Analysis of the Influence of Consumer Perception, Innovation and Product Quality on Purchasing Decisions of Travelers Consuming Traditional Getuk Goreng Foods in the Middle Sokaraja Village Sokaraja District

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ABSTRACT

The company tries to create a product of course with good quality so consumers are interested in buying the product being sold. This study aims to determine the effect of consumer perceptions, innovation and product quality on purchasing decisions of tourists consuming traditional getuk goreng food in Sokaraja Tengah Village, Sokaraja District. The method used was explanatory research with a sample of 96 respondents. The analysis technique uses instrument testing, classical assumption test, regression testing, correlation coefficient, coefficient of determination and hypothesis testing. The results of this study consumers' perceptions significantly influence purchasing decisions by 31.9%, hypothesis testing obtained significance 0,000 <0.05. Innovation has a significant effect on purchasing decisions by 41.4%, hypothesis testing obtained significance 0,000 <0.05. Product quality has a significant effect on purchasing decisions by 26.9%, hypothesis testing obtained significance 0,000 <0.05. Consumer perception, innovation and product quality simultaneously have a significant effect on purchasing decisions by 50.1%, the hypothesis test obtained significance of 0,000 <0.05. Purchasing decisions significantly influence consumer satisfaction by 45.5%, hypothesis testing obtained significance 0,000 <0.05.

Keywords: consumer perception; innovation; product quality; purchasing decisions.

INTRODUCTION

The role of the industrial sector is quite important in Indonesia. The Industrial Sector still contributes significantly to national economic growth (Jackson, 2014; John L. Colley, Doyle, Hardie, Logan, & Stettinius, 2007; Novicadisa & Sjamsuddin, 2016; Soliha, 2008; Wibawa, Rahmawati, & Rainaldo, 2007 2018). The government is mandated to take the role and support of the distribution and distribution of industries by preparing Provincial and Regency / City Industrial Development plans that refer to the National Industrial Development Master Plan and National Industrial Policy. Apart from industrial distribution, the industrial sector still has constraints related to competitiveness and productivity. The development in the tourism sector was also increased by the government, especially the regional government, so that the potential of each region can develop and will increase local income (Kadji, 2015; Prasodjo, 2017; Said, Akib, Salam, & Baharuddin, 2017; Samad , Salim, Arfin, & Akib, 2018).

Indonesia has great potential in various aspects including cultural aspects. Almost all regions in Indonesia have distinctive regional characteristics including traditional food (Chandra, 2016; Sabana, 2007; Yusa & Suter, 2012). By having the characteristics of a

traditional food area, it is expected to be able to attract tourists to visit, for example in the Sokaraja District of Banyumas Regency with the production of various traditional foods. Sokaraja sub-district is located in Banyumas Regency, Central Java Province. In Sokaraja Subdistrict, it is divided into 18 villages, namely Kalikidang, Wiradadi, Karangkedawung, Middle Sokaraja, Sokaraja Kidul, Klahang, Banjarsari Kidul, Sokaraja Wetan, Jompo Kulon, Banjaranyar, Lemberang, Karangduren, Sokaraja Lor, Kedondong, Pamijen, Sokaraja Kidul, Sokaraja Wetan, Jompo Kulon, Banjaranyar, Lemberang, Karangduren, Sokaraja Lor, Kedondong, Pamijen, Sokaraja Kidul, Sokaraja Wetan, Jompo Kulon, Banjaranyar, Lemberang, Karangduren, Sokaraja Lor, Kedondong, Pamijen, Sokaraja Kidul, Sokaraja Wetan, Jompo Kulon, Banjaranyar, Lemberang, Karangduren, Sokaraja Lor, Kedondong, Pamijen, Sokaraja Kidon . The center for fried souvenir is found in the village of Central Sokaraja.

Traditional food is food that is commonly eaten for generations, consisting of dishes that are suitable to taste, are not in conflict with religion, the beliefs of the local community and are made from food ingredients and spices available in the local area (D'Antuono, 2015; Rahmawaty & Maharani, 2014; Sims, 2009). Traditional food products that have the Sokaraja District for example tempe chips, jenang, klanting, fried getuk, etc. One of the variables discussed in this study is perception. With a good perception from tourists, it is expected to be able to encourage tourists to buy traditional food in the village of Central Sokaraja. In current consumer behavior consumer perception is very important because the better perception of consumers is expected to influence the purchase decision on a product.

