

Analysis of Factors That Affect Consumer's Purchase Intention to Use Printing and Screening Business

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ABSTRACT

Companies that want to succeed in making a profit and can survive for years by growing and developing, they should not rely on past ways of working that are less efficient, less expert and less professional. Price, Product Quality and Service Quality are some of the factors that influence consumer buying interest. Quality products and services at affordable prices will attract consumers to buy. The purpose of this study is to determine the effect of Price, Product Quality and Service Quality on consumer buying interest in Sepakatea Adertising Broni Jambi City. The method used is the Quantitative research method. The number of samples in this study was 81 people. Multiple Regression Analysis is used as a data analysis technique. From the data obtained, the results showed that the Price Variable had a positive but not significant effect on consumer buying interest, the Product Quality Variable had a positive and significant effect on Consumer Buying Interest and the Service Quality Variable did not have a significant effect on purchasing decisions. Based on the data analysis in this study, these variables are valid and reliable.

Keywords: Price, Product Quality, Service Quality, Consumer Buying Interest

INTRODUCTION

Background Theory

Competition in today's business world seems to be increasing. This causes the management of each company to be challenged to try to be competitive in facing the competition. A company that wants to be successful in making a profit and to survive for years by growing and developing, must not rely on the old ways of working that were less efficient, less skilled and less professional (Yudiaris, 2015)

The purpose of establishing a business venture is to obtain optimal profits and ensure business continuity. second, the purpose of this company can be related tone another (Warnadi, 2018). Consumers are the main goal in a services business. Currently, all manufactures understand the importance of the role and meaning of superior product quality to meet customer expectations in all aspects of products sold to the market. with good quality and reliable.

According to the big Indonesian Dictionary, screen printing is a design pattern that can be painted, cut, or cut according to the sample (KBBI, 2023). This research uses a case study of factors that influence consumer buying interest in Sepakatea Advertising, Sepakatea Advertising is a printing and screen printing industry located in Broni, Jambi City. Currently, Sepakatea Advertising Printing is experiencing and decrease in consumers from month to month and has fewer consumers when compared to its competitors. To respond to this, it is necessary to know the cause of the problem. In this case, researchers take 3 main factors that is, Price, Product Quality and Service Quality. So the write needs to take some data from the research location as follows:

Table 1. Sepakatea Advertising sales data for the last 6 months:

No.	Month	Income Monthly	Number of Buyers
1.	April	Rp. 8.000.000	90
2.	May	Rp. 8.000.000	85
3.	June	Rp.10.000.000	71
4.	July	Rp. 7.000.000	68
5.	August	Rp. 5.000.000	43
6.	September	Rp. 8.000.000	56
	Total	Rp. 46.000.000	413

Table 2. Competitor sales data for the last 6 months:

No.	Screen Printing Name	Income for the last 6 months	Number of buyers last 6 months
1.	Robi Advertising	Rp.74.813.500	643
2.	Dafi Print	Rp. 93.716.000	787
3.	Joeragan	Rp.186. 677.000	631

Source : Processed from primary data

It can be seen from table 1 and table 2 above, that there has been a decrease in consumer interest in Sepakatea Advertising over the last 6 months and much less compared to competitors. Revenue in Sepakatea amounted to Rp.46,000,000 with 413 buyers in the last 6 months. While Robi Advertising total revenue amounted to Rp. 76,000,000 with 643 buyers and 2 employees, Dafi Print amounted to Rp. 93. 716,000 with 787 Buyers with 3 total employees and Joeragan totaling Rp.186,677,000 with 631 Buyers and 3 employees. From this data, it can be seen that the Buyers and Revenue obtained are still less than the Competitors of Sepakatea Advertising. This means that there is still a lack of motivation that encourages consumers to transact at Sepakatea.

From the results of the interview, data was obtained that Sepakatea Advertising has been established for 20 years, namely in 2002. While the three competitors, namely Robi Advertising, have been established for 8 years, since 2014. Joeragan has been established for 8 years since 2014 and Dafi Print has been established for 3 years since 2019.

