

THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON INTEREST TO BUY DOMPU SPECIAL HONEY AT IKM MART

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INFO ARTIKEL	ABSTRAK
Diterima 5 Maret 2022 Direvisi 9 Oktober 2021 Disetujui 12 Oktober 2021	ABSTRACT <i>This research is a quantitative research with a case study on the Dompus community. With the aim of knowing the effect of product quality and price on interest in buying honey. The variables studied were Product Quality (X1), Price (X2) and Purchase Interest (Y). This study uses a sample of 60 respondents with sampling using accidental sampling method. The method used in this research is Multiple Linear Regression Analysis. This study aims to: (1) find out how much product quality affects buying interest; (2) find out how much the price has an effect on buying interest; (3) how much product quality and price together influence buying interest. This research method is a quantitative research. The sampling technique used was accidental sampling, and the number of samples used was 60 respondents. The data collection technique is primary data or data taken directly from respondents through questionnaires. The analysis technique uses multiple linear regression. The independent variables in this study are product quality and price, while the dependent variable is buying interest. The results show that: (1) Product quality affects buying interest with a contribution of 1.152 or 11.52%, (2) Price affects buying interest with a contribution of 1.112 or 11.12%, and (3) quality of information and trust consumers are jointly influential with a contribution of 10.53%.</i>
Kata Kunci: Kualitas Produk, Harga, Minat Beli	
Keyword: Product Quality, Price, Buying Interest	

Pendahuluan

In this era of globalization, business competition is inevitable. Marketers who will sell their products in goods and services must meet what their consumers need and want to provide better value than their competitors. Marketers must try to influence consumers in every way to be willing to buy the products they offer, even those who initially do not want to buy. Because in principle, consumers who refuse today will not necessarily refuse the next day. As a result, competition arises in offering quality products at prices that can

compete in the market.

Based on the increasing level of people's lives, the people's need for goods will also increase. This influences their behaviour in choosing the goods they will buy or consider the most appropriate and can meet their needs and desires. Quality products at competitive prices are the main key in winning the competition, which will be able to provide a higher satisfaction value to consumers. Consumers now have demands for a much greater and more diverse value because they are faced with various choices in the form of goods and

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services that they can buy. In this case, a smart company will try to fully understand the consumer's decision-making process and their experiences in learning, choosing, and even using the product. There is consumer buying interest among the alternative processes and decision making (purchase intention).

Quality must be measured from the consumer's point of view of the quality of the product itself so that consumer tastes here are very influential. So managing the quality of a product must follow the intended use by consumers. In this case, what is important is to maintain the consistency of product output at the level of quality desired and expected by consumers. Product quality is the ability of a product to perform its function. These capabilities include durability, reliability, precision production, ease of operation and repair, and valuable attributes of the product as a whole.

With the increasing number of producers involved in meeting consumer needs and desires, every company must be careful in setting prices. Price determines the company's continuity because the price is the foundation of whether or not the

product or item is sold. Thus, prices are only set competitively, between business people or others may not use mutually detrimental methods. So quality and price are important choice variables for consumers, so the price of a product greatly determines its quality.

Business or economic activity is an activity in business to meet individual needs, both in production, consumption, and distribution, to obtain profits.

In Dompu Regency, the number of industrial business units and workers absorbed by formal and non-formal industries in 2016 has increased. Small and medium industries recorded at the Department of Trade and Industry of Dompu Regency in 2016 were 2724 industries, and in 2018 this increased to 3,227 industries, both formal and informal industries. This increase in the number of industries is also accompanied by an increase in the absorption of industrial workers in the household handicraft industry, industrial chemicals and materials building, metal industry, food industry and clothing and leather industry. This can be seen in table 1 of the data on the number of industries and workers in the Dompu Regency below.

