

The Influence of Customer Value, Product Quality, and Product Attractiveness on Consumer Purchasing Interest in Umkm in Jamu Kampung Kediri City

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ABSTRACT

This research tries to find out how these three elements influence consumers' desire to buy in Kampung Jamu, Kediri City (Y), product attractiveness (X2), and consumer buying interest (X3), using a numerical methodology. Eighty-five respondents in Kampung Jamu were sampled using a technique Accidental Sampling. SPSS is the analytical software application used, while questionnaires are used for data collection. Various data analysis techniques used include; multiple linear regression analysis, reliability test, partial t test, simultaneous F test, classical assumption test, and coefficient of determination. Customer shopping interest is positively influenced by customer value, as evidenced by the Sig t value of $0.002 < 0.05$. Customer buying interest is influenced positively and significantly by product quality, as seen from the Sig value of $0.000 < 0.05$. Customer intention to buy a product is positively and significantly correlated with its attractiveness, indicated by a Sig t value of $0.026 < 0.05$. Customer value, product attractiveness, and product quality all have an identical influence on customer purchasing intentions, with a Sig t value of $0.000 < 0.05$.

INTRODUCTION

Daily public awareness of the need to maintain health is increasing. Competition is increasingly fierce with many vendors selling herbal medicines offering identical product variations. To beat these competitors, every vendor must take its marketing efforts very seriously. With the greatest developments, a number of new items have emerged and are currently involved in stiff competition. Customers now have more choices due to the increase in health items. Therefore, to survive in the market, sellers must understand how customers behave as this is important to meet their needs and aspirations.

Customers who show consumer buying interest are those who, after choosing, using, and/or consuming a product, feel compelled to buy it or not. According to Kotler and Keller (2018), buying interest develops from customer attitudes towards a product, which consists of consumer assessment and trust in the brand. Buying traditional herbal medicine is ultimately closely related to the type of product that people want to use.

The value that customers receive from a product or service, regardless of whether the costs are reasonable (Tjiptono & Diana, 2019). It is the seller's unique responsibility to continually attract buyers' attention to the benefits of purchasing herbal products. Perceptions of product quality among consumers will shape their attitudes and preferences, which will ultimately influence their interest in making purchases. If these attributes become more attractive to all customers, the product's attractiveness will increase and encourage interested customers to buy.

Apart from that, product quality is also a factor that influences purchasing desires. One of the main marketing strategies is product quality. The effectiveness of a product or service is directly influenced by its quality. Thus, customer interest in making purchases is directly correlated with quality (Kotler and Armstrong, 2017). Product quality—defined as a product's capacity to satisfy customer needs—influences a consumer's propensity to make a purchase. Durability, dependability, usability, and other important features without defects are qualities that consumers want in a product. Because, in essence, when consumers buy a product, they also buy the advantages or benefits they get from using the purchase. Apart from that, the herbal medicine must also be of high quality, meaning it must be made from natural ingredients. Customers often consider quality, legal licensing, and maintenance-free production—even if the product is made domestically—when making a purchase. One of the elements that influences buying interest.

In relation to consumer buying interest, the variables above are very important. However, you need to remember that one of the strategies used by sellers to attract customers' interest in the products they offer is product attractiveness. A product that meets customer needs in terms of quality, reliability, technical features, unique performance features, ability to meet customer specifications, compatibility with current products and systems, and other aspects is considered attractive if provided by the manufacturer (Tjiptono 2012). The attractiveness of a product is what differentiates Kampung Jamu UMKM herbal medicine products from other products. There are differences

that certainly benefit customers and should be emphasized publicly as a way to generate interest in manufactured goods.

The subject of this research is the UMKM Kampung Jamu which is located in Kampung Dalem, Kediri City. Here, the herbal medicine village known as "Jamune" is well known to Kediri residents and has survived for many years even though the marketing methods are still traditional, such as local and national exhibitions. There are various types of herbal medicine available, including ginger sticks, kencur rice, turmeric syrup, tamarind turmeric, and ginger herbal ice. This is the specialty that this herbal product has naturally. The nickname "Jamune" shows that the herbal product is of high quality, has beneficial properties, and consistently upholds customer trust. According to the researcher's introduction, the aim of this research is to find out whether consumers' interest in purchasing herbal medicine products provided or produced by herbal medicine villages can be influenced by factors such as customer value, product quality, and product attractiveness.

