

THE ROLE OF PRICE IN MEDIATING CULTURE AGAINST CONSUMER BUYING INTEREST AT CV. ANUGRAH RENGAT

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Abstract:

The goal of this study is to examine how culture affects prices, how culture affects buying interest, how price affects buying interest, and how culture affects customer buying interest through CV. Anugrah Rengat. Anugrah Rengat, 98 people, were among the consumers whose CVs were sampled by researchers. A random sampling methodology was used to select this sampling strategy. The quantitative approaches used to examine the research data included path analysis, which was run using the IBM SPSS Version 21 program and the Sobel calculator. The findings of this study demonstrate that: (1) Culture affects prices. (2) Cultural factors affect consumer interest. (3) Cost affects consumers' propensity to buy. (4) Price acts as a mediator between culture and buying interest..

Keywords: Culture, Price, Buying Interest

1. Introduction

As part of consumer behavior, interest in purchasing refers to the propensity to act before making a purchase choice is really made (Ansar, 2013). Repurchase interest is a type of purchase interest that is based on prior purchases. Consumers who have purchased things before can learn about the product's perceived value (Faradiba, 2013).

Additionally, keeping current consumers is considerably more crucial for organizations than obtaining new ones because it may be more expensive to acquire new clients than to keep existing ones. It can be difficult to keep customers who have already been clients. Business players must make efforts and take actions to carry out their operations; they undoubtedly want their products to sell as anticipated, and consumers will also be interested in repurchasing these goods. According to Iwan (2007), a high level of pleasure indicates a high interest in purchasing the goods again. When choosing to adopt a product, the consumer must first give it a try before making a decision. The product then sparks curiosity. If customers believe the product they select is high-quality and capable of satisfying their needs and expectations, they are more likely to be interested in it. In other words, buyers view the product as having high value and quality. Because business actors are essentially a part of the process of meeting customer wants through the distribution of products, they must be able to comprehend consumer behavior in their desired market share in order to take advantage of this occurrence.

CV. Anugrah It is impossible to separate the desire of consumers to purchase the things they sell from the achievement of a predetermined aim. Although CV. Anugrah should be able to enhance consumer interest in purchasing its products, the company's ability to do so in 2022 has actually declined. Future business viability of the company will be impacted if the fall in sales of this product persists. The company's sales, which were obtained in the year 2020 and amounted to Rp. 1.034.135.000, declined by as much as 24.04 percent in 2021 and again by as much as 13.1 percent in 2021, indicating a decline in consumer buying interest. This decline is obviously undesirable.

As a result, businesses must consider consumer purchasing preferences (Budianto & Antonio, 2018). According to theory, cultural factors have a broad and profound impact on consumer behavior, and they cannot be separated from the factors that affect buying interest (Manik et al., 2022). Manufacturers need to be aware of how culture, subculture, and social class function. The root of a person's desires and actions is their culture. Every group or society has its own unique culture, and the way that culture affects consumer behavior varies greatly from one nation to the next (Kotler and Keller, 2016). The findings of empirical studies by CAHYO (2016), Syarofi et al. (2022), Hindratno et al. (2021), and Andespa (2017) demonstrate how culture affects consumer purchasing interests. The findings of other studies contradict those by Makik et al. (2022), which claim that culture has no bearing on consumer interest in making purchases.

Price is the second element that affects consumer interest in making purchases. According to Aptaguna and Pitaloka (2016), price has a significant impact on how a product is marketed. When consumers are looking for a product, high and low prices are always their top priority. As a result, before they choose to purchase something or use a service, they carefully consider the price being offered. The findings of empirical studies by (Latief, 2018), (Japariato & Adelia, 2020), and (Ghassani & Suryoko, 2017) demonstrate that price affects consumer interest in making purchases. The findings of other studies contradict those by Sundalangi et al. (2014), who claimed that price has no bearing on consumer interest in making purchases. It can be viewed as inconsistent based on numerous studies carried out in the past and based on phenomena and gap research. Therefore, studies on consumer interest in CV Anugrah Rengat purchases. The author wants to conduct research with the title The role of price in mediating culture against consumer buying interest at CV. Anugrah Rengat.

This study had a number of goals that it hoped to accomplish, including the following:

1. To examine how culture affects prices
2. To examine how culture affects consumer interest in making purchases
3. To examine how price affects consumer interest in purchasing
4. To examine how price mediates how culture affects consumer interest in making purchases.