Tabel 1
Data Jumlah Industri dan Tenaga Kerja di Kabupaten Dompu

Klasifikasi Industri	Jumlah Industri dan Tenaga Kerja											
	Jumlah Perusahaan			Tenaga kerja Laki-laki			Tenaga Kerja Perempuan			Total Tenaga Kerja		
	2016	2017	2018	2016	2017	2018	2016	2017	2018	2016	2017	2018
industri kerajinan RT dan umum	128	137	141	1075	1166	1166	797	866	866	1872	2032	2032
industri kimia dan bahan bangunan	1010	1054	1083	1964	2130	2130	323	350	350	2287	2480	2480
industri logam	310	321	422	544	590	590	76	82	82	620	672	672
industri pangan	1055	1322	1263	1114	1208	1218	1514	1642	1659	2628	2850	2877
industri sandang dan kulit	221	292	318	541	587	587	698	757	767	1239	1344	1354

Sumber: Dompukab.go.id

The number of small and medium industries that have sprung up in Dompu Regency is IKM Mart Dompu, which originally came from the Department of Industry and Trade of Dompu Regency and in 2017 was inaugurated directly by the Regent of Dompu.

One of the business fields in Dompu Regency is IKM Mart (Micro Small Industry), an outlet owned by the Industry and Cooperative Department of Dompu Regency, West Nusa Tenggara (NTB) which

is used to accommodate various local products produced by the existing community. In Dompu district. IKM Mart has 40 products in its outlets, ranging from Dompu culinary specialities, traditional crafts, wild horse milk, coffee, cashew nuts, corn juice, and Dompu honey.

One of the products that are the focus of research by researchers is honey. The following will describe the various types of typical Dompu honey products which are marketed by IKM Mart as follows:

Table 2
Types of Honey Products at IKM Mart

No	Types of products	Unit/Volume	Price
1	African Honey	500 ml	Rp. 135.000
2	Honey Princess Paieche	500 ml	Rp. 130.000
3	Honey Reza Bee	500 ml	Rp. 130.000
4	Dompu Original Honey	500 ml	Rp. 80.000

Source: IKM Mart Dompu

IKM Mart sells Dompu honey as a souvenir from the Regency. Dompu, where honey is a natural substance that has a sweet taste produced by bees from nectar or flower juice or liquid derived from living plant parts collected, converted and bound with certain compounds by bees and then stored in a hexagonal-shaped hive. (Maharani, Permanasari, & Rohayati, 2018).

There are various health benefits of honey. In addition to increasing stamina, the sweet liquid produced by bees is efficacious in maintaining body immunity, relieving coughs, maintaining heart health and much more.

Based on the description of the background above, the researcher is interested in conducting research with the title "The Effect of Product Quality and Price on Interest in Buying Dompu Typical Honey at IKM Mart".

Method

The location in this study is IKM Mart Dompu, the purpose of this study was to see the effect of product quality and price on the Interest in buying Dompu honey. The methodology in this study uses a descriptive quantitative approach, with the research population being people who have purchased honey products at IKM Mart Dompu. To take the sample, the researcher uses an accidental sampling technique, with every community that has ever purchased a honey product will be used as a sample. The total sample found in this study amounted to 60 respondents with a distribution of 34 women and 26 men.

Results and Discussion

A. Research Results

The research presents the results of data collection and analysis that has been obtained and then discussed. In order to obtain data, the researcher collaborated with the IKM Mart Dompu manager in helping to

provide questionnaires to every consumer who made a purchase of honey at the IKM Mart Dompou store; each questionnaire had 14 statements for the dependent Variable (Y buying Interest). Has 5 statements for the independent variable (X1) product quality has 5 statements. For the independent Variable (X2), the price has 4 statements.