LITERATURE REVIEW

Marketing Management

The actions planned and implemented by a company are marketing management. To build a plan, the right approach and experience are needed. Developing the most inventive products, determining the company's ideal market share, and introducing new products to potential customers are important tasks carried out by the marketing management of a business. Target markets are used in marketing management, according to Kotler & Keller (2016: 5), to generate and deliver high-quality sales in order to attract, retain and grow the customer base. The way a company carries out its operations by organizing, selecting and promoting goods, services and concepts to meet target market demand is known as total marketing management, according to Fandy (2016:63).

Customer Value

Customer value is something that needs to be considered in the marketing process, such as understanding the needs and aspirations of the target market in order to generate demand for certain goods or services and satisfy customers, claim Sebayar & Situmorang (2019). Customer value according to Kotler and Keller (2016: 136) is the difference between the evaluation made by potential customers of all the costs and benefits of an offer compared to alternatives. Overall client value, often known as overall customer value, is the monetary equivalent of the various functional, psychological, and economic benefits that consumers anticipate from a market offering as a result of related goods, services, employees, and reputation. The viewpoints of the experts above show that customer value is an important factor to consider when planning a marketing strategy. Because the overall customer value resulting from a set of monetary values is different from the assessment made by potential consumers of the overall costs and benefits of an offering compared to other alternatives, this difference determines customer value.

Factors related to Customer Value. Customer value is determined by five components, namely as follows (Tjiptono & Diana 2020:334):

1. *Emotional Value*
2. *Social Value*
3. *Quality/Performance Value*
4. *Price/Value of Money*

Quality Products

Every business actor who wants to be able to compete in the market and meet the needs and desires of his customers must prioritize producing high quality products. According to Kotler and Armstrong (2018:230), the quality of a product is determined by its attributes that support its capacity to meet customer needs. According to Assauri (2018:45), the quality of a product is determined by its constituent parts which contribute to the intended use and suitability for the intended use. When buyers decide what to buy, one of the main factors influencing their choice is the quality of the goods. Customers are more interested in buying a product that is believed to be of higher quality (Ernawati, 2019). Lesmana (2019) emphasized that product quality is a dynamic state related to the product, people or workforce, and the environment to be met by each customer.

Product Quality Dimensions

Tjiptono (2008), all aspects of product offerings that provide benefits to consumers are reflected in product quality. The dimensions of a product determine its quality, regardless of whether it is a package of commodities or services. In accordance with (Kotler & Keller, 2017:368), the following are the dimensions of product quality:

1. Form
2. Performance Quality (performance quality)
3. Conformance Quality (conformance quality)
4. Durability
5. Reliability
6. Impression of Quality (perceived quality)

Product Attractiveness

Kotler (2009) defines a product as any item marketed by a producer to consumers with the aim of satisfying their needs or desires. Anything offered to clients with the aim of fulfilling their needs and dreams while achieving company or organizational goals is considered a product. When consumers buy products to satisfy their needs and desires, they consider aesthetics and choose items that they find attractive. A product that seeks to attract potential customers through its attractiveness will act as a magnet for other products. Product quality, dependability, technical quality, distinctive performance attributes, capacity to meet customer criteria, and interoperability with current products and systems are the things that make a product desirable, according to Tjiptono (2012). Superior product quality results in the principle of product attractiveness, or it could be said that the position of a product is influenced by its quality. Products with poor quality will not be as attractive as products with

good quality, and vice versa. As stated in the previous session, people will buy items that they find interesting when making a purchase. In this case, the uniqueness of the product and the status it provides to its customers can be a source of attraction. The way a product influences consumer consumption or purchases can be used to determine this. Conclusions can also be drawn about the likelihood that customers will make a purchase if they are confident in a product or service. This is because customers are more likely to be interested in buying products that they find interesting.