Every company must create innovations that will help / support efforts to improve or maintain the position of the product in its target market (Lendel, Hittmár, & Siantová, 2015; Wairooy, 2017). Innovation is a main tool to achieve certain product positions in carrying out the expected functions. The company tries to create a product of course with good quality so consumers are interested in buying the product being sold. With a good quality product the consumer will decide to buy the product. Product quality is an important thing that must be sought by every company if they want the products produced can compete in the market. According to (Kotler and Armstrong, 2008) that the better the quality of the product produced will provide an opportunity for consumers to make purchasing decisions.

A consumer in the process of making a purchase decision does not only end with a purchase transaction, but is also followed by the stage of post-purchase behavior. If the consumer is satisfied, he will show a great opportunity to repurchase or buy another product in the same company in the future (Sunyoto, 2014; Sutisna, 2003; Swastha, Basu, 2014; Tjiptono, 2007).

METHOD

The type of research used is associative, where the aim is to find out the connection between. The population in this study amounted to 96 respondents Tourists consume traditional getuk goreng food in the Middle Sokaraja Village, Sokaraja District. The sampling technique in this study is saturated sampling, where all members of the population are sampled. Thus the sample in this study amounted to 96 respondents. In analyzing the data used the instrument test, classical assumption test, regression, coefficient of determination and hypothesis testing.

RESULT AND DISCUSSION

Purchasing decisions are a series of processes that consumers go through in deciding the purchase action. The purchasing decision indicators are: the purpose of buying the product, the information process, product maturity, recommending and repurchasing.

Descriptive Analysis

In this test used to determine the highest minimum and maximum scores, ratting scores and standard deviations of each variable. The results are presented in table 1.

Table 1
Statistical Descriptive Analysis Results

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Consumer Perception (X1)	96	28	46	38.03	3.754
Innovation (X2)	96	31	46	37.78	3.859
Product Quality (X3)	96	31	48	38.04	3.656
Purchase Decision (Y)	96	28	47	38.55	3.627
Valid N (listwise)	96				

Consumer perception obtained a minimum variance of 28 and a maximum variance of 46 with a ratting score of 3.803 with a standard deviation of 3.764. Innovations obtained a minimum variance of 31 and a maximum variance of 46 with a ratting score of 3.778 with a standard deviation of 3.859. Product quality obtained a minimum variance of 31 and a maximum variance of 48 with a ratting score of 3.804 with a standard deviation of 3.656. The purchase decision obtained a minimum variance of 28 and a maximum variance of 47 with a ratting score of 3.855 with a standard deviation of 3.627.

Multiple Regression Analysis

This regression test is intended to determine changes in the dependent variable if the independent variable changes. The test results are in table 2.

Table 2
Multiple Regression Testing Results

Coefficients[a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	7.564	3.331		2.271	.025
Consumer Perception (X1)	.233	.090	.241	2.600	.011
Innovation (X2)	.366	.092	.390	3.996	.000
Product Quality (X3)	.218	.086	.219	2.528	.013

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the above table, the regression equation Y = 7,564 + 0,233X1 + 0,366X2 + 0,218X3 is obtained. A constant of 7,564 means if there is no consumer perception and innovation, then there is a purchase decision value of 7,564 points. Regression coefficient of consumer perception by 0.233, this number is positive meaning that every time there is an increase in consumer perception by 0.233, the purchasing decision will also increase by 0.233 points. Innovation regression coefficient of 0.366, this number is positive, meaning that every time there is an increase in innovation of 0.366, the purchasing decision will also increase by 0.366 points. Product quality regression coefficient of 0.218, this number is positive, meaning that every time there is an increase in product quality by 0.218, the purchasing decision will also increase by 0.218 points.

Correlation Coefficient Analysis

Correlation coefficient analysis is intended to determine the degree of relationship strength of the independent variables on the dependent variable either partially or simultaneously. The test results are as follows:

Table 3
Test Results Correlation Coefficient Consumer Perception of Purchasing Decisions.