The score used to calculate the value of each statement is "strongly agree" (SS) gets a score of 5 "Agree" (S) gets a score of 4, "Neutral" (N) gets a score of 3, "Disagree" (TS) gets a score of 2 and "Strongly Disagree" (STS) got a score of 1. The questionnaire was distributed for 1 month by giving it directly to consumers who bought Dompou's special honey products at IKM Mart Dompou. Next, the characteristics of respondents, including gender, age, consumers of specific honey

products, will be explained. Dompou at IKM Mart Dompou. Descriptive data will describe the average score regarding product quality, price and buying Interest. While the quantitative variables on product quality and buying interest include instrument tests (validity and reliability), classical assumption tests (normality, multicollinearity, heteroscedasticity), data analysis tests (multiple linear regression) and hypothesis testing (f test, T-test)

1. Characteristics of Respondents

The analysis in this respondent is 60 consumers of typical Dompou honey at IKM Mart who visited only 1 time. This study analyzed data regarding gender and age.

1) Distribution of Data by Gender

Table 3
Characteristics of Respondents Based on Gender

	Gender	
	Frekuensi	Presentase
Valid		
Man	26	43,3
Woman	34	56,7
Total	60	100,0

Based on the table above, respondents are typical of Dompou honey at IKM Mart. Namely, the male and female sexes have close to the same results.

Women are as many as 34 people, while the male respondents are 26 people.

1. Distribution of Data by Age

Table 4
Characteristics of Respondents Based on Age

Valid	Gender	
	Frekuensi	Presentase
25-30	27	45,0
31-35	10	16,7
36-40	14	23,3
41-45	9	15,0
Total	60	100,0

Based on the table above, it can be seen that the largest proportion is consumers aged 25-30 years, which are 27 people with a percentage of

45%. It can be concluded that consumers of typical Dompou honey at IKM Mart.

2) Descriptive Analysis

Descriptive analysis was conducted to determine the average score of respondents' answers for each aspect of

product quality, price, and buying interest variables. The method of testing the average score is done using MS. Excel

Table 5
Data Scale Table

Information	Symbol	Skor
Strongly agree	SS	5
Agree	S	4
Neutral	N	3
Do not agree	TS	2
Strongly Disagree	STS	1

The questionnaire on the interval scale table uses a scale of 1-5, and scale 1 shows consumer perceptions of product quality, price and buying. Interest in Dompur Honey at IKM Mart is very bad. In

contrast, scale 5 shows consumer perceptions of Dompur's typical Honey products at IKM Mart are very good.

1. Product Quality

Table 6
Average Score of Dompur's Honey Product Quality Variables at IKM Mart Statistics

	Y	X2	X1
N	Valid 60	60	60
	Missing 0	0	0
Mean	20.37	16.03	20.65
Std. Deviation	1.484	1.518	1.665
Variance	2.202	2.304	2.774
Range	5	6	8
Minimum	18	13	17
Maximum	23	19	25

Based on the table above, the average score of consumer perceptions of the quality of specific Dompur honey products at IKM Mart Dompur is 20.65. The mean

determined by the product quality variable is in a good category.

1. 1. Price

Table 7
Average Score of Dompur Honey Price Variables at IKM Mart Statistics

	Y	X2	X1
Valid	60	60	60
N Missing	0	0	0
Mean	20.37	16.03	20.65

Std. Deviation	1.484	1.518	1.665
Variance	2.202	2.304	2.774
Range	5	6	8
Minimum	18	13	17
Maximum	23	19	25

Based on the table above, the average score of consumer perceptions of the price of typical Dompou honey at IKM Mart is 16.03,

so the mean specified in the price variable is categorized as good.

1. Buying Interest

Table 8
Average Score of Interest in Buying Honey from Dompou at IKM Mart Statistics

	Y	X2	X1
N	60	60	60
Valid			
Missing	0	0	0
Mean	20.37	16.03	20.65
Std. Deviation	1.484	1.518	1.665
Variance	2.202	2.304	2.774
Range	5	6	8
Minimum	18	13	17
Maximum	23	19	25

SPSS
2.1

Based on the table above, the average score of consumer perceptions to buy specific Dompou honey products at IKM Mart is currently 20.37, so the mean determined in buying Interest is in a good category.

1. Test Instrument

In the study, a computer calculation program was used to test the instruments obtained during the study. All questionnaires were tabulated using the Excel 2016 program and then analyzed using the

program.