2. Literature Review

Consumer Interest in Buying Kotler and Armstrong (2012) assert that after being stimulated by the product they see, a person's buying interest develops into a desire to purchase and own the product. Purchase interest, according to Schiffman and Kanuk (2009), is a psychological force that an individual possesses and that influences behavior. Purchase interest is a measurement of a consumer's likelihood to buy a specific product, with high purchase interest having a significant effect on the likelihood that a decision to buy will be made.

Consumer purchasing decisions cannot be made on their own; rather, they are heavily influenced by cultural, social, personal, and psychological factors. Kotler and Keller (2016) claim that a number of variables influence consumer purchasing interest:

1. Attitudes of other people. How much other people's attitudes influence someone's preferred alternative depends on two factors: how strongly other people feel about the consumer's preferred alternative and how motivated the consumer is to follow other people's wishes.
2. Unexpected situational factors, such as these, may later change consumers' attitudes toward making purchases. This depends on the consumer's own opinions and his level of confidence in making a purchase decision.

Ferdinand (2014) claims that the following indicators can be used to gauge buying interest:

1. Transactional interest, or a person's propensity to purchase a good.

2. Referential interest, or a person's propensity to recommend goods to others.
3. Preferential interest, or interest that reflects a person's behavior when they have a strong preference for the good. Only a change in the preferred product will cause these preferences to change.
4. Exploratory interest refers to the behavior of a person who is constantly seeking information about a product they are interested in as well as information to support the product's beneficial qualities.

Culture

A dynamic network of social, economic, symbolic, and boundary-related connections or relationships makes up consumer culture. Instead of character traits, consumer culture refers to what consumers think and do. Similar to how being a consumer is an inherent characteristic of market capitalism, the dominant form of economics in use today, the two co-evolve and advance together (Mashudi, 2018).

Consumer culture, according to Don Slater (1997), is a social structure in which markets mediate relationships between lived experiences, or meaningful ways of living and the symbolic and material resources, such as brands, on which they depend.

A person's desires and behavior are primarily determined by their culture. In other words, according to Setiadi (2013), it is the most significant factor in the behavior of decision-makers and consumers. Human behavior is typically learned, unlike that of other creatures, which typically follows instinct. In accordance with Anoraga (2014), cultural factors are a set of social values that are propagated among society's participants through language and symbols. The biggest and most significant influence on consumer behavior comes from cultural factors. Marketers need to understand the impact that cultures, subcultures, and social classes have. To communicate, value, interpret, and evaluate as members of a society, ideas and symbols are used as part of culture. This can be seen in how consumers feel about a product and how they use it. Consumers are more likely to buy something when the general public has more faith in it.

There are a number of cultural markers, including: (Sumarwan, 2011)

1. The product's positive and negative reviews
2. Hearing about products frequently
3. Suggestions for selecting products
4. Assessment of the product's quality
5. The group most likely to buy the product

Price

Kotler and Armstrong (2012) claim that while price is generally the sum of all the values provided by customers to obtain benefits from owning or using a product or service, price is more specifically the amount charged for a product or service. For this reason, it is best for businesses to look at several price references for a product that is considered to have a high level of sales before setting a price, claims Andi (2015). Price is the primary factor that can influence a buyer's choice. Price plays a significant role in determining consumer purchases. The only part of the marketing mix that generates revenue or income for the business, according to Tjiptono (2014), is the price. The other three parts of the marketing mix—product, distribution, and promotion—cause expenses. A flexible component of the marketing mix, or one that can be quickly and easily changed, is price. Pricing as a component of the marketing mix and marketing planning will determine the product's position in the market and the amount of profit it can make. For new products, penetration prices—low initial prices to pique consumer interest—or floating prices (price skimming), which refers to initial prices—can be used. high because the product is thought to be unique from those already on the market. Prices

for already-available goods may be set below market value if the quality is sufficient, above market value if the quality is superior, or at market value if the quality is the same but the business location is more advantageous and offers better promotional opportunities.

The following list includes the price indicators: Sabran, 2012)

1. Reasonable costs
2. Price and product quality alignment
3. Low price sensitivity
4. Price and benefit alignment

Research Model

According to the above citation, the following research model may be used:

