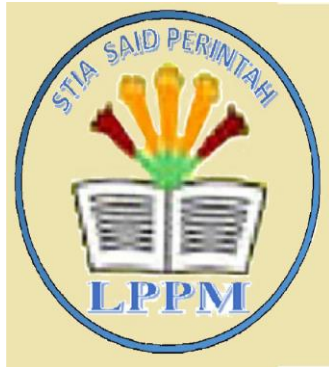


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## The Role of Product Attributes and Price to Purchase Intentions for Oleh-Oleh Sago Tumbu

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### Abstract

The study examines the impact of product attributes and pricing on consumer purchase intentions for oleh-oleh sago tumbu, a traditional Maluku snack. It employs a quantitative approach with explanatory research design, focusing on the relationship between independent variables (product attributes and price) and the dependent variable (purchase intentions). Data from 120 respondents, patrons of specialty snack outlets in Ambon City, were collected using a 5-point Likert scale and analyzed through multiple regression analysis using SPSS 23. The findings highlight the significant positive influence of both product attributes and price on consumer purchase intentions. Recommendations include enhancing product packaging and labeling attractiveness while maintaining affordable pricing to stimulate consumer purchasing intentions.

Keywords: Product Attribute, Price, Purchase Intention

## **Introduction**

Currently, business development is increasingly rapid, requiring companies to increase their competitive capabilities to attract more customers more innovatively and creatively, in other words, companies must be able to highlight the uniqueness and differences of the products they produce compared to competitors' products. One type of business that has a very high level of competition is the culinary product business, especially traditional food typical of the Maluku community, namely sago tumbu products made from sago, which have been used as souvenir products to be sold not only to the public but also to local residents, tourists, both local and foreign, and available in shops or outlets that specialize in selling *oleh-oleh*. One of the notable sago tumbu products in the market is the signature Maluku snack brand, Sago Tumbu, originating from Hitu Lama Country. It is produced by small and medium-scale home industries.

In response to intense competition, particularly in the market for typical Maluku souvenirs, small and medium enterprises often encounter challenges stemming from limited managerial capacities. The characteristics of this sago tumbu product generally have many similarities in the shape of both the product and the packaging, the specific brand of the product is not clearly stated on the packaging, the benefits of the product are not communicated to consumers, and the price is relatively not too different from competing products. Consequently, consumers face difficulty distinguishing between brands. Hence, producers of sago tumbu must devise strategies to address this issue. To overcome these difficulties, the way that sago tumbu producers from the Hitu Lama Country can do this is by highlighting the uniqueness and differences in terms of product attributes attached to sago tumbu products, as has been done by changing the product packaging to a more modern one by using packaging made from Manila cardboard packaged in attractive colors accompanied by branding of the sago tumbu product on the packaging, the size of the product is slightly larger than the previous size which is protected with protective paper, adding information about the product's raw materials and the benefits of sago tumbu listed on it. packaging. This packaging change has the consequence of an increase in product selling prices resulting from an increase in production costs but is still relatively affordable. This strategy is expected to be able to influence consumers' purchasing intentions.

Product attributes are key for consumers in the purchasing process because these attributes are always closely related to the product and become an inseparable part of the product (Nune & Ismail, 2018). Consumers' views of products are often a combination of attributes that have various capabilities, allowing them to easily differentiate between one product and another (Chusna & Riptiono, 2021). The literature suggests that product attributes can significantly impact consumer purchase intentions (Song et al., 2020; Sinambela et al., 2022; Qadry, 2019). Consumers tend to seek information about product quality and prices, which collectively influence their purchasing decisions. Chen et al. (2018) highlight the importance of satisfaction with product attributes in shaping purchase intentions, as well-designed attributes can leave a lasting impression on consumers. However, the findings of Ariasa et al. (2020) contradict these results, indicating that product attributes do not influence consumer purchasing intentions. In addition to product attributes, product pricing also plays a crucial role in influencing consumer purchase intentions.