Correlations[b]

		Consumer Perception (X1)	Purchasing Decisions (Y)
Consumer Perception (X1)	Pearson Correlation	1	.565[**]
	Sig. (2-tailed)		.000
Purchase Decision (Y)	Pearson Correlation	.565[**]	1
	Sig. (2-tailed)	.000	

**. Correlation is significant at the 0.01 level (2-tailed).
b. Listwise N=96

Based on the test results obtained by a correlation value of 0.565 means that consumer perceptions have a moderate relationship to purchasing decisions.

Table 4
Test Results for Innovation Correlation Coefficient on Purchasing Decisions.

Correlations[b]

		Inovation (X2)	Purchasing Decisions (Y)
Inovation (X2)	Pearson Correlation	1	.644[**]
	Sig. (2-tailed)		.000
Purchase Decision (Y)	Pearson Correlation	.644[**]	1
	Sig. (2-tailed)	.000	

**. Correlation is significant at the 0.01 level (2-tailed).
b. Listwise N=96

Based on the test results obtained a correlation value of 0.644 means that innovation has a strong relationship with purchasing decisions.

Table 5
Correlation Coefficient Test Results for Product Quality on Purchasing Decisions.

Correlations[b]

		Product quality (X3)	Purchasing Decisions (Y)
Product quality (X3)	Pearson Correlation	1	.519[**]
	Sig. (2-tailed)		.000
Purchasing Decisions (Y)	Pearson Correlation	.519[**]	1
	Sig. (2-tailed)	.000	

[**]. Correlation is significant at the 0.01 level (2-tailed).
b. Listwise N=96

Based on the test results obtained a correlation value of 0.519 means that the quality of the product has a moderate relationship to the purchasing decision.

Table 6
Test Results Correlation Coefficient of Consumer Perception, Product Quality and Simultaneous Innovation of Purchasing Decisions.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.708[a]	.501	.485	2.604

a. Predictors: (Constant), Product Quality (X3), Innovation (X2), Consumer Perception (X1)

Based on the test results obtained by the correlation value of 0.708 means that consumer perception, innovation and product quality simultaneously have a strong relationship to purchasing decisions.

Analysis of the Coefficient of Determination

Analysis of the coefficient of determination is intended to determine the percentage of influence of the independent variable on the dependent variable either partially or simultaneously. The test results are as follows:

Table 7
Test Results for the Consumer Perception Determination Coefficient on Purchasing Decisions.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.565[a]	.319	.312	3.009

a. Predictors: (Constant), Persepsi Konsumen (X1)

Based on the test results obtained a determination value of 0.319 means that consumer perceptions have a contribution of 31.9% influence on purchasing decisions.

Table 8
Test Results for the Innovation Determination Coefficient on Purchasing Decisions.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.644[a]	.414	.408	2.791

a. Predictors: (Constant), Inovation (X2)

Based on the test results obtained a determination value of 0.414 means that innovation has an influence contribution of 41.4% to the purchase decision.

Table 9
Test Results for the Determination of Product Quality Coefficient on Purchasing Decisions.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.519[a]	.269	.262	3.117

a. Predictors: (Constant), Product Quality (X3)

Based on the test results obtained a determination value of 0.269 means that product quality has an influence contribution of 26.9% on purchasing decisions.

Table 10
Test Results Determination Coefficient of Consumer Perception, Innovation and Product Quality on Purchasing Decisions.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.708[a]	.501	.485	2.604

a. Predictors: (Constant), Product Quality (X3), Innovation (X2), Consumer Perception (X1)

Based on the test results obtained a determination value of 0.501 means that consumer perception, innovation and product quality simultaneously have an influence contribution of 50.1% on purchasing decisions, while the remaining 49.9% is influenced by other factors.

Hypothesis testing

Hypothesis testing with t test is used to find out which partial hypotheses are accepted.

Table 11.
Results of the Consumer Perception Hypothesis Test on Purchasing Decisions.