Table 3. Price Comparison of Sepakatea Advertising Products with competitors

No.	Product Name	Product Price			
		Sepakatea Advertising	Robi Advertising	Dafi Print	Joeragan
1.	Banner/ <i>Meters</i>	Rp.25.000	Rp.25.000	Rp.25.000	Rp.25.000
2.	Screen Printing/ <i>Pcs</i>	Rp. 20.000	Rp.20.000	Rp.15.000	Rp.15.000
3.	Acrylic Plakard/ <i>pcs</i>	Rp. 500.000	Rp.450.000	Rp.450.000	Rp.450.000
4.	Jasmine paper invitations/ <i>Pcs</i>	Rp.1.900	Rp.1.800	Rp.1.900	Rp.1.800
5.	Spacing paper Invitation / <i>Pcs</i>	Rp.2.100	Rp.2.000	Rp.2.000	Rp.2.000
6.	Regular Stamp/ <i>pcs</i>	Rp.25.000	Rp.30.000	Rp.30.000	Rp.30.000
7.	Flash Stamp/ <i>pcs</i>	Rp. 60.000	Rp.60.000	Rp.60.000	Rp.60.000
8.	Name Card/ <i>Box</i>	Rp. 60.000	Rp. 50.000	Rp. 60.000	Rp.60.000
9.	Neon Box/ <i>meters</i>	Rp.1.900.00	Rp.1.700.000	Rp.1.500.000	Rp.1.900.00
10.	Sticker/ <i>meters</i>	Rp.150.000	Rp.150.000	Rp.150.000	Rp.150.000

Source : Processed from primary data

From the data obtained in table 1.3 it can be seen that the prices given are issued by Sepakatea Advertising slightly more expensive when compared to competitors. From the results of research conducted by researchers on screen printing Sepakatea Advertising, that there are several things that cause Product Quality to be less satisfying for some consumers, such as from the workforce used in the absence of permanent employees other than business owners, but using the services of Internship Students so that the work done will not be as good as paying employees.

In addition, revisions to edit product creation are limited so that they affect the results of product design. From what I have observed, business people serve in a friendly and interesting manner. However, in this business business actors cannot serve consumer demand to be ready faster due to limited production equipment, besides that business actors cannot be so following millennials because of the influence of age in making designs compared to competitors who are mostly young and have employees in design work. From the description above, the researcher wants to know the factors that influence consumer buying interest in the printing and screen printing business at Sepakatea Advertising.

LITERATURE REVIEW

Buying Interest

The interest that arises in the buyer is often contrary to the financial condition that is owned. Consumer buying interest is a hidden desire in the minds of consumers. According to kotler, interest is an effective response or process of felling or liking a product but has not yet made a decision to buy (Kotler & Keller, 2003). Broadly speaking, interest has two meanings, first, effort and willingness to learn and seek something. Second, it is a person's personal drive

to achieve certain goals. Buying Interest is how likely consumers are attached to that buying interest. According to Kotler and Keller, the meaning of consumer buying interest is the behavior of consumers who have a desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product (Satria, 2017).

Consumer

According to Law No. 8 of 1999 concerning Consumer Protection in article 1 point (2), consumers are everyone who uses goods and services available in society, both. According to JF Engel, the definition of consumer behavior is the activities of individuals who are directly involved in obtaining and using goods and services, including the decision-making process, preparation, and determination of these activities (Handoko & Swasta, 2016). Consumer behavior is how consumers will respond or respond when there is a price change for a demand for goods or services needed (Soeharto, 2007). Consumer behavior will be motivated by need. Needs will give rise to behaviors that are thought to have the greatest likelihood of meeting certain needs, desires or certain goals in obtaining them.

Screen Printing Business

Graphic Design, Screen Printing and Printing are one of the promising forms of business that can provide opportunities and benefits for young men and women in developing their creativity in the world of design. Luzar explained the meaning of Screen Printing. Screen printing is a printing activity with the basic tool used is a filter screen with a certain level of fiber density. The next stage, the screen is given a printed model or called a mall. This model is derived from a pre-made design negative. Then, the next stage is irradiation (Exposure), this is done to find out the formations of parts that can be passed or not by ink. The trick is to pour ink on the screen and sweep it using a tool made of rubber or called a rakel (Rini, 2020).

Price

Price plays a strategic role in marketing. If the price is too expensive, then the product concerned will be unaffordable by certain target markets. Conversely, if the price is too cheap, the company is difficult to get a profit or some consumers perceive the quality is poor. Proper pricing is an important factor in determining a company's success in the short and long term.

1. Product Quality

Quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy its stated or implied needs. This is definitely a customer-centric definition. We can say that the seller has delivered quality when his product or service meets or exceeds customer expectations. Quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy its stated or implied needs. This is definitely a customer-centric definition. We can say that the seller has delivered quality when his product or service meets or exceeds customer expectations (Kotler & Keller, 2009).