Price is very determining in efforts to generate consumer purchase intentions or purchasing decisions and is a form of economic sacrifice made by consumers to have a product or service (Prawira & Yasa, 2014). Price plays a significant role in maintaining customer loyalty, as customers are willing to pay for products they value (Mirabi et al., 2015). Moreover, price has a substantial impact on consumer purchase intentions (Amanda et al., 2021). Ayub & Kusumadewi (2021) affirm that positive consumer perceptions of product prices lead to higher purchase intentions. Similarly, Benhardy et al. (2020) found that price influences consumers' purchasing intentions. However, Al Togar & Al Hakim (2022) reported contradictory findings, suggesting that product prices do not affect consumers' purchasing intentions, possibly due to companies' slow responsiveness in adjusting product prices.

Purchase intention is often referred to as a substitute for actual purchase, although it is considered unequal between the two (purchase intention and actual purchase) so that consumers who show an intention to purchase a product reflect a higher level of purchase than consumers who do not intend to purchase (Miller et al., 2017). Purchase intention refers to the likelihood that a consumer will purchase a

product, reflecting the strength of their willingness to buy (Lee et al., 2017). In essence, a higher purchase intention indicates a stronger inclination towards making a purchase.

The results of the review of the empirical studies above show the existence of ambivalence in research results. The conflicting results regarding the impact of product attributes and price on purchase intentions reflect an ambivalence in the research findings. This contradiction or ambivalence, as described by Agusty Ferdinand (2006), represents a research gap that invites further examination by other researchers. This is what motivates researchers to research this topic in more depth to explore how product attributes and price can influence consumers' purchasing intentions towards typical Maluku oleh-oleh products, especially Sago Tumbu.

## **Theoretical Framework and Research Hypothesis Development**

### **Purchase Intention**

Consumer purchase intentions for a product are closely related to the Theory of Reasoned Action expressed by (Ajzen, 1991). This theory states that the stronger a person's intention to carry out a certain behavior, the greater the possibility that the individual will carry out that behavior. Purchase intention is a consumer behavior that occurs when consumers are influenced by external factors and come to make purchases based on personal decision characteristics and decision-making processes (Ricardo, 2021). Purchase intention is often intertwined with consumer behavior, perceptions, and attitudes (Mirabi et al., 2015). Purchase intent reflects an increase in purchasing opportunities. If consumers have positive purchasing intentions, this will encourage the purchasing process (Martins et al., 2019). Purchase intention refers to the likelihood or willingness of a consumer to make future purchases. An uptick in purchase intention indicates a greater likelihood of engaging in purchasing behavior (Chetioui et al., 2020). Purchase intention is important for consumers because it has the opportunity to create the actual purchasing process for products or services.

### **Product Attribute**

Product attributes which have elements such as brand, price, and packaging which are consumer needs play an important role in influencing purchasing intentions and decisions (Evanita & Trinanda, 2017). Product attributes have become a

consideration for consumers in choosing products to purchase, especially those related to inherent characteristics and are part of the product or service which is expected to provide a difference from competitors (Chusna & Riptiono, 2021).

One of the positive effects of product attributes is can influence consumers' purchasing intentions, so the more attractive the attributes of a product can be the trigger for increasing consumer purchasing intentions (Sinambela et al., 2022). This assertion is supported by research findings from Bharat, (2021), indicating that product attributes exert a significant influence on consumer purchase intentions. Similarly, Lee et al., (2017) also found that product attributes positively impact consumer purchase intentions during shopping.

H<sub>1</sub> ; Product attributes have a positive and significant effect on the intention to purchase sago tumbu products.

## **Price**

Price is often used in marketing strategies to stimulate consumers to shop. Price is the amount of value given up by consumers to gain profits when owning or using a product (Usman & Aryani, 2019). Price is a value agreement between the seller and the buyer which is used as a condition for carrying out a purchase transaction (Amanda et al., 2021).

Consumers typically view price as a reflection of a product's value, which influences their purchase intentions (Ayub & Kusumadewi, 2021). The research findings of Muljani & Koesworo (2019) highlight competitive pricing aligned with consumer affordability as a significant factor impacting purchase intention. Similarly, Benhardy et al. (2020) also emphasize the significant influence of price on consumer purchase intentions. Based on several previous statements, the hypothesis proposed is:

H<sub>2</sub> ; Price has a positive and significant effect on the intention to purchase sago tumbu products.