<table>
<tr><td colspan="7" align="center">Coefficients^a</td></tr>
<tr><td></td><td colspan="2">Unstandardized Coefficients</td><td>Standardized Coefficients</td><td></td><td></td></tr>
<tr><td>Model</td><td>B</td><td>Std. Error</td><td>Beta</td><td>t</td><td>Sig.</td></tr>
<tr><td>1 (Constant)</td><td>17.807</td><td>3.143</td><td></td><td>5.666</td><td>.000</td></tr>
<tr><td>Persepsi Konsumen (X1)</td><td>.545</td><td>.082</td><td>.565</td><td>6.632</td><td>.000</td></tr>
</table>

a. Dependent Variable: Purchasing Decisions (Y)

Based on the test results in the above table, $t_{count} > t_{table}$ or (6.632> 1.986) is obtained, thus the hypothesis proposed that there is a significant influence between consumers' perceptions of purchasing decisions is accepted.

Table 12.
Results of the Innovation Hypothesis Test on Purchasing Decisions.

<table>
<tr><td colspan="7" align="center">Coefficients^a</td></tr>
<tr><td></td><td colspan="2">Unstandardized Coefficients</td><td>Standardized Coefficients</td><td></td><td></td></tr>
<tr><td>Model</td><td>B</td><td>Std. Error</td><td>Beta</td><td>t</td><td>Sig.</td></tr>
<tr><td>1 (Constant)</td><td>15.698</td><td>2.818</td><td></td><td>5.570</td><td>.000</td></tr>
<tr><td>Inovasi (X2)</td><td>.605</td><td>.074</td><td>.644</td><td>8.151</td><td>.000</td></tr>
</table>

a. Dependent Variable: Purchasing Decisions (Y)

Based on the test results in the above table, $t_{count} > t_{table}$ or (8,151> 1,986) is obtained, thus the hypothesis proposed that there is a significant influence between innovation on purchasing decisions is accepted.

Table 13
Hypothesis Test Results for Product Quality on Purchasing Decisions

<table>
<tr><td colspan="7" align="center">Coefficients^a</td></tr>
<tr><td></td><td colspan="2">Unstandardized Coefficients</td><td>Standardized Coefficients</td><td></td><td></td></tr>
<tr><td>Model</td><td>B</td><td>Std. Error</td><td>Beta</td><td>t</td><td>Sig.</td></tr>
<tr><td>1 (Constant)</td><td>18.966</td><td>3.342</td><td></td><td>5.674</td><td>.000</td></tr>
<tr><td>Kualitas Produk (X3)</td><td>.515</td><td>.087</td><td>.519</td><td>5.887</td><td>.000</td></tr>
</table>

a. Dependent Variable: Purchasing Decisions (Y)

Based on the test results in the table above, the value of $t_{count} > t_{table}$ or (5.887> 1.986) is obtained, thus the hypothesis that there is a significant influence on the quality of the product on the purchasing decision is accepted. Hypothesis testing with the F test is used to find out which simultaneous hypotheses are accepted.

Table 14.

Hypothesis Test Results of Consumer Perception, Innovation and Product Quality on Purchasing Decisions.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	626.015	3	208.672	30.779	.000[b]
	Residual	623.725	92	6.780		
	Total	1249.740	95			

a. Dependent Variable: Purchase Decision (Y)
b. Predictors: (Constant), Product Quality (X3), Innovation (X2), Consumer Perception (X1)

Based on the test results in the above table, the value of $F_{count} > F_{table}$ or (30.777 > 2,470) is obtained, thus the hypothesis proposed that there is a significant influence between consumer perception, innovation and product quality on purchasing decisions is accepted.

CONCLUSION

Based on the results of the study, consumer perceptions significantly influence purchasing decisions with a contribution of 31.9%. Hypothesis testing obtained $t_{count} > t$ table or (6.632 > 1.986). Innovation has a significant effect on purchasing decisions with an influence contribution of 41.4%. Hypothesis testing obtained $t_{count} > t$ table or (8,151 > 1,986). Product quality has a significant effect on purchasing decisions with a contribution of 26.9%. Hypothesis testing obtained $t_{count} > t$ table or (5.887 > 1.986). Consumer perception, innovation and product quality have a significant effect on purchasing decisions with a contribution of 50.1% while the remaining 49.9% are influenced by other factors. Hypothesis testing obtained value $F_{count} > F$ table or (30.777 > 2.470).

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