The product concept argues that consumers like products that offer the best quality, performance, or innovative features. The managers of this organization are focused on making superior products and constantly updating them. However, these managers sometimes get involved in infidelity with their products. They may make the mistake of what is termed a

"better mousetrap", believing that a better mousetrap will lead people to their door. A new product will not be successful if it is not supported by the right price, distribution, and sales. The task of marketing is not to find the right customer for your product, but to find the right product for the customer. A company that satisfies most of its customers' needs all the time is called a quality company, but it does not have to distinguish between quality conformity and performance (or level) of quality (Kotler & Keller, 2009).

2. Quality of Service

Quality of Service Is Something Perceived by Customers. Customers will judge the perceived quality of a service based on what they describe in their minds. Customers will switch to other service providers who are better able to understand the customer's specific needs and provide better service (Saidani, 2012).

RESEARCH METHODS

The method used in this study is Quantitative. The data source used is the Primary Data source. Primary data is obtained from respondents through direct measurement, questionnaires, panel groups, or data from interviews with resource persons (Tersiana, 2018).

There are several techniques used in data collection, namely: Observation or also called observation is an activity of loading the attention of all objects using all senses (Arikunto, 2010). What is done at the time of observation is to observe social symptoms in the right category, observe many times and recorded using tools, Interviews are conversations with a specific purpose. The conversation was carried out by two parties, namely the interviewer (Interviewer) who asked the question and the interviewee who provided the answer to the question (Moleong, 2005). Questionnaire is a data collection technique carried out by giving written questions to respondents to answer. Questionnaires can be questions about factors that can be given to respondents in person or sent by post or the internet, and documentation (Sugiyono, 2017). In general can be seen from the use of the word in everyday life. Documentation usually uses a camera to capture events in the form of photos. From the results of this documentation there is a variety of information about the events captured. Events can be documented in the form of writing, photographs, recordings, and various other ways along with technological advances.

The results of the perpetuating activity eventually became one of the sources of information about the event. In this study the population taken was Printing and Screen Printing Consumers located in Broni and the number of consumers was 413 and the sample taken from the population was the entire population due to the population of >100.

Slovin formula:

$$n = \frac{N}{(1 + Ne^2)}$$

n = Number of Research Samples

N = Number of Population

E = Error or allowance for inaccuracy due to error.

$$n = \frac{413}{(1 + 413 \cdot 10\%^2)} = \frac{413}{5,13} = 80,5(81)$$

RESULT AND DISCUSSION

Validity Test

a. Price

Table 4. Price Validity Test Results

Question Item	r Count	r Table	Information
H1	0,691	0,163	Valid
H2	0,583	0,163	Valid
H3	0,642	0,163	Valid
H4	0,663	0,163	Valid
H5	0,556	0,163	Valid

Source: processed from primary data 2023

Based on the data above, it can be concluded that all items for the Price variable are valid with $r_{\text{calculated}} > r_{\text{table}}$ results.

b. Product Quality

Table 5. Quality Product Validity Test Result

Question Item	r Count	r Table	Information
KP1	0,853	0,163	Valid
KP2	0,857	0,163	Valid
KP3	0,610	0,163	Valid
KP4	0,708	0,163	Valid
KP5	0,834	0,163	Valid

Source: processed from primary data 2023

Based on the data above, it can be concluded that all items for the Product Quality variable are valid with $r_{\text{calculated}} > r_{\text{table}}$ results.

c. Quality of Service

Table 6. Quality of Service Validity Test Result

Question Item	r Count	r Table	Information
KL1	0,641	0,163	Valid
KL2	0,626	0,163	Valid
KL3	0,648	0,163	Valid
KL4	0,639	0,163	Valid
KL5	0,581	0,163	Valid

Source: processed from primary data 2023

Based on the data above, it can be concluded that all items for the Quality of Service variable are valid with $r_{\text{calculated}} > r_{\text{table}}$ results.

d. Consumer Buying Interest

Table 7. Consumer Purchase Interest Validity Test Results

Question Item	r Count	r Table	Information
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MB1	0,558	0,163	Valid
MB2	0,714	0,163	Valid
MB3	0,746	0,163	Valid
MB4	0,789	0,163	Valid
MB5	0,665	0,163	Valid

Source: processed from primary data 2023

Based on the data above, it can be concluded that all items for the Consumer Buying Interest variable are valid with $r_{\text{calculated}} > r_{\text{table}}$ results.