## **Method**

This research is a type of quantitative research with an explanatory approach, which aims to investigate and explain the influence of the variables studied on the phenomena observed. This method is used to understand the cause-and-effect

relationship between these variables, especially the influence of independent variables, namely product attributes, and price, on the dependent variable, namely purchase intention, through hypothesis testing and survey methods used for the data collection process (Sugiyono, 2017). The population involved is the unknown number of buyers of Sago Tumbu oleh-oleh products. Determination of the sample size was based on assumptions from (Hair, Joseph F, 2019), namely the number of indicators multiplied by 5 or 10, and the number of indicators in this research is 12 items, so the research sample is  $12 \times 10 = 120$  respondents especially buyers of the product, who were taken using simple random sampling. Research data measurement uses a 5-point Likert scale in the questionnaire.

The operational definition of product attribute variables is product elements that are considered important that consumers consider in making purchasing decisions, which consist of 4 indicators, namely brand, label, packaging, and complementary services (Tjiptono. F, 2008). Price is defined as the monetary value set by sellers for a product or service, representing the cost consumers incur to access the benefits of owning or using said product or service. It comprises four indicators: price affordability, suitability to product quality, suitability to benefits, and competitiveness (Kotler & Armstrong, 2016). Purchase intention, on the other hand, refers to the consumer's level of commitment to making a purchase, encompassing four indicators: exploratory, preferential, referential, and transactional (Amanda et al., 2021). The process of testing research hypotheses and data analysis was carried out using multiple regression analysis techniques with SPSS 23.

## **Discussion of Research Results**

### **Validity test**

The validity of an instrument is assessed through the Pearson Product Moment correlation test, comparing the correlation index with a significance level of 0.05%. If the correlation value exceeds 0.05, each item in the questionnaire instrument is deemed valid. The test results are shown below.

### Validity Test Results

| Variable           | Item | Product Momen Correlation (r) |       |        |
|--------------------|------|-------------------------------|-------|--------|
|                    |      | R                             | Sig.  | Remark |
| Product Attributes | X1.1 | 0.730                         | 0.000 | Valid  |
|                    | X1.2 | 0.670                         | 0.000 | Valid  |
|                    | X1.2 | 0.739                         | 0.000 | Valid  |
|                    | X1.4 | 0.820                         | 0.000 | Valid  |
| Price              | X2.1 | 0.886                         | 0.000 | Valid  |
|                    | X2.2 | 0.833                         | 0.000 | Valid  |
|                    | X2.3 | 0.839                         | 0.000 | Valid  |
|                    | X2.4 | 0.842                         | 0.000 | Valid  |
| Purchase Intention | Y1   | 0.872                         | 0.000 | Valid  |
|                    | Y2   | 0.864                         | 0.000 | Valid  |
|                    | Y3   | 0.891                         | 0.000 | Valid  |
|                    | Y4   | 0.633                         | 0.000 | Valid  |

Source; Research data processing results, (2024)

Based on this table, it can be concluded that all items in the questionnaire are considered valid. This can be seen from the correlation values which are all above 0.6 and the significance level is very low, namely 0.000. This shows that the relationship between the variables measured and the items on the questionnaire is very strong.

### Reliability Test

Cronbach's alpha value is used to test reliability, where the research instrument is considered reliable if the reliability coefficient value is  $> 0.6$  or  $\alpha = 0.6$ . The test results are shown below.

### Reliability Test Results

| Variable           | Cronbach alpha | Remark   |
|--------------------|----------------|----------|
| Product Attributes | 0.770          | Reliable |
| Price              | 0.832          | Reliable |
| Purchase Intention | 0.813          | Reliable |

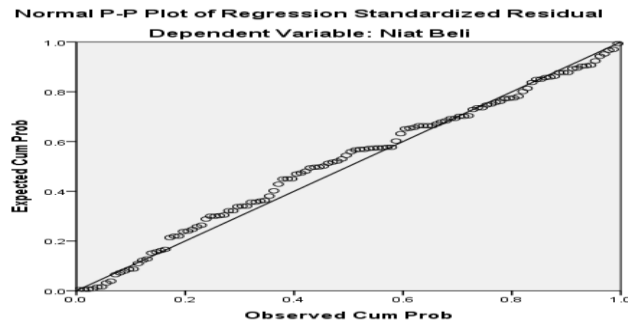
Source; Research data processing results, (2024)

Based on the table provided, it can be inferred that all variables in the research instrument are deemed reliable. This suggests that the data collected is dependable and appropriate for further stages of the research.