1) Validity Test

The validity test used in this study is to use the Pearson product-moment correlation technique. It is said to be valid if the test results are found to be r arithmetic r table. This testing is done by using data from 60 respondents. It is known that $N=60$ and $\alpha = 5\%$, then $r_{count} (5\%, 60-2) = 0.00$

Table 9
Summary of Validity Test Product quality

Indikator	Butter	r Hitung	R Tabel	Keterangan
X1.1	1	0,676	0,2542	Valid
X1.2	2	0,687	0,2542	Valid
X1.3	3	0,715	0,2542	Valid
X1.4	4	0,806	0,2542	Valid
X1.5	5	0,809	0,2542	Valid

Based on table v, all product quality items in the instrument. The research is valid because the r count is greater than the r table = 0.2542

Table 10
Price validity test summary price validity test summary

Indikator	Item	r Hitung	R Tabel	Keterangan
X2.1	1	0,764	0,2542	Valid
X2.2	2	0,810	0,2542	Valid
X2.3	3	0,707	0,2542	Valid
X2.4	4	0,760	0,2542	Valid

Based on table 10, all price items in the research instrument are declared valid because the r count is greater than r table = 0.2542

Table 11
Summary of Buying Interest Validity Test

Indikator	Item	r Hitung	R Tabel	Keterangan
Y1	1	0,709	0,2542	Valid
Y2	2	0,824	0,2542	Valid
Y3	3	0,540	0,2542	Valid
Y4	4	0,549	0,2542	Valid
Y5	5	0,823	0,2542	Valid

Based on table 11, all price items in the research instrument are declared valid because the r count is greater than r table = 0.254

Therefore, the analysis of the validity of the table can be concluded that all instruments are declared valid because all the values of the items are more than 0.254.

1) Reliability Test

The reliability test used in this study is the Cronbach Alpha analysis technique by looking at the Reliability Statistics using the SPSS 21.0 program. This test uses data from 60 respondents. A variable is reliable if it gives a Cronbach Alpha value of 0.60

Table 12
Product quality reliability results, price and buying interestProduct quality reliability results, price and buying interest

Reliability Test	Cronbach' Alpha	N of Item
Product quality	0,792	5
Price	0,759	4
Buying Interest	0,729	5

Based on table 12, it can be concluded that the instrument variable product quality, price and buying interest are said to be good or reliable because Cronbach's coefficient value of product quality,

price and buying Interest is 0.60.

1. Multiple Regression Analysis

Multiple linear regression is used to influence one or more independent variables and dependent variables.

The analytical model was used to determine product quality, price and consumer buying interest in typical Dompu honey at IKM Mart. The

results of multiple linear regression analysis in this study are presented in the table below:

Table 13
Multiple linear regression test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	15.221	3.553		4.284	.000
1	X1	.137	.119	.153	1.152	.254
	X2	.145	.130	.148	1.112	.271

a. Dependent Variable: Y

Based on the data processing results using SPSS, we obtained a constant value of 15.221, product quality coefficient 0.137, price coefficient 0.145. Then the regression equation can be formulated as follows:

$$Y=15,221+0,137+0,145$$

Normality test aims to determine whether or not a data distribution is normal. Normal or not, the data distribution is done by looking at the significant value in the table Kolmogorov-Smirnov. If the significance value is greater than 0.05 (sig 0.05), the data is normally distributed. The normality test is in the following table:

1. Classical Assumption Test

1. Normality Test

Table 14
Uji Normalitas
One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual		
N		60
	Mean	.0000000
Normal Parameters ^{a,b}	Std.	1.45731616
	Deviation	
	Absolute	.134
Most Extreme Differences	Positive	.134
	Negative	-.079
Kolmogorov-Smirnov Z		1.037
Asymp. Sig. (2-tailed)		.233
a. Test distribution is Normal.		
b. Calculated from data.		