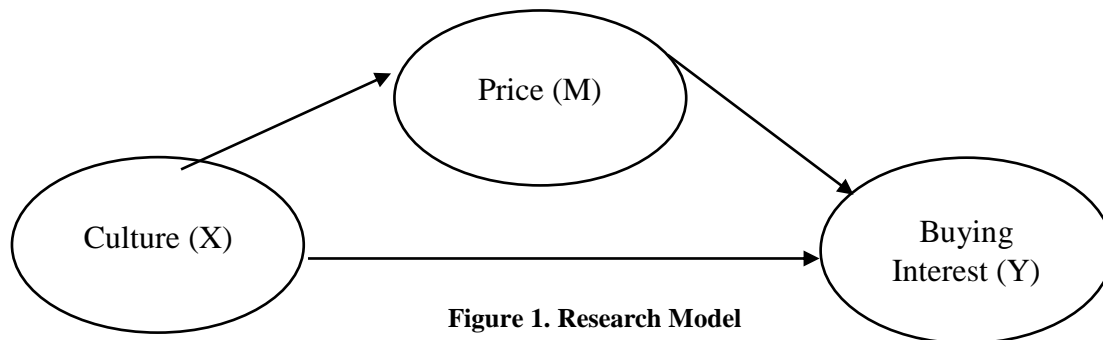


Figure 1. Research Model

Hypothesis

On the basis of the problem's history and the aforementioned research model, the following research hypothesis can be developed:

Hypothesis 1 : Prices are affected by culture.

Hypothesis 2 : Purchase Intention is influenced by culture

Hypothesis 3 : Purchase Intention is Affected by Price

Hypothesis 4 : The mediating factor between culture and purchase intention is price.

3. Method

Design and population of the study

The goal of this study is to better understand all consumers CV. Anugrah Rengat. Quantitative techniques are used in this study. All 5490 of the study's participants were consumers. 98 respondents made up the entire sample, which was chosen by accident. Observation, literature review, and questionnaires are all used as data collection techniques. Path analysis is the method of data analysis employed in this study.

Operational Definitions Of Variables

Researchers used cultural factors, price, and buying interest in this study.

- Cultural variables

The most fundamental factor influencing someone's desires and behavior is their culture. Good and bad opinions of the product, hearing patterns, product recommendations, product quality evaluations, and the groups most likely to purchase the product are cultural indicators.

- Variable price

The only component of the marketing mix that generates revenue or income for the business is price. Price indicators include affordability, product quality suitability, price competitiveness, and benefit suitability.

- Variable buying interest

When a person is stimulated by a product they see, they develop a purchase interest, which is the desire to acquire and own the product. Transactional interest, referral interest, preferential interest, and exploratory interest are all signs of buying interest.

4. Result and Discussion

Validity and Reliability Test

The questionnaire's validity is evaluated using a validity test. A reliability test is conducted following the validity test. Next, when performing a validity test, the correlation coefficient >0.3 is used to determine whether the questionnaire is valid. In addition, if the Croanbach Alpha is greater than 0.6, the questionnaire is also considered reliable. The results of the validity and reliability tests for each of the variables related to culture, price, and purchase interest are listed below.

Table 1. Validity and Reliability Test Results

Statement	Correlation Coefficient $> 0,3$	Croanbach's Alpha $> 0,6$
Culture (X)		
X1	0,832	0,827
X2	0,811	
X3	0,793	
X4	0,814	
X5	0,826	
Price (M)		
M1	0,792	0,817
M2	0,825	
M3	0,803	
M4	0,812	
Buying Interest (Y)		
Y1	0,792	0,806
Y2	0,787	
Y3	0,823	
Y4	0,804	

Source: Processed Data Source, 2022

Path Analysis

The statistical threshold in path analysis employs regression analysis, which is used as a launching pad with the SPSS For Windows version 21 software.

Table 2. Path Analysis Results of the Direct Influence of Culture on Prices

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2,322	0,399		5,435	0,000
Culture (X)	0,534	0,092	0,534	5,919	0,000
R Square	= 0,523				

Source: Processed Data Source, 2022

The formula resulting from the analysis of the previous table is $M = 0,534X + e_1$

The aforementioned table yields a Standardized Coefficients value of 0.523, which is a path value and indicates that culture has a favorable impact on prices. The significant value is 0.05, and based on these findings, it can be concluded that the cultural variable directly influences the price variable in a way that is both positive and significant.

Table 3. Path Analysis Results of the Direct Influence of Culture on Purchase Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,124	0,396		3,376	0,002
Culture (X)	0,182	0,094	0,184	2,132	0,013
R Square	= 0,421				

Source: Processed Data Source, 2022

The formula resulting from the analysis of the previous table is $Y = 0,184X + e_2$

The aforementioned table yields a Standardized Coefficients value of 0.184, which is a path value and indicates that culture has a favorable impact on purchasing interest. The results indicate that the cultural variable directly influences the purchase interest variable in a positive and significant manner with a significant value of 0.05.

Table 4. Path Analysis Results of the Direct Effect of Price on Purchase Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2,457	0,396		5,623	0,000
Price (X)	0,614	0,112	0,611	6,118	0,000
R Square	= 0,721				

Source: Processed Data Source, 2022

The formula resulting from the analysis of the previous table is $Y = 0,611X + e_2$

The standardized coefficients value from the table above is 0.611, which represents the path value and indicates that price has a favorable impact on buying interest. The purchase interest variable is directly impacted positively and significantly by the price variable, with a significant value of 0.05.

