influence a buyer's choice and plays a significant role in determining consumer purchases. Tjiptono (2014) asserts that the only component of the marketing mix that generates revenue for the business is price; the other three components—product, distribution, and promotion—all result in expenses. Furthermore, price is a flexible component of the marketing mix that can be altered quickly and simply. The product's place in the market and the potential profit it can make are determined by its price, which is a component of the marketing mix and marketing strategy. Penetration prices, or low initial prices to pique interest in purchasing, or floating prices, or price skimming, are two strategies that can be used for new products. high since the product is thought to be unique from those that are currently available in the market. If the product quality is sufficient, prices for items that are already on the market may be lower than the market price. Better than the going rate if the product quality is the same or at the going rate if the business location is more strategically located and has stronger promotional capabilities.

Culture influences buying interest.

Consumer culture plays a very important role in determining consumer interest. Where culture is the views and behavior of people who adhere to the understanding that material things are the only means of satisfying needs and indicators of self-existence. This is evident from research conducted by (CAHYO, 2016), (Syarofi et al., 2022), (Hindratno et al., 2021), (Andespa, 2017), while the research results prove that culture influences consumer buying interest. Therefore the author draws a hypothesis.

H1: Culture influences buying interest

The Role of Price in Mediating Culture Influences Consumer Purchase Intentions.

Price plays a mediating role in influencing consumer buying interest. This consumer buying culture will be greater if the prices offered by the company are affordable to consumers. So that a consumer's interest will have an impact on increasing.

H2: The Role of Price in Mediating Culture Influences Consumer Purchase Intentions

Conceptual Framework

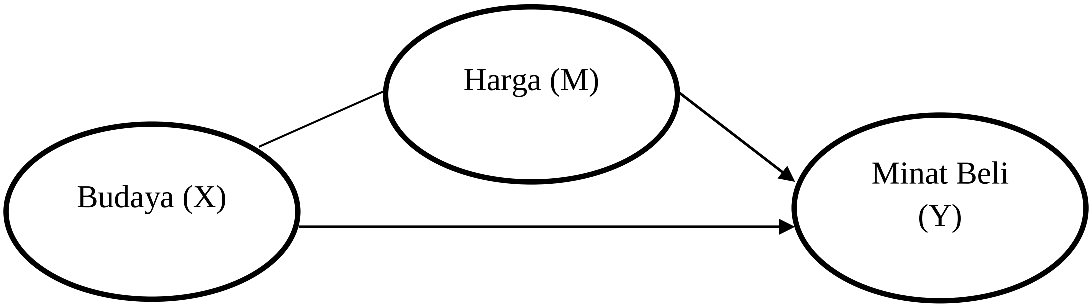

Figure 1. Conceptual Framework

METHODOLOGY

The object of this research is all consumers of CV. Keisha Bersaudara. This research uses quantitative methods. The total sample was 93 respondents selected using the Accidental Sampling method. Questionnaires, literature reviews, and observation are all used as data collection methods. Path analysis is the data analysis method employed in this study.

RESEARCH RESULT

Instrument test

In instrument testing, validity and reliability tests are used. Where this test is employed to gauge how much the questionnaire used in research is consistent in providing the answers produced to a researcher. The results of the research are continued to the next test if the instrument test results meet the criteria for a study. Where in the research conducted, the validity test's findings revealed that the calculated r was greater than the r table. Likewise, the reliability test shows that the Croanbach alpha results are greater than 0.6, so the test results show consistency if the test is carried out repeatedly. The following can be seen in the validity and reliability test instrument test table.

Table 1. Instrument test

Variable	Question	r hitung (r tabel=0,2039)	Croanbach Alpha
Culture	C1	0,743	0,736
	C2	0,812	
	C3	0,845	
Price	P1	0,853	0,848
	P2	0,819	
	P3	0,872	
	P4	0,891	
Purchase Interest	BI1	0,768	0,817
	BI2	0,936	
	BI3	0,845	
	BI4	0,861	
	BI5	0,852	

From the instrument test, as can be observed, every question item asked to all respondents show that the validity test results are valid and Likewise, the outcomes of the reliability test demonstrate the reliability of each variable.

Classical Assumption Test.

The normality test and the autocorrelation test are the two tests used in this study's classical assumption test. Using the normalcy test, this test shows the extent to which the results of the distributed data are distributed or not. In research, data must be distributed widely, therefore the next test is carried out in research. Below you can see the results of the normality test.

Tabel 2. Normality test

		Unstandardized Residual
N		93
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.56651202
Most Extreme Differences	Absolute	.084
	Positive	.047
	Negative	-.084
Kolmogorov-Smirnov Z		.814
Asymp. Sig. (2-tailed)		.522

The normality test results show the Asymptotic value. If the two-tailed significance value (Sig.) is larger than 0.05, the data is considered normally distributed.

The autocorrelation test was the next one to be run. The purpose of the autocorrelation test is to determine whether confounding errors in period t and errors in period t-1 (prior) in a linear regression model are correlated. An autocorrelation problem arises when correlation is present. The residuals, or nuisance errors, are not independent from one observation to the next, which leads to this issue. This is the autocorrelation test displayed below.

Tabel 3. Autocorrelation Test

	Unstandardized Residual
Test Value[a]	.06584
Cases < Test Value	45
Cases >= Test Value	48
Total Cases	93
Number of Runs	45
Z	-.512
Asymp. Sig. (2-tailed)	.609

The Asymp value is displayed in the normalcy test results. Given that Sig. (2-tailed) is larger than 0.05, it can be said that there is no autocorrelation.

Path Analysis

This test is carried out to see the direct or indirect influence of the mediating variable. Where there are two structural equations from the path analysis test. Below you can see the first structural equation.

Tabel 4. Structural Equations I

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.590	1.696		4.475	.000
	X	1.051	.142	.614	7.416	.000

From the table above you can see the first structural equation, namely:

Z = 0,614X + e1

From the results of the equation above, it can be seen that the magnitude of the influence of brand image on price is 0.614.

Next, structural equation II

Tabel 5. Structural equation II

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.632	2.949		.893	.374
	X	1.139	.146	.665	7.808	.000
	Z	.259	.127	.174	2.038	.044

From the table above you can see the similarity of the second structural results, namely:Y = 0,665X + 0,174Z + e2

From the results of the equation above, It can be observed that price has a 0.174 magnitude of influence on purchase interest whereas brand image has a 0.665 magnitude of influence.
From structural equations I and II, it can be seen that the magnitude of the indirect influence that price has on brand image on purchase intention is (0.614x0.174) = 0.106. It can be seen that the direct influence that occurs is greater than the indirect influence.

DISCUSSION

The research results show that the influence of brand image directly influences consumer buying interest. For companies that sell services, especially services, they must build their company brand image. Where they have to show that their company can be trusted by consumers. Apart from that, the prices they offer to consumers must of course be affordable to the community, especially in the Indragiri Hulu district, in accordance with people's income. Because it is known that other companies also offer similar products to the public. The company of course has to play on price, where it is known that the company has provided cheaper prices to consumers compared to other companies, besides that the brand image that has been built by the company makes it strong for consumers' buying interest in the company..

CONCLUSIONS AND RECOMMENDATIONS

The instrument test shows that all the questions asked are valid and consistent for testing, after carrying out the classical assumption test, It demonstrates the regular distribution of the data. The findings show that Purchase intention is more directly impacted by brand image than the indirect influence through price.

Future research should add variables related to independent variables, this takes into account the many factors that can influence consumer buying interest.

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