Product Attractiveness Indicator

There are several benchmarks or indications of product quality according to Tjiptono (1997), including:

1. Prestige for Users
2. Exclusive Products
3. The Attraction of Uniqueness

Consumer Purchase Interest

When consumers provide behavioral components in customer attitudes, including purchase interest. Schiffman & Kanuk (2015: 228), on the other hand, state that purchase intention is a good way to measure people's opinion of a particular good or service, or brand because it explains their attitude towards that product, service or brand. The urge a person has to purchase interest refers to the act of purchasing goods or services to meet one's needs. Individual actions closely related to the procurement and utilization of products and services, as well as the decision-making process regarding the arrangement and implementation of these activities are called consumer purchasing interest (Swastha & Handoko, 2018). Consumer dissatisfaction usually reduces interest in a product or service; On the other hand, if someone feels happy and satisfied after buying it, it will increase their purchasing desire. One very significant phenomenon in activity is consumers' desire to buy. From the definition above, it is clear that consumer buying interest occurs before the consumer chooses to buy. Before selecting goods or services, customers evaluate them by considering their benefits and determining whether they really suit their needs or not. Customers will be distracted and they will be more likely to buy an item if it offers the benefits they want.

According to Abdul Kohar Septiadi (2022), several elements that influence consumers' desire to buy include:

1. Transactional Interest
2. Reference Interest
3. Preferential Interest
4. Exploratory Interest

The influence of customer value on consumer buying interest

Customer purchasing interest is positively and strongly influenced by customer value variables, according to research findings by Logiawan (2014).

H0: It is suspected that there is no significant influence between *customer value* with consumer buying interest in herbal medicine villages.

Ha :It is suspected that there is influence *customer value*with consumer buying interest in herbal medicine villages.

The influence of product quality on consumer buying interest

The variables Product Quality and Consumer Purchase Interest have a strong and positive relationship, according to research findings by Nurmin Arianto (2020).

H0: It is suspected that there is no significant influence between *quality product*with consumer buying interest in herbal medicine villages.

Ha: It is suspected that there is influence *quality product*with consumer buying interest in herbal medicine villages.

The influence of product attractiveness on consumer buying interest

Purchasing intentions among consumers are strongly influenced by the product attractiveness variable, according to research by Muhammad Munawir (2020).

H0: It is suspected that there is no influence of product attractiveness on consumer buying interest in herbal medicine villages.

Ha: It is suspected that there is an influence of product attractiveness on consumers' buying interest

Sumen in the herbal medicine village.

Customer value, product quality, and product attractiveness have a good and large influence on consumers' buying intentions, according to research findings

H0: It is suspected that there is no influence of Customer Value, Product Quality, and Product Attractiveness on Consumer Purchase Interest in Kampung Jamu.

Ha: It is suspected that there is an influence of Customer Value, Product Quality, and Product Attractiveness on Consumer Purchase Interest in Kampung Jamu.

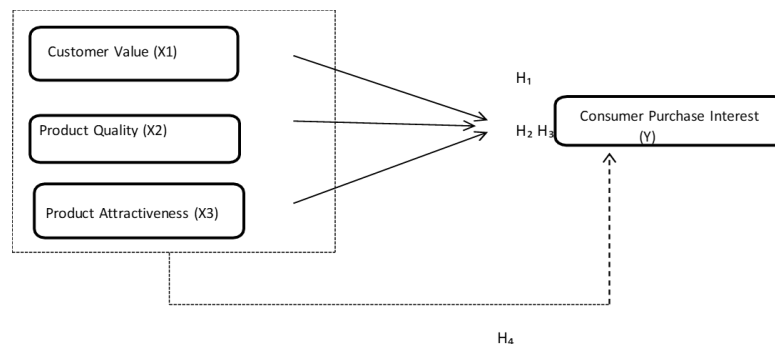


Figure 1. Conceptual Framework

METHODOLOGY

Because assumptions and calculations are used to determine the information that will be used to test how different variables interact, this research uses a quantitative methodology. The research was conducted at the UMKM Kampung Jamu, East Java, located in Kampung Dalem Subdistrict, Kediri City, in RT02/RW02 Gg 1 to Gg 3. To select a non-probability sample for this research, which consisted of 85 respondents, the Malhotra formula for chance was used. example. Surveys, interviews, and observational approaches

are ways of collecting data. Several techniques used in data analysis include testing the validity and reliability of instruments, multiple linear regression analysis, t and F tests for hypotheses, as well as testing the coefficient of determination for classic assumptions such as heteroscedasticity, multicollinearity and normality.

