



# The effect of price, taste on people’s purchasing interest in batam street food

Hendri Herman<sup>1</sup>, Ismet Jayadi<sup>2</sup>, Agung Wahyu<sup>3</sup>, Heri Sumantoro<sup>4</sup>, Habibilah Al Naufa<sup>5</sup>  
<sup>1,2,3,4,5</sup>Management, Universitas Ibnu Sina, Batam, Indonesia

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## ABSTRACT

This research was conducted to determine the influence of price and taste on people's buying interest in street food in Batam city. The sample in this study was street food enthusiasts in Batam city with a total sample of 100 respondents. From the results of the study, it is known that price has a significant effect on people's buying interest in street food. Therefore, business actors need to pay more attention to setting prices so as not to lose customers. Likewise with taste, from the results of research taste has a significant influence on people's buying interest in street food. Therefore, in order for people to make purchases and repurchases, business actors need to maintain the taste of the product. From the results of simultaneous tests, it can be seen that the price and taste simultaneously have a significant effect on buying interest

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### Corresponding Author:

Hendri Herman,  
Management,  
Universitas Ibnu Sina,  
Jl. Teuku Umar, Lubuk Baja Kota, Kec. Lubuk Baja, Kota Batam, Kepulauan Riau 29444, Indonesia,  
Email: [hendrihermanbatam@gmail.com](mailto:hendrihermanbatam@gmail.com)

## INTRODUCTION

In this day and age, the business world is increasingly advanced and growing rapidly. This has resulted in more intense competition. This makes businesspeople must do and implement the right strategy in this business competition. Moreover, many similar companies produce the same product. Competition in the business world is getting tougher. Making the company try to find a plan to innovate in marketing its products. Therefore, companies are required to compete competitively in business plans to achieve company goals as well as understand what is happening in the market and what consumers want (Zulfikar et al., 2022)

To attract consumers to buy products produced by the company, the company must first survey the needs of the market/consumers so that the products produced can sell well in the market. Companies must pay close attention to consumer behavior and factors that can influence consumers' decisions in purchasing a product. The company must understand the needs of consumers, the wants and demands of consumers. According to Napik (2018) in (Suherman & Hongdiyanto, 2021) purchasing decisions are stages in the decision-making process of the buyer where the consumer buys. It can be interpreted that the purchase decision is an individual activity that is directly involved in obtaining and using the goods offered

Some factors that can influence consumers' decisions in purchasing a product are price and taste. Companies must pay attention to many aspects in considering pricing. People want quality products but at affordable prices. Therefore, the company must be able to meet the wishes of these consumers while still generating profits for the company.

In marketing, price is the most important unit. This is because price is an exchange rate of a product or service expressed in monetary units. In addition, price is one of the determinants of the company's success in running its business. A successful company is judged by how much the company can benefit from the amount of price it determines in selling its products or services. According to (Kotler & Keller, 2016) in (Indrayani & Syarifah, 2020), price is an amount of money charged for a product or service, the sum of values that customers exchange for the benefits of having or using the product or service

Quality products at competitive prices are the main key in winning the competition, which in the end will be able to provide high satisfaction values to customers. Customers now have a much larger and more diverse value guidance because customers are faced with various choices in the form of goods and services they buy.

So is the taste. In addition to the price, people also want a good taste of the products they will buy. Boba street must pay attention to the taste of the food and beverage products provided both in terms of aroma, taste, texture, and so on. With a good taste, consumers will be interested in making a purchase. Therefore, for boba street food business actors, it is necessary to consider pricing, affordable prices and have a good taste. Taste is a food attribute that includes appearance, smell, taste, texture and temperature (Sari, 2013) in (Wulandari, 2021). Taste is also a selection of foods that must be distinguished from the taste of the food (Sari, 2013) in (Njoto, 2016)

Taste is also a form of cooperation of the five kinds of human senses, namely taste, smell, civilization, sight and hearing. The taste itself is the result of the work of tasting the taste located on the tongue, esophagus, roof of the mouth that is part of the taste (Melda et al., 2020).

## RESEARCH METHOD

The data used in this study are prime data and secondary data, the data collection method is carried out by interviews, observations, and library research. The population in this study were consumers who made purchases of the company's products. As for the population of 100 consumers. The samples in this study were calculated using a saturated sample where all populations in this study became research samples. So that the sample in this study amounted to 100 people. How to take samples using simple random sampling. To obtain research data, the researcher will distribute the questionnaire to the respondents

## RESULTS AND DISCUSSIONS

### Validity Test

The validity test of price variables can be seen in the following table

**Table 1.** Price Validity Test Results

No	Item	R Count	R Table	Conclusion
1	X1.1	0,650	0,1966	Valid
2	X1.2	0,653	0,1966	Valid
3	X1.3	0,845	0,1966	Valid
4	X1.4	0,880	0,1966	Valid

The taste validity test can be seen in the following table:

**Table 2.** Taste Validity Test Results

No	Item	R Count	R Table	Conclusion
1	X2.1	0,872	0,1966	Valid
2	X2.2	0,809	0,1966	Valid
3	X2.3	0,980	0,1966	Valid

The test of the validity of the purchase decision can be seen in the following table:

**Table 3.** Purchase Interest Validity Test Results

No	Item	R Count	R Table	Conclusion
1	Y.1	0,785	0,1966	Valid
2	Y.2	0,977	0,1966	Valid
3	Y.3	0,705	0,1966	Valid
4	Y.4	0,689	0,1966	Valid
5	Y.5	0,693	0,1966	Valid

### Reliability Test

The reliability test results can be seen in the following table:

**Table 4.** Reliability Test Results

No	Variabel	Alpha Cronbach	Parameter Reliabel	Conclusion
1	Price (X1)	0,784	0,6	Reliable
2	Taste (X2)	0,889	0,6	Reliable
3	Purchase Interest (X3)	0,850	0,6	Reliable

### Normality Test

Normality test results can be seen in the following table:

**Table 5.** Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	0
	Std. Deviation	1.786414
Most Extreme Differences	Absolute	0.075
	Positive	0.069
	Negative	-0.096
Kolmogorov-Smirnov Z		0.879
Asymp. Sig. (2-tailed)		0.200

a. Test distribution is Normal.

b. Calculated from data.