Reliability Test

Results of Reliability Test on Questionnaire on each research variable using the help of IBM SPSS Statistics 22 as follows:

Table 8. Reliability Test Result

Variable	Cronbach's Alpha	Reliability Standards	Information
Price	0,614	0,6	Reliabel
Product Quality	0,833	0,6	Reliabel
Quality of Service	0,609	0,6	Reliabel
Consumer Buying Interest	0,730	0,6	Reliabel

Source: processed from primary data 2023

Based on the data from the table above, the reliability test results show that the four variables namely Price, Product Quality, Service Quality and Consumer Buying Interest have Cronbach's alpha > 0.6 . That way, it can be concluded that all variables used in this study are reliable so that the answers of these respondents can be used for research. Uji Asumsi Klasik

Normality Test

A good Regression Model is to have normally distributed data. The test used was Kolmogorof Smirnov in this study to find out whether the data in this study was a type of data that was normally distributed. Normal distributed data are data that have a significant value greater than 0.05 (sig. > 0.05).

Tabel 9. Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		81
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.42452717
Most Extreme Differences	Absolute	.069
	Positive	.042
	Negative	-.069

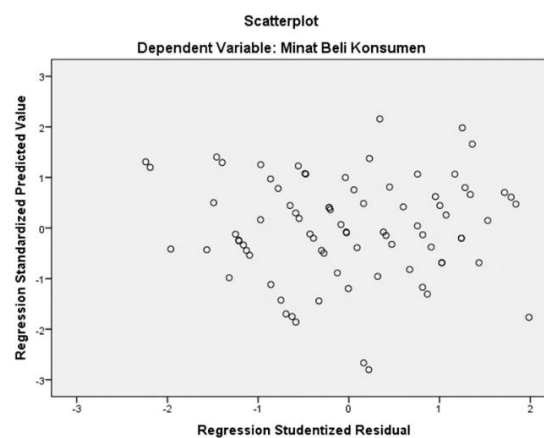
Test Statistic	.069
Asymp. Sig. (2-tailed)	.200 ^{c,d}
a. Test distribution is Normal.	
b. Calculated from data.	
c. Lilliefors Significance Correction.	
d. This is a lower bound of the true significance.	

Source: processed from primary data 2023

Based on the results of Kolmogorof Smirnov test on residuals that have been calculated using data processing programs and obtained a Statistical Test of 0.069 and a residual significance value of 0.200. From the results of the normality test showed that all research variables showed a significance value greater than 0.05 (Sig. > 0.05). Thus it can be concluded that all research variables are normally distributed. From the results of the normality test showed that all research variables showed a significance value greater than 0.05 (Sig. > 0.05). Thus it can be concluded that all research variables are normally distributed.

Heteroscedacity Test

A good regression model is that heteroscedacity does not occur. The Regression Model in this study uses the scatterplot method to detect the presence or absence of heteroscedacity. The results of the heteroscedacity test on the regression model are presented in the form of a chart below:



Graphic 1. Heteroscedacity Test Results

Source: processed from primary data 2023

Based on the scatterplot output above, it is known that:

- 1) The scatter data points are above and below or around the numbers (-2)-2.
- 2) Dots don't just collect above or below.
- 3) The spread of sticks does not form a wavy pattern, narrows then widens and narrows again.
- 4) The deployment of data points is not patterned.

Multikolonierity Test

The results of the Multikolonierity Test for each variable can be seen in the following table:

Table 10. Multikolonierity Test Result

Variable	Tolerance	VIF	Conclusion
Price	0,952	1,050	No Multikolonierity
Product Quality	0,921	1,086	No Multikolonierity
Quality of Service	0,949	1,054	No Multikolonierity

Source: processed from primary data 2023

The table above shows that all variables have a Tolerance value of > 0.1 and a VIV value of < 10 . Thus, it can be concluded that the regression model in this study did not occur multicollinearity. The table above shows that all variables have a Tolerance value of > 0.1 and a VIV value of < 10 . Thus, it can be concluded that the regression model in this study did not occur multicollinearity.