RESEARCH RESULT

Types of Research

Associative research methodology is the method used for this research. Research questions are questions that ask how two or more variables relate to each other associatively, according to Sugiyono (2019:65). To determine the magnitude of the influence of a variable, an associative research approach is applied in this research, either in whole or in part simultaneously.

Research Sites

We conducted our research at predetermined research locations. Consumers in the Kampung Jamu area located in RT 02/RW02 from Gg 01 to Gg 03, Kampung Dalem Village, Kediri City were given questionnaires as part of research conducted at the Kampung Jamu MSMEs. In this research, Accidental Sampling is a sampling method. If a sample is chosen randomly, then this is called accidental sampling. This occurs when someone is discovered by a researcher by chance and agreed to by the user to be used for research data.

Determination of Sample Number

The Malhotra formula was used to calculate the sample size and number of samples in the research consisting of respondents who made purchases at the UMKM Kampung Jamu, Kampung Dalem Village, Kediri City. In Ahmad (2020:4), Malhotra states that the number of indicators multiplied by five, or five times the number of variables, can be used to calculate the sample size for analysis. Because the researcher used 17 question indications from 4 variables, $17 \times 5 = 85$ respondents was the specified sample size. Eighty-five residents of Kampung Jamu, Kediri City were the samples for this research.

Data Type

Because the research samples were taken directly from the herbal medicine village of Kediri City, in this research, primary data sources were used. In this investigation, quantitative data was used. Data can be interpreted and conclusions made based on the figures taken from the report. This information was obtained by Kampung Jamu customers using a questionnaire. Survey, In this research, researchers used observation and interviews as data collection methods. Furthermore, this research uses the SPSS program data processing research instrument.

Validity Test

To ensure whether a questionnaire is valid or not, a validity test is carried out. A valid instrument is an instrument used to collect valid data (measurements), according to Sugiyono (2016:121). If an instrument can measure something then it is considered valid for the target object. With the help of computers and SPSS software, this research tested the reliability of correlation values. For the testing criteria, a significance level of 5% is used.

1. If the significant value is <0.05 , it can be concluded that the question details are valid
2. If the significant value is >0.005 , it can be concluded that the question details are invalid.

Reliability Test

Surveys that function as indicator variables are measured using a technique called reliability testing. If the results remain constant over time for the same phenomenon, then this measurement tool can be considered reliable. Instruments that When an instrument is reliable, it produces consistent results when measuring the same thing repeatedly, according to Sugiono (2016: 121). The reliability coefficient is most often used in this kind of research because it can be used to describe variations in items in a true-false style, such as on a Likert scale using a Cronbach's alpha system of greater than 0.60.

Normality Test

As stated by Ghozali in Setiawati (2016: 1578), determining whether the variables in the regression model are residual or confounding is the aim of the normality test. Normally distributed or vice versa. The Kolomogrov Smirnov test, processed using SPSS version 25.0, was used to test the normality of the study. Analyzing the normality test findings, the following conclusions can be drawn:

1. The significant value is <0.05 , so the residual value is normally distributed
2. A significant value >0.05 means the residual value is not normally distributed

Multicollinearity Test

Setiawati (2021: 1578) quotes Ghozali's statement that the multicollinearity test is used in multiple linear regression models to look for correlations involving independent variables. If there is a large enough correlation, then the relationship will be broken down between the independent and dependent variables. The values of free quantity, tolerance, and variance inflation factor (VIF) indicate multicollinearity test findings. The regression model is considered free of multicollinearity if the tolerance number is at least 0.10 and the VIF value is below ten.

Heteroscedasticity Test

Ghozali stated that one of the models in classical assumptions is the heteroscedasticity test. Setiawati (2021:1578). This test is carried out to

determine whether the variance of the residuals for each observation in the regression model is unbalanced. The purpose of this test is to identify traditional assumptions of the regression model. necessary –that is, the requirement of the absence of heteroscedasticity –has been violated. The Glejser test was used in this research to carry out a heteroscedasticity test. Ghozali in Pasaribu (2020:170) states that regression of the absolute value of the residual on the independent variable is carried out using the Glejser test. If the probability of significance is higher than 0.05, the regression model used is not heteroscedastic or above the 5% confidence level, and vice versa.