Based on the table above seen from the value of sig. On the Kolmogorov-Smirnov section, it is 0.233 0.05. So the variables in this study are normally distributed.

1. Multicollinearity Test

The multicollinearity test determines the relationship between the independent variables (independent) in the regression model. If there is multicollinearity, the collinear independent variables

can be eliminated. A good regression model should not correlate with the independent variables. The statistic in this test is to determine the multicollinearity disorder where the marketing mix in the regression model does not have a perfect relationship between the variables (multicollinearity) because $VIF < 10$ and $tolerance > 0.1$. The multicollinearity test is in the table below:

Table 15
Uji Multikolinieritas Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	15.221	3.553		4.284	.000		
Kualitas produk	.137	.119	.153	1.152	.254	.953	1.049
Harga	.145	.130	.148	1.112	.271	.953	1.049

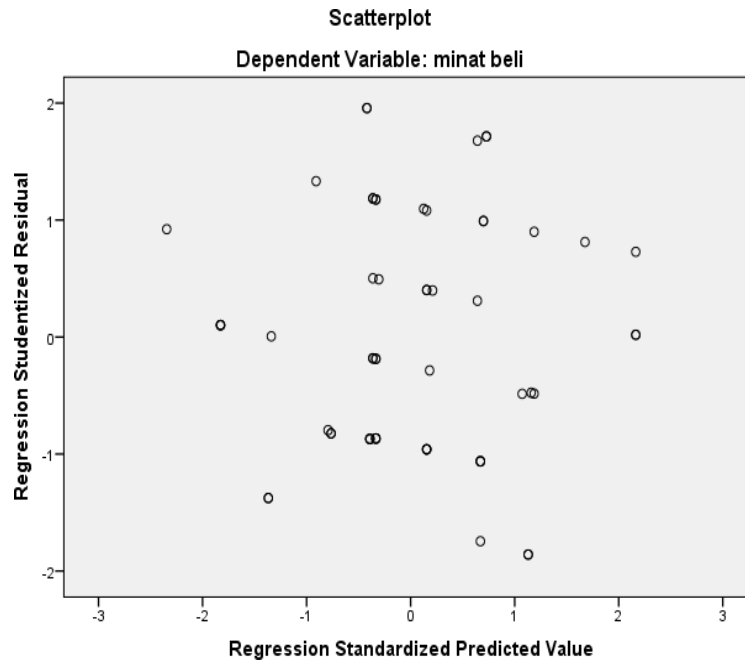
a. Dependent Variable: minat beli

Based on the table above, it is known that the VIF value for the product quality variable is 1.049 and the tolerance value is 0.953, and for the price variable, it is known that the VIF value is 1.049 and the tolerance value is 0.953. So it can be seen that the VIF of each Variable is < 10.00 , and the tolerance for each Variable is > 0.10 . Thus, it can be concluded that there is no symptom of multicollinearity among the independent variables.

1. Heteroscedasticity Test

The heteroscedasticity test aims

to show that the variance of the variables is not the same for all observations. A variable is said to have no heteroscedasticity if the significant number is > 0.05 and seen from the scatter plots, if the points on the scatter plots spread randomly, either at the top of the zero or the bottom of the zero from the variable axis or the Y-axis. It is said that there is no heteroscedasticity. The results of the heteroscedasticity test can be seen in the scatter-plots image as follows:



Based on *scatterplots* From the above it can be seen that the points spread randomly, not having a certain pattern. So that the residual does not occur heteroscedasticity, it can be used to predict consumer buying interest, based on the independent variables, namely product quality and price.

F test is used for determine whether there is an effect between product quality and price together on consumer buying interest. If the calculated F value is greater than the F table value, then the alternative hypothesis which states that all independent variables simultaneously has a significant effect on the dependent variable.