From the table above, it can be seen that the distribution of data in this study has been distributed normally. This can be seen from the signification value of 0.200. This significance value is greater than 0.05

### Multiple Liner Regression Analysis

The results of the multiple linear regression analysis test in this study can be seen in the following table:

**Table 6.** Multiple Linear Regression Analysis

Model		Unstandardized		Standardized	T	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	,775	1,122		,319	,751
	Price	,290	,092	,017	3,458	,000
	Taste	,570	,069	,650	5,564	,000

Dependent Variable: Purchase Interest

From the table above, the regression equation is obtained as follows:  $y = 0,775 + 0,290 + 0,570 + e$   
Information:

1. The constant has a value of 0.775. If the price variable and taste value are fixed, then the purchase interest has a value of 0.775
2. The price regression coefficient has a value of 0.290. This means, every price increase of 1 unit assuming other variables remain, then purchase interest increases by 0.290
3. The taste regression coefficient has a value of 0.570. This means, every increase in taste by 1 unit assuming other variables remain, then purchase interest increases by 0.570

**Hypothesis Test**

**Partial Test (t-test)**

**Table 7.** Partial Test Results (t-test)

Model		Unstandardized		Standardized	T	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	,775	1,122		,319	,751
	Price	,290	,092	,017	3,458	,000
	Taste	,570	,069	,650	5,564	,000

Dependent Variable: Purchase Interest

From the table above, then hypothesis testing is as follows:

1. Price affects purchase interest  
From the table above, it can be seen that the price variable has a significance value of 0.000. This significant value is less than 0.05. So, it can be concluded that the price has a significant effect on buying interest
2. Taste affects purchasing interest  
From the table above, it can be seen that the taste variable has a significance value of 0.000. This significant value is less than 0.05. So that it can be concluded that taste has a significant effect on purchasing interest

**Simultaneous Test (F Test)**

The results of simultaneous hypothesis tests can be seen in the following table:

**Table 8.** Simultaneous Test Results (Test F)

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	708,587	3	86,904	30,002	,000 <sup>b</sup>
Residual	210,055	79	1,430		
Total	250,433	99			

- a. Predictors: (Constant), Price, Taste
- b. Dependent Variable: Purchase Interest

1. Price and Taste simultaneously for purchase interest, From the table above, it can be seen that, the significance value of the simultaneous test is 0.000. This significance value is less than 0.05. So, it can be concluded that the price and taste simultaneously have a significant effect on purchasing interest

### Coefficient of Determination Analysis

Table 9. Coefficient of Determination Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,782 <sup>a</sup>	,545	,683	1,556

a. Predictors: (Constant), Price, Taste

The R Square value is 0.545 or 54.5%. This means that price and taste can explain consumer buying interest by 54.5%, while the remaining 45.5% is explained by other factors not included in this research model.

### Price has a significant effect on purchasing interest

Price is the similarity between some money spent by buyers or customers and the benefits obtained to get the use of the product or service provided (Novita Sari & Dewi Mulyani, 2021). From the results of research, it is known that price has a significant influence on purchasing interest. When viewed from the results of the research, of course the public as consumers want products at affordable prices. Affordable prices are a trigger for consumers to buy. Given the importance and magnitude of the role of price in shaping consumers' desire to buy products, business actors must be more concerned in setting selling prices. In pricing, of course, business actors want a profit from every product sold. However, it is also necessary to pay attention to pricing that it is necessary to look at the consumer side, namely wanting an affordable price. The results of this study support the results of research previously conducted by (Aisya et al., 2020), (Arifin, Atwal & setyaningrum, 2022) and (Kurniawan & Herman, 2019) stating that price influences purchasing decision

### Taste has a significant effect on purchasing interest

From the results of the study, it is known that taste has a significant influence on purchasing interest. Therefore, business actors must be able to produce products with good and varied taste. The good taste of the product will be a reason for the consumer to make a repurchase of the product. Business actors also need to innovate and produce products with various flavors, so that consumers do not feel bored with just one taste of the product. The variety of flavors also allows business actors to increase purchases. Because consumers can choose the taste of the desired product. The above fact states that everyone when feeling every food and drink eaten and drunk must first assess the taste of the food or drink (Resky, 2021). The results of this study support the research previously conducted by (Yanto, 2020), (Dilasari et al., 2022) and (Ilmi et al., 2020) stating that taste influences purchasing decisions. This makes taste something that must be considered in all types of businesses that produce the final product of food or beverages (Aryandi & Onsardi, 2020). With a delicious taste, of course, it will make consumers feel satisfied when shopping and it is hoped that this can attract consumers to make repurchases (Sari, 2021)

## CONCLUSION

From the results of this study, it can be concluded Price has a significant effect on consumers' purchasing interest, Taste has a significant effect on consumers' purchasing interest, Price and taste simultaneously have a significant effect on consumers' purchasing interest

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