Linearity Test

The normality of a data distribution can be determined using the linearity test, according to Sarjono and Julianti in Ratela & Taroreh (2016:65). Assuming the residuals are normally or linearly distributed, this is related to the t test and F test. There are two methods for carrying out the linearity test: first, by estimating the curve. Variable X does not have a linear relationship if the sig F value is less than a significance level of 0.05, indicating that there is a linear relationship between variables conversely, if $F > 0.05$ indicates this.

Multiple Linear Regression Analysis

The impact of independent and dependent variables on each other is measured and the correlation between them is found using multiple linear regression analysis. The following is an explanation of the regression equation model applied in this research:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where :

Y = Purchase Interest Consumer

X1 = Customer Value

X2 = Product Quality

X3 = Attraction Product a = Constanta

b = Regression Coefficient of Each Variable

c = Standard Error

t Test (Partial)

The purpose of the t test according to Sanusi in Setiawati (2021; 1586) is to ascertain the extent to which each independent variable influences the dependent variable. The influence of each independent variable on the dependent variable is relatively ascertained by testing its impact. meaning. The t test is carried out by comparing the calculated t and t table values according to the following standards:

1. If it is significant $t > 0.05$ then H_0 is accepted, H_a is rejected
2. If it is significant $t < 0.05$ then H_0 is rejected, H_a is accepted

F Test (Simultaneous)

In conducting research, the F test is used to find out whether the independent variable influences the dependent variable simultaneously (Setiawati, 2021:1586). This test aims to ascertain how much each of the three

independent variables – product quality, customer value, and attractiveness – contributes to consumer buying interest.

1. If significant $F > 0.05$, then H_0 is accepted, H_a is rejected
2. If significant $F < 0.05$ then H_0 is rejected, H_a is accepted

Coefficient of Determination Test (R^2)

In Setiawati (2021:1587), Sanusi stated that the factors that determine each other more are numerical expressions for the level of influence that each independent and dependent variable has on that variable. The variation in the value of the dependent variable based on the regression model can be explained by R^2 , which provides details about this shift. A coefficient of determination (R^2) that is close to one (1) indicates a strong relationship. The coefficient of determination (R^2) is a metric commonly used to assess how well a model can explain related variables. The coefficient of determination is a number between zero and one ($0 \leq r^2 \leq 1$) (R^2). On the other hand, if R^2 approaches zero, it means that there is a decrease in the influence of independent factors simultaneously. The closer R^2 is, the stronger the influence of the independent variable on the dependent variable.

DISCUSSION

Validity Test

To ensure whether a questionnaire is valid or not, a validity test is carried out.

A

Tabel 1 Uji Validitas

No Item	Hasil Korelasi	Signifikansi	Keterangan
X1.1	0,441	0,000	Valid
X1.2	0,515	0,000	Valid
X1.3	0,611	0,000	Valid
X1.4	0,659	0,000	Valid
X1.5	0,505	0,000	Valid
X1.6	0,501	0,000	Valid
X1.7	0,478	0,000	Valid
X1.8	0,480	0,000	Valid
X2.1	0,549	0,000	Valid

significance level below 0.005 is required for the instrument to be considered valid.

Table 2. Validity Test

X2.2	0,702	0,000	Valid
X2.3	0,626	0,000	Valid
X2.4	0,501	0,000	Valid
X2.5	0,510	0,000	Valid
X2.6	0,685	0,000	Valid
X2.7	0,672	0,000	Valid
X2.8	0,531	0,000	Valid
X2.9	0,649	0,000	Valid
X2.10	0,604	0,000	Valid
X2.11	0,702	0,000	Valid
X2.12	0,509	0,000	Valid
X3.1	0,394	0,000	Valid
X3.2	0,301	0,005	Valid
X3.3	0,489	0,000	Valid
X3.4	0,593	0,000	Valid
X3.5	0,585	0,000	Valid
X3.6	0,673	0,000	Valid
Y1	0,488	0,000	Valid
Y2	0,279	0,010	Valid
Y3	0,533	0,000	Valid
Y4	0,591	0,000	Valid
Y5	0,615	0,000	Valid
Y6	0,707	0,000	Valid
Y7	0,613	0,000	Valid
Y8	0,683	0,000	Valid

Source: Data processed, 2024

The validity test findings for each variable presented in table 1 above are considered valid because they produce a significance value of less than 0.005.