1. Simultaneous Test F

1. F test

Table 16
F . Test Results
ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	4.631	2	2.315	1.053	.355 ^b
Residual	125.302	57	2.198		
Total	129.933	59			

a. Dependent Variable: minat beli

b. Predictors: (Constant), harga , kualitas produk

Based on the table above, the ANOVA table for the F test results can be seen that the Fount value is $1.053 > F_{table} (2.09)$ with a probability level of 0.355 (significant <0.05), it can be concluded that H_0 is rejected. H_a is accepted, meaning that the product quality and price variables are joint -

Equally affect buying Interest.

1. Test t

The t-test was conducted to determine the significant effect between the independent variable product quality (X1) and the price variable (X2) with the dependent variable buying interest (Y). If t count at sig 0.05, then H_0 is rejected, and H_a is accepted

Table 17
t-test results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	15.221	3.553		4.284	.000
X1	.137	.119	.153	1.152	.254
X2	.145	.130	.148	1.112	.271

a. Dependent Variable: Y

Based on the table above, the t-test table used in the study can be concluded as follows:

- The calculated t value for the product quality variable is 1.152 while the t table value is 1.67022, a significance of 0.254 > 0.05 , meaning that for this comparison, H_0 is accepted and H_a is rejected, it can be stated that product quality has no positive effect on buying Interest.
- The calculated t value for the price variable is 1.112 while the t table value is 1.67022, a significance of 0.271 <0.05 , meaning that for this

comparison, H_0 is rejected and H_a is accepted, it can be stated that the price has a positive effect on buying Interest.

1. Coefficient of Determination Test (R^2)

The determinant coefficient essentially measures how far the model's ability to explain the dependent Variable is. The coefficient of determination (R^2) from the results of multiple linear regression shows how much the dependent Variable (buying interest) is influenced by the independent variables (product quality and price). The results of the coefficient test (R^2) can be seen in the table.

Table 18
Determinant Test Results R^2
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.189 ^a	.036	.002	1.48266

a. Predictors: (Constant), X2, X1

The calculation results based on the table above show that the determinant coefficient (R^2) obtained is 0.036. This means that the product quality influences 0.36% of respondents' buying interest, and 99.64% of prices are influenced by other variables not examined in this study.

B. Discussion

This study aims to determine 1) the effect of product quality on buying Interest in Khad Dompou honey at IKM Mart. 2) the effect of price on buying Interest in Dompou typical honey at IKM Mart. 3) the combined effect of product quality and price on buying Interest in Dompou honey at IKM Mart. It can be seen that the characteristics of the respondents in this study were the

majority of women with a proportion of 56.7% and men at 43.3%. The authors stated that most respondents are female because women are more consumptive than men. Women are more careful in comparing products in any form, such as beverage products. Women are more likely to compare the taste felt like typical dump honey.

Based on the age characteristics of the respondents in this study, the majority were aged 25-30 years, with a proportion of 45.0%. The author argues that respondents aged 25-30 because researchers are easier to communicate in conveying explanations about the research. At the age of 25-30 years, they buy more honey for their own needs and for their families, whose prices can be reached by that age group.

Table 19
Data scale
Statistics

	Y	X2	X1
Valid	60	60	60
N Missing	0	0	0
Mean	20.37	16.03	20.65
Std. Deviation	1.484	1.518	1.665
Variance	2.202	2.304	2.774
Range	5	6	8
Minimum	18	13	17
Maximum	23	19	25

From the results of descriptive analysis of product quality variables in table 4.16, it has an average score of 20.65, which is included in the category of good product quality, meaning that consumers think that the typical Dompou honey is at IKM

Mart has good quality. It can be interpreted that all people can reach the price, and the price that has been determined in the store can compete with other stores that sell similar products.

Tabel 20
Skala Data
Statistics

		Y	X2	X1
N	Valid	60	60	60
	Missing	0	0	0
Mean		20.37	16.03	20.65
Std. Deviation		1.484	1.518	1.665
Variance		2.202	2.304	2.774
Range		5	6	8
Minimum		18	13	17
Maximum		23	19	25

From the results of the descriptive analysis of the buying interest variable in table 20, which has an average score of 20.37, which is included in the good variable category, it can be interpreted that consumers who are very positive about dumping honey products at IKM mart and feel satisfied with the product.