Multiple Linear Regression

Table 11. Multiple Linear Regression Analysis Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.798	6.110		1.603	.113
Harga	.294	.176	.181	1.666	.100
Kualitas Produk	.281	.098	.318	2.878	.005
Kualitas Layanan	-.179	.177	-.110	-1.009	.316

Source: processed from primary data 2023

Based on the table above, the multiple linear regression equation can be arranged as follows:

$$Y = 9,798 + 0,294X_1 + 0,281X_2 - 0,179X_3 + e$$

First, the constant value in this regression model is 9.798, meaning that whether or not there is an influence on Price, Product Quality and Service Quality, then consumer buying interest in transacting at the Jambi City Broni Advertising Agreement will not change either increasing or decreasing (fixed). Second, the regression coefficient value for the Price variable (X_1) has a positive value of 0.294. This shows that if the price increases by 1%, then consumer buying interest will increase by 0.294 assuming the other independent variables are considered constant. A positive sign means that it shows a unidirectional influence between the Independent variable and the dependent variable. Third, the Regression Coefficient Value for the Product Quality variable (X_2) has a positive value of 0.281. This shows that if the Quality of Service increases by 1%, then consumer buying interest will increase by 0.281 assuming other independent variables are considered constant.

A positive sign means that it shows a unidirectional influence between the Independent variable and the dependent variable. Fourth, the regression coefficient value for the Service Quality Variable (X3) is -0.179. The value shows a negative influence (in the opposite direction) between the variables Product Quality and Consumer Buying Interest. This means that if the Product Quality variable is recognized by 1%, then on the contrary, the Consumer Buying Interest variable will decrease by 0.179. Assuming that the other variables are considered constant.

T-test

Table 12. T Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.798	6.110		1.603	.113
Harga	.294	.176	.181	1.666	.100
Kualitas Produk	.281	.098	.318	2.878	.005
Kualitas Layanan	-.179	.177	-.110	-1.009	.316

Source: processed from primary data 2023

First, based on the coefficients table above, the calculation for the Price variable is 1.666 and the significance value is 0.100. The significant limit of the regression model uses the number 0.05 ($\alpha = 5\%$). The ttable value is 1.660. This translates to $1.666 > 1.660$ and sig. $0.100 > 0.05$. This shows that H_0 is rejected and H_a is accepted. So the price has an effect but is not significant on consumer buying interest in the Printing and Screen Printing Business at Sepakatea Advertising Broni Jambi City. Second, based on the coefficients table above, the calculation for the Product Quality variable is 2.876 and the significance value is 0.005. The significant limit of the regression model uses the number 0.05 ($\alpha = 5\%$). The ttable value is 2.876. This translates to $2.876 > 1.660$ and Sig. $0.005 < 0.05$.

This shows that H_0 is rejected and H_a is accepted. So Product Quality has an effect and is significant on consumer buying interest in the Printing and Screen Printing Business at Sepakatea Advertising Broni Jambi City. Third, based on the coefficients table above, the calculation for the Service Quality variable is -1.009. and a significance value of 0.316. The significant limit of the regression model uses the number 0.05 ($\alpha = 5\%$). The ttable value is 1.660. This translates to $-1.009 < 1.660$ and Sig. $0.316 > 0.05$. This shows that H_0 is accepted and H_a is rejected. So the Quality of Service does not affect Consumer Buying Interest in the Printing and Screen Printing Business at Sepakatea Advertising Broni Jambi City.

F Test

Table 13. F Test Result

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	64.721	3	21.574	3.479	.020 ^b

Residual	477.501	77	6.201		
Total	542.222	80			
a. Dependent Variable: Minat Beli Konsumen					
b. Predictors: (Constant), Kualitas Layanan, Harga, Kualitas Produk					
<i>Source: processed from primary data 2023</i>					

From the calculation results listed above, $F_{\text{calculate}}$ is obtained at 3.479 and sig. 0.020, this result when compared with F_{table} (At df 3;81-3 = 3;78 obtained F_{table} 2.72) the figure means $F_{\text{calculate}} > F_{\text{table}}$ ($3.479 > 2.72$) and sig. $< \alpha$ ($0.020 < 0.05$) so that H_0 is rejected and H_a is accepted. With this, it can be concluded that the variables Price, Product Quality and Service Quality simultaneously affect Consumer Buying Interest in Sepakatea Advertising Broni Jambi City.

Coefficient of Determinant (R^2)

The coefficient of determination shows the magnitude of the influence of independent variables.