Reliability Test

By using a reliability test, the indicator variable, namely the questionnaire, is quantified. A value >0.006 for Cronbach's alpha indicates that the indication is considered reliable.

Tabel 2 Uji Reliabilitas

Variabel	Cronbach's Alpha	Hasil	Keterangan
Customer value (X ₁)	0,60	0,713	Reliabel
Quality Product (X ₂)	0,60	0,750	Reliabel
Daya tarik produk (X ₃)	0,60	0,682	Reliabel
Minat beli konsumen (Y)	0,60	0,732	Reliabel

Sumber Data diolah 2024

The reliability of a questionnaire or statement is determined by the Cronbach's alpha value for each variable being more than 0.006, as shown in Table 2.

Normality test

Table 3 Normality Test

Variable	Asymp. Sig (2-tailed)	Information
Customer value (X1), product quality (X2), product attractiveness (X3)	0.200	Normal

Source: Data processed, 2024

Table 4.10 above provides information on the Sig values for the variables customer value (X1), product attractiveness (X2), and product quality (X3). This result is >0.05, meaning the three variables are considered normally distributed.

Multicollinearity Test

Tabel 4 Uji Multikolinearitas

Variabel	VIF	Keterangan
Customer value (X1)	8,179	Tidak terjadi multikolinearitas
Quality Product (X2)	8,129	Tidak terjadi multikolinearitas
Daya tarik produk (X3)	6,814	Tidak terjadi multikolinearitas

Source: Data processed, 2024

The variables customer value (X1), product quality (X2), and product attractiveness (X3) in the regression model do not show any relationship or multicollinearity as seen in Table 4 above, all of which have a VIF value of less than 10.0. dependent variable. This eliminates multicollinearity by showing that

Tabel 5 Uji Heteroskedastisitas

Variabel	Sig.	Standar Heteroskedastisitas	Keterangan
Customer value (X1)	0,142	>0,05	Tidak terjadi heterokedastisitas
Quality Product (X2)	0,585		Tidak terjadi heterokedastisitas
Daya tarik produk (X3)	0,467		Tidak terjadi heterokedastisitas

Sumber Data diolah 2024

the independent variables in the model are not correlated with each other.

Heteroscedasticity Test

Based on table 5, X1), X2), and X3) are the variables that have the highest significance value or sig. (2-tailed), according to the above analysis. Heteroscedasticity does not occur because the three X variables have values greater than 0.05.

Linearity Test

Tabel 6 Uji Linieritas

Variabel	<i>Defiation from Linearity</i>	Keterangan
Customer value (X ₁)	0,252	Linier
Quality Product (X ₂)	0,206	Linier
Daya tarik produk (X ₃)	0,684	Linier

Sumber Data diolah 2024

Table 4.13 displays the results of the linearity test. Therefore, the independent and dependent variables Consumer Value (X₁), Product Quality (X₂), and Product Attractiveness (X₃) can be stated to be linearly related, all of which have linearity deviation values exceeding 0.05. (in a straight line).

Multiple Linear Regression Analysis

Tabel 7 Analisis Regresi Linier Berganda

Variabel	Regresi (B)	t _{hitung}	Sig-t	Keterangan
X1 (Customer value)	0,265	3,165	0,002	H0 ditolak H1 diterima
X2 (Quality product)	0,279	5,499	0,000	H0 ditolak H2 diterima
X3 (daya tarik produk)	0,255	2,268	0,026	H0 ditolak H3 diterima
Konstanta (a)				5,082
Nilai Korelasi (R)				0,957
Nilai Koefisien Determinan (R ²)				0,917
F _{hitung}				296,491
Signifikansi F				0,000
Y				Minat Beli Konsumen

Sumber Data diolah 2024

The regression equation can be created in the following way based on the findings of this research's multiple linear regression examination:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 5.082 + 0.265X_1 + 0.279X_2 + 0.255X_3$$

The regression equation above shows that:

1. Constant value (α) = 5.082

Customer purchasing interest (Y) which remains constant at 5.082 is not influenced by customer value (X₁), product quality (X₂), or product attractiveness (X₃).