Suppose you look at the average score of each statement item on the product quality variable. In that case, it is 20.65, so it is included in the good category, which means that the quality of the product from Dompur honey at IKM Mart is guaranteed, the honey produced has a user time limit or is expired at IKM Mart. In producing dumps honey, Dump has maintained the durability of the product, which has been produced and trusted by consumers.

I feel that the packaging of Dompur's typical honey products at IKM Mart is not easily damaged because the quality of the packaging is maintained in the packaging to avoid product leakage.

When viewed from the average score on the price variable, it has an average score of 16.03, which is included in the good

category, which means that the price of typical Dompur honey products produced by various places is deposited at the IKM Mart Dompur store.

I feel that the price of typical Dompur honey at IKM Mart is very affordable and can be bought by all people. Dompur's speciality honey is of good quality so that consumers can buy and enjoy Dompur's speciality honey at IKM Mart. The stability of the price of Dompur typical honey is maintained. It is still good even though there is an increase in the price of typical Dompur honey products because raw materials from honey bees are sometimes difficult to obtain.

When viewed from the average score of statements on the buying interest variable, which has an average score of 1.484, which is included in the good category, it can be interpreted that consumers are very positive about dump honey products at IKM mart and are satisfied with dumps honey products. It can be interpreted that consumers have the desire and desire to buy honey.

Based on the data processing through the F test, the variables of

product quality and price together affect consumer buying interest which can be seen in the F test table, namely $F_{count} 1.053 > 2.09$. The results of this study were conducted. The author determines that product quality and price together affect the Interest in the bell, this shows that the quality of the product is guaranteed quality and quality, in terms of prices that are affordable for all people, prices are stable and able to compete with other shops so that influence consumers to buy the product,

The results of the partial hypothesis test show that the quality of the product (X1) is 1.152 at $0.254 > 0.05$, then H_0 is rejected, meaning that the quality of the product (X1) does not affect buying Interest. The calculated t value for the price (X2) is 1.112 at a significance of $0.271 > 0.05$, then H_0 is rejected, meaning that the price (X2) does not affect buying Interest.

The quality of the product does not affect buying Interest, according to the author, from the results of the research above, this occurs because the packaging of specific Dompou honey products is almost the same from all gift shops, for example, judging by the size of the juice, the packaging is in mini shapes, bottles and others. Judging from the colour of the honey and judging by the taste, all honey produced from other places is made using a mixture of honey sweeteners so that the honey tastes the same in other shops. This causes product quality to have no significant effect on consumer buying interest.

Prices affect buying Interest because prices have not been able to

be reached by all groups, so prices can inhibit consumer purchases because the price of typical Dompou honey at IKM marts is quite high compared to other places.

Conclusion

It is suspected that the quality of the product partially has a significant effect on the Interest in buying dumps honey at IKM MART. It is suspected that simultaneously has a significant effect on the Interest in buying typical Dompou honey at IKM MART.

The f test shows that product quality (X1) price (X2) affects buying Interest. This can be produced by the calculated f of 1.053 with a significant number (p-value) $0.355 < 0.05$. It can be concluded that H_0 is rejected and H_a is accepted.

The first hypothesis t-test based on regression analysis said no influence between product quality variables on buying Interest. The calculated t value for the price variable is 1.112 while the t table value is 1.67022, a significance of $0.271 < 0.05$, meaning that for this comparison, H_0 is rejected and H_a is accepted, it can be stated that the price has a positive effect on buying Interest.

The calculation results based on the table above show that the determinant coefficient (R^2) obtained is 0.036. This means that 0.36% of respondents' buying interest is influenced by product quality, and 99.64% of the price is influenced by other variables not examined. The calculation results based on the table above show that the determinant coefficient (R^2) obtained is 0.036. This means that 0.36% of respondents' buying interest is influenced by product quality, and 99.64% of the price is influenced by other variables not examined

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