Table 14. R Square

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.345 ^a	.119	.085	2.49024
a. Predictors: (Constant), Kualitas Layanan, Harga, Kualitas Produk				
b. Dependent Variable: Minat Beli Konsumen				
<i>Source: processed from primary data 2023</i>				

Based on the table above, an R^2 value of 0.119 is obtained. This shows that the variables Price, Product Quality and Service Quality simultaneously affect consumer buying interest in Sepakatea Advertising Broni Jambi City by 11.9%, while the rest ($100\% - 11.9\% = 88.1\%$) is influenced by other factors not included in this study.

Discussion of Research Results

The results show that Price has a positive but not significant effect on Consumer Buying Interest. This is indicated by the calculated value of $t_{\text{table}} > (1.666 > 1.660$ and sig. $0.100 > 0.05$). So that H_a which states "Price Variables Affect Consumer Buying Interest" is accepted. According to Kotler and Keller (2009: 97) define price as one element of the marketing mix that generates revenue, other elements produce costs. Price is the easiest element in a marketing program to customize, product features, channels and even communication take a lot of time. Price has two main roles in marketing, namely the role of allocation, which is to form buyers to decide the best way to obtain the expected benefits in accordance with the ability of their purchasing power. Thus the existence of prices can help buyers to decide how to allocate their purchasing power to various types of goods or services. The buyer compares the prices of the various available alternatives, then decides on the desired allocation of funds. The second is the role of information, which is educating consumers about the factors of the products sold, such as quality. Price perception is measured by indicators of price conformity with product quality,

price suitability with benefits, price ability to compete. This research is relevant to research conducted by Muhammad Fakhru Rizky NST and Hanifa Yasin who explained that Price Variables affect Consumer Buying Interest.

The results show that Product Quality has a positive and significant effect on Consumer Buying Interest. This is indicated by the calculated value of $t_{table} > (2.876 > 1.660$ and $Sig. 0.005 < 0.05$) so that H_a stating "Product Quality Variables Affect Consumer Buying Interest" is accepted. According to Kotler and Keller stated that product quality is the ability of an item to provide value to customers that is superior and that matches or even exceeds what customers want. Product Quality is one of the primary positioning means of marketers, to satisfy implied consumer needs (Kotler and Armstrong, 2008: 272). Product is the first and most important element in the marketing mix, so one of the main values expected by consumers is quality, because quality is closely related to consumer satisfaction. (Kotler and Armstrong 2008:272) This is relevant to research conducted by Arief Adi Satria who explained that Product Quality Affects Interest.

The effect of service quality on consumer buying interest, The results showed that product quality had a negative effect of -1.009. H_a 's hypothesis was rejected because the $t_{count} < t_{table}$ ($-1.009 < 1.660$) and $Sig. > \alpha$ ($0.316 > 0.05$) which means that the Service Quality variable is not Significant to the Consumer Buying Interest Variable. According to Kotler and Keller (2009: 65) defines service is any action or activity that can be offered by one party to another party, which is basically intangible and does not result in any ownership. Service quality is a dynamic condition related to 3 orientations, namely perception, customer satisfaction is a determining factor of quality, so every restaurant must be able to provide services that are expected to be able to provide satisfaction to its consumers. In Service Quality there are five gaps that cause the company's failure in delivering its services, the five gaps are: the gap between consumer expectations and management perception, the gap between management perception and service quality specifications, the gap between service quality specifications and service delivery, the gap between service delivery and external communication, the gap between service perception and expected services. This is relevant to research conducted by Ibrahim and Siti Marijam Thawil who explained that Service Quality Variables have not been able to prove the relationship and significant variation of customer satisfaction.

CONCLUSION

From the results of the study, it can be concluded that the partial secure price variable has an effect but is not significant on consumer buying interest, the product quality variable has a positive and significant effect on consumer buying interest, and the service quality variable has no effect on consumer buying interest. Meanwhile, simultaneously the variables of Price, Product Quality and Service Quality have a positive and significant effect on consumer buying interest in the Printing and Screen Printing business of Sepakatea Advertising Broni Jambi City.

Suggestion

To Sepakatea Advertising, based on the results of the discussion that has been described, the variable of Service Quality does not have a significant effect on Consumer Buying Interest in the Printing and Screen Printing Business at Sepakatea Advertising. then it needs to be taken

into account and considered again so that consumer interest and trust can continue to increase and develop. For the next researcher, it is expected to continue this research on other factors.

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