2. Customer value regression coefficient (b_1) = 0.265

The customer value regression coefficient (X₁) is 0.630 assuming all other variables remain constant, meaning that for every one unit increase in the customer value variable (X₁), the consumer buying interest variable (Y) will increase by 0.630 units.

3. Product quality regression coefficient (b_2) = 0.279

Describes how the consumer buying interest variable (Y) will increase by 0.630 units for every one unit increase in the customer value variable (X1).

4. Regression Coefficient of product attractiveness

The positive product attractiveness regression coefficient (X3) of 0.255 indicates that assuming all other factors remain constant and the product attractiveness variable (X3) increases by one unit, the consumer buying interest variable (Y) will increase by 0.255.

T test (partial)

Based on the regression coefficient, if all other factors remain constant and the product attractiveness variable (X3) increases, product attractiveness (X3) will have a positive sign of 0.255 and the consumer purchasing interest variable (Y) will increase by 0.255 per unit. The probability value of Customer Value (X1) is less than 0.05, with a t value of 3.165 and a sig value of 0.002. Research findings show that a significant factor influencing consumer buying interest is the customer value variable (X1).

Product quality (X2) has a probability value of less than 0.05, with a t value of 5.499 and a sig value of 0.000. The results of the research above show that the product quality variable (X2) has an influence on consumer purchasing intentions. For X3, the t value is 2.268, the sig value is 0.026, and the sig value indicates the possibility of commercial success is less than 0.05. The attractiveness scale of a product and consumer purchasing intentions were found to be somewhat correlated (X3) in the research findings.

F test (simultaneous)

Determining the simultaneous influence of independent and dependent variables, statisticians use the F test, which is also known as simultaneous hypothesis testing. The impact on the independent and dependent variables is estimated to occur simultaneously if the crucial value is less than 0.05.

From the computational results in table 4.14 above, a significant F value of $0.000 < 0.05$ is obtained and the Fcount result is 296.491. These calculations clarify the reasons behind Ho's rejection and Ha's acceptance. Examining how consumer purchasing preferences (Y) are influenced by customer value (X1), product quality (X2), and product attractiveness (X3) helps to understand this. simultaneously and greatly increases the customer's propensity to make a purchase (Y).

Coefficient of Determination (R²)

The coefficient of determination (R²) is 0.917 as seen in previous table 7. Thus, the variables customer value (X1), product quality (X2), and product attractiveness (X3) contribute 91.7% to consumer purchases. interest. Price,

service quality and promotion are several factors that influence the remaining 8.3% but are not covered in this research.

1. The Influence of Customer Value on Consumer Purchase Interest

Consumer purchasing interest and customer value are positively and significantly related, based on the findings of H1 from the hypothesis test. Customer value and consumer buying interest have a positive relationship as seen from the calculation results, where the customer value variable has a regression coefficient value of 0.265. There is quite a large influence between customer value and consumer buying interest, this can be seen from the t test findings which show a calculated t value of 3.165 and a Sig t value of $0.002 < 0.05$.

Herbal Village will continue to promote its herbal products to consumers. Customers' opinions about the quality of a product and the costs involved in acquiring it shape their views and preferences, which in turn influence how likely they are to purchase the product. As a result, consumer preferences are significantly influenced by the customer's value for purchasing.

2. The Influence of Product Quality on Consumer Purchase Interest

The results of the H2 hypothesis test show that product quality has a positive and significant effect on consumer purchase intentions. Product quality and consumer buying interest have a positive relationship as indicated by the regression coefficient value of the product quality variable based on the calculation results of 0.279. Considering the strong influence of these two factors (estimated t value of 5.499 and Sig t value of $0.000 < 0.05$), they are significant to each other. The results of this investigation support this theory. Nathania Stacia Tumuju, Agus Supandi Soegoto, and Mirah Rogi (2022: 88), who found that product quality at PT. Dheo Canning Company Bitung has a significant influence and influence on consumer purchasing desires.