### Normality Data Test

A data normality test is carried out to assess whether the data is normally distributed or not. The test results are shown below.

## Normality Data Test Result



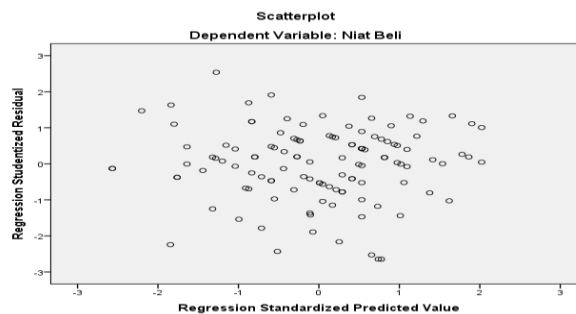
Source; Research data processing results, (2024)

Based on the probability plot described, it can be concluded that the data follows a diagonal line, is distributed randomly, and does not form a particular pattern. Based on this, it can be concluded that the data is normally distributed.

## Heteroscedasticity Test

The results of the heteroscedasticity test are carried out to assess whether the variable variances are not the same for all observations in the model. The test results are shown below.

## Heteroscedasticity Test Result



Source; Research data processing results, (2024)

The image above shows that the research data is free from heteroscedasticity. This can be seen from the even distribution of points above and below the number 0 on the Y-axis, which indicates that the variance of the variable does not change significantly at various levels of the independent variable.



### Multicollinearity Test

The multicollinearity test in this study is determined by the Variance Inflation Factor (VIF) values. The VIF measures the degree of variance inflation in the regression coefficients due to multicollinearity among the independent variables. The test results are displayed below.

#### Multicollinearity Test Result

| Model              | Collinearity Statistics |       |
|--------------------|-------------------------|-------|
|                    | Tolerance               | VIF   |
| Product Attributes | 0.872                   | 1.147 |
| Price              | 0.872                   | 1.147 |

Source; Research data processing results, (2024)

Based on the results of the multicollinearity test in the table, with a tolerance value of less than 1 and a VIF value of no more than 10, it can be concluded that there is no multicollinearity effect between the independent variables. This shows that the independent variables in the model do not have a strong relationship so there is no multicollinearity problem.

### Multiple Regression Analysis

Multiple regression analysis helps in understanding how much contribution and significance the product attribute and price variables have on consumer purchasing intentions. The test results are shown below.

#### Multiple Regression Analysis

| Model |                    | Coefficients                |            |                           |       | Collinearity Statistics |           |       |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|-------------------------|-----------|-------|
|       |                    | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig.                    | Tolerance | VIF   |
|       |                    | B                           | Std. Error | Beta                      |       |                         |           |       |
| 1     | (Constant)         | 2.973                       | 1.235      |                           | 2.407 | .018                    |           |       |
|       | Product Attributes | .229                        | .077       | .220                      | 2.984 | .003                    | .872      | 1.147 |
|       | Price              | .529                        | .071       | .554                      | 7.508 | .000                    | .872      | 1.147 |

a. Dependent Variable: Purchase Intention

Source; Research data processing results, (2024)

Based on the analysis, the multiple linear regression equation derived is as follows;  
 $Y = 2.973 + 0.229X_1 + 0.529X_2 + e.$

## Coefficient of Determination

The coefficient of determination test evaluates the extent to which the independent variables (product attributes and price) influence the dependent variable (purchase intention). It is represented by the R Square value, which indicates the proportion of the variance in the dependent variable that is explained by the independent variables. A higher R Square value signifies a stronger contribution of the independent variables to the dependent variable. The test results are shown below.