Indirect impact = $0,534 \times 0,611 = 0,326$

So, the indirect impact of culture on purchasing interest through price is 0.326 times stronger than the direct effect. Considering that $0.326 > 0.184$, this indicates that culture has a greater impact on buying interest through price than culture has directly on interest in purchases.

An online calculator was used in this study to calculate the Sobel test results. The following image illustrates the Sobel test:

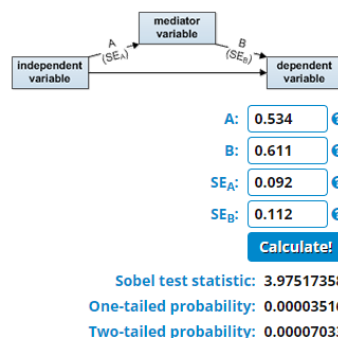


Figure 2 displays 0.05 for both the one-tailed and two-tailed probability values. This indicates that the findings of the Sobel test of culture on buying interest with price as a mediating variable are favorable and significant.

The findings of the analysis of cultural factors on buying interest using price as a mediator in the image below are as follows:

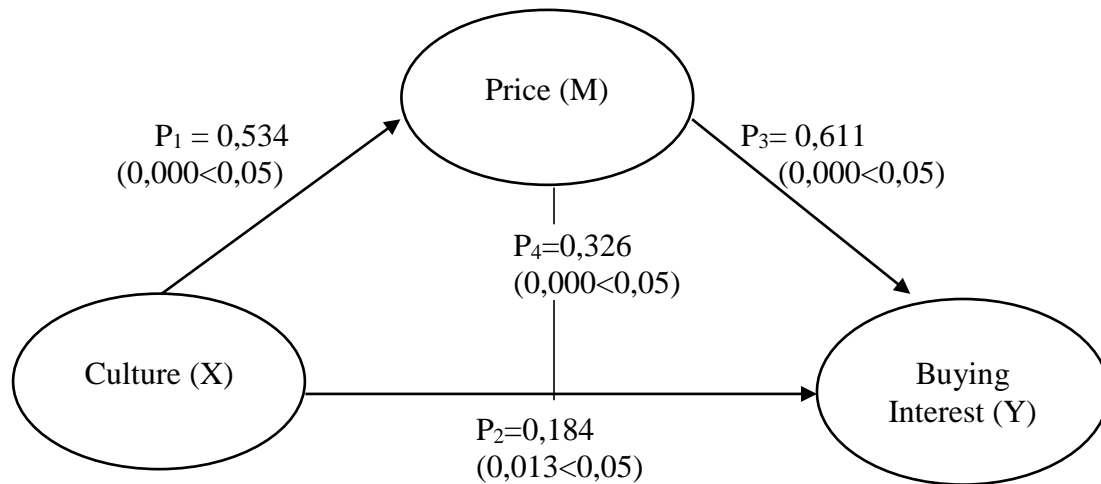


Figure 3. Path Diagram
Source: Processed Data Source, 2022

Figure 3 demonstrates that: 1) Culture (X) directly influences Price (M) in a positive and significant manner. 2) Culture (X) directly influences purchasing interest (Y) in a positive and significant way. 3) Directly and significantly influencing buying interest (Y) is price (M). 4) There is a price-mediated indirect relationship between culture and purchasing interest. We can draw the conclusion that price mediates the impact of culture on consumer interest to some extent. According to the theory advanced by MacKinnon in Arlinda (2015), partial mediation occurs when the relationship between the independent and dependent variables is statistically significant and there is also a significant amount of mediation.

5. Conclusions

Culture towards price

According to the research's findings, prices are significantly influenced by culture. The price of the products sold increases with consumer culture.

Culture towards buying interest

According to the research's findings, culture has a big impact on people's willingness to buy. Where consumer culture is a factor in why people buy products, a high level of consumer culture will result in more consumer interest in purchasing.

Price to buying interest

According to the study's findings, there is a significant relationship between price and buying interest. When consumers believe that a product is reliable and of high quality, their interest in purchasing it rises. The mediating factor between culture and purchasing interest is price.

According to the study's findings, price significantly and positively mediates how culture affects consumer interest in making purchases. When high culture is accompanied by high prices, there will be a high interest in purchasing. Of course, it is true to say that the price's ability to mediate culture and consumer interest can help the business increase consumer interest in order to achieve its objectives.

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