Product quality is defined as the capacity of a product to satisfy customer needs, such as longevity, usability, and other excellent qualities. Good product quality, including durability and the use of high quality natural ingredients, is very necessary for herbal medicine goods sold in herbal medicine villages. Consequently, interest in product quality has a large influence on consumer purchasing power.

3. The Influence of Product Attractiveness on Consumer Purchase Interest

Product attractiveness has a beneficial and quite large influence on consumer interest in making purchases, as shown by the findings of hypothesis testing H3. From the calculation results, it can be seen that the product attractiveness variable has a regression coefficient value of 0.255, which shows that it has a good correlation with the attractiveness of a product which arouses consumer interest in buying it. The t test results also show that there is a significant relationship between the two variables, with a calculated t value of 2.499 and a

Sig t value of $0.026 < 0.05$. Steven's research (2021:128; Citra Niaga Supermarket Customer Survey) shows that product presentation has a significant effect on consumers' tendencies to make purchases, this is in line with the findings of this research.

What differentiates herbal medicine products from herbal medicine village MSMEs from other products is their attractiveness. The distinction that needs to be emphasized as a high quality product in order to arouse consumer interest in the product; of course, these differences benefit consumers. Consumers' desire to buy herbal medicine is greatly influenced by the attractiveness of the product.

4. The influence of customer value, product quality and product attractiveness on consumer purchasing interest.

Consumer motivation in making purchases is influenced positively and significantly by customer value, product attractiveness, and product quality, according to the results of hypothesis testing H4. The calculation findings show that three factors – product quality, customer value, and attractiveness – have an impact on consumers' motivation to make purchases. The findings of the F test show that there is a significant relationship, with an F value of 296.491 and a Sig t value of $0.000 < 0.05$ between these parameters and customers' purchase intentions. It seems that every herbal medicine seller in the herbal medicine village relies heavily on customer value to ensure that their products remain well known to consumers. The level of consumer satisfaction with the herbal medicine products being sold will shape attitudes and views which will ultimately influence the attractiveness of the product in the eyes of potential buyers. One of the most important factors in attracting customers to buy herbal products is product quality, which also functions as a marketing tool. The performance of a product or service is directly influenced by the quality of the product. The durability of a product is something that customers want. Product reliability and usability. Customers are more likely to buy herbal products if they are satisfied with their quality. Sellers can attract customers' attention to their products by making them attractive. The uniqueness of herbal medicine products from the herbal medicine village MSMEs is their aesthetic appeal which differentiates them from competing products and can attract buyers to buy these herbal medicines. MSMEs in Kampung Jamu, Kediri City can arouse customers' buying interest by mutually enhancing the characteristics of Customer Value, Product Quality and Product Attractiveness.

CONCLUSIONS AND RECOMMENDATIONS

Based on the findings of the investigation and data analysis carried out on the responses of product buyers in the herbal medicine village regarding Customer Value, Product Quality, and the Impact of product attractiveness on consumer buying interest, it can be concluded as follows:

1. Consumer buying interest in Kampung Jamu, Kediri City, customer value has a profitable and meaningful impact.

2. In Kampung Jamu, Kediri City, consumer purchasing intentions are significantly and positively influenced by product quality.
3. In Kampung Jamu, Kediri City, consumer buying interest is influenced positively and significantly by the attractiveness of the product.

Customer purchasing tendencies in Kampung Jamu, Kediri City are influenced positively and significantly by three factors, namely customer value, product attractiveness, and quality.

ADVANCED RESEARCH

Researchers can provide the following recommendations based on the investigation findings and discussions they have shared:

1. In order to become better known and be able to survive in the current era of social unrest, it is hoped that the herbal medicine village will continue to create herbal products. Herbal medicine products can be further improved in product quality, taste, packaging and cleanliness of the herbal medicine itself in order to attract customers and buyers. Because herbal medicine has its own properties and benefits, it can help advance herbal medicine villages and maintain Indonesia's cultural heritage. beneficial for physical well-being.
2. To ensure that herbal medicine village products survive until the next stage of development, the government must always focus on preserving them. To increase assistance and marketing of herbal medicine products in herbal medicine villages, the government must also respect local goods, including herbal medicine.
3. The findings of this research can serve as a resource for future researchers in the future, so that topic development can be maximized.

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