### Coefficient of Determination Test Results

| Model Summary |                   |          |                   |                            |               |
|---------------|-------------------|----------|-------------------|----------------------------|---------------|
| Model         | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1             | .666 <sup>a</sup> | .443     | .434              | 2.12672                    | 1.966         |

Source; Research data processing results, (2024)

Coefficient of Determination Test Results Based on the table, it can be seen that the R<sup>2</sup> value is 0.443. This shows that the two independent variables, namely product attributes, and price, contribute 44.3% to consumer purchase intentions. Meanwhile, the remaining 55.7% was influenced by other variables not included in this research.

## Discussion

The findings of the multiple regression analysis indicate that product attributes exert a positive and significant influence on consumer purchase intentions, as evidenced by a significance value of 0.003, which is less than the threshold of 0.05, and a t value of 2.984, exceeding the critical value of 1.658 (t count > t table). These results provide evidence that the attributes of sago tumbu products, including brands that are clearly stated on the packaging, labels containing information about the benefits of the product are accompanied by raw materials for sago tumbu products, product packaging made of Manila cardboard with attractive colors and being able to protect products well, ease of ordering products and a fast payment process can provide a strong identity and differentiation from competing products, thereby increasing consumers' purchasing intentions when shopping for sago tumbu in shops or outlets that sell typical Maluku oleh-oleh products.

These findings are consistent with prior research. For instance, Putra et al. (2023) found that product attributes, including appealing brands and excellent service amenities, positively and significantly impact consumers' purchasing intentions in coffee shops. Similarly, Bharat (2021) discovered that product attributes strongly influence consumer purchase intentions, with attractive packaging serving as a crucial factor in boosting consumer buying intentions.

The multiple regression analysis reveals that the price variable significantly impacts purchase intention, as indicated by a significance value of 0.000, which is below the threshold of 0.05. Additionally, the calculated t value of 7.508 exceeds the critical t value of 1.658, indicating the significant influence of price variables on consumers' purchase intentions for typical Maluku oleh-oleh products, particularly sprouted sago. These price variables encompass factors such as price appropriateness to product quality, affordability, alignment with product benefits, and competitiveness with rival products.

These research findings align with prior studies. For instance, Ricardo (2021) emphasizes that price influences consumer perception of a product, underscoring the importance for companies to set prices according to target market expectations to avoid perceptions of high pricing, which can positively impact consumer purchase intentions. Similarly, Benhardy et al. (2020) found a positive and significant relationship between price and consumer purchase intentions, highlighting consumers' preference for products offering perceived value, combining quality with affordability. These corroborate the present study's findings regarding the significant role of price factors in shaping consumer purchasing intentions.

## **Conclusion**

The findings of the current study explain that product attributes, particularly packaging and labeling indicators, play a pivotal role in influencing consumers' purchasing intentions when acquiring typical Maluku oleh-oleh products, such as Sago Tumbu. Engaging product marketing strategies and detailed product labels providing comprehensive information about the benefits or ingredients of sago tumbu products can enhance consumer purchasing intentions. Moreover, price, especially indicators of affordability and alignment with product quality, can also boost consumer purchasing

intentions. The combination of affordable pricing and high-quality, durable sago tumbu products has proven effective in increasing consumers' intent to purchase when considering sago tumbu products.

Suggestions that can be given to tumbu sago producers are to create a specific brand that characterizes the sweet and savory taste of the product, not just displaying the brand name of the village or place of production of sago tumbu. Regarding pricing strategies, producers can focus on aligning the perceived benefits of the product with the price set, thereby creating a perception of value that justifies the price and can set prices that are oriented towards competition, especially determining prices that generally apply in the market or are relatively less expensive than competitors.

The article only limits two variables, product attributes and price in determining consumers' purchasing intention which only contributed 44.3% to explain the influence of the two independent variables. Hence, for future research, it is recommended to explore other variables such as promotion strategies and service quality, which were not addressed in this study. By incorporating these variables, researchers can gain deeper insights and achieve a more comprehensive understanding of the factors influencing consumer purchasing intentions.

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