

## Advantages of MSMEs Post COVID-19 Through Product Design, Product Quality, and Price Toward Purchase Decisions at The Tempe Harber (HB) Factory

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### Abstract

This study aims to determine the effect of product design (X1) on the advantages of MSMEs (Z), to determine product quality (X2) to the advantages of MSMEs (Z), and to determine the price (X3) to the advantages of MSMEs (Z), to determine product design (X1) on purchasing decisions (Y), to determine product quality (X2) on purchasing decisions (Y), and to determine price (X3) on purchasing decisions (Y), to determine purchasing decisions (Y) on the advantages of SMEs (Z). This study uses quantitative methods to determine the effect of independent variables (product design, product quality and price) on the dependent variable (purchase decisions) through the intervening variable (MSME advantages). The decision to purchase the tempe harber (HB) factory on Jalan Aek Tapa A in this study was that the population was unknown, while the sample was taken using the Lemeshow formula using a 90% ability level and 10% error margin. The results of the respondents obtained were 96 decision makers in this study. The collection technique is by distributing a questionnaire (questionnaire) using google form. This research uses data analysis method using PLS (Partial least square) which is run using smartPLS 3 software. The collection technique is by distributing a questionnaire (questionnaire) using google form. This research uses data analysis method using PLS (Partial least square) which is run using smartPLS 3 software. The collection technique is by distributing a questionnaire (questionnaire) using google form. This research uses data analysis method using PLS (Partial least square) which is run using smartPLS 3 software. The results of the hypothesis which indicate that product design, product quality and price on purchasing decisions are significant, that the T-Statistic value is  $> 1.96$  so that the P-Values are  $< 0.05$ . Likewise, the results of the hypothesis that the price and purchasing decisions on the advantages of MSMEs are also significant with a T-Statistic value  $> 1.96$  and a P-Values value  $< 0.05$ . The results of the product design hypothesis and product quality are stated to be insignificant but have a positive effect because the T-Statistic value is  $> 1.96$  and the P-Values value is  $> 0.05$ . The results of the R-Square test can be seen that the purchasing decision has the ability to product design, product quality and price with a value of 0.626, where the purchase decision is 62.6% which is stated that it belongs to the medium category.

*Keywords:* Product design, Product quality, Price, Purchasing decision.

### 1. Introduction

Before the COVID-19 case hit the world, the condition of MSMEs in Indonesia was experiencing growth in 2019 which was projected to grow to 5%. (MSME Contribution to GDP 2019 is Projected to Grow 5% - nd Business Economy). According to (Rosmadi, 2019) In his research, he said that one of the strategies carried out by the government in supporting the economy, among others, was to empower and grow micro, small and medium enterprises as the basis for the foundation of a people's economy.

In empowering micro, small and medium enterprises, MSMEs in Indonesia in the midst of globalization and intense business competition must be able to increase innovation in products or services. (Sari, 2019). Innovation is the right key in developing product in the midst of increasingly crisis conditions since COVID-19 hit Indonesia in early 2020. The presence of COVID-19 presents various social distancing policies, PSBB, work from home (Ikhlah et al., 2020).

Even though COVID-19 has had a major effect on human life and is no exception affecting one of the Small and Medium Enterprises (MSMEs) including the Tempe Harber (HB) factory located on Jalan Aek Tapa A Rantauprapat, they must continue to produce in order to meet consumer demand. Even the Harber (HB) factory industry is able to create new jobs for local residents. According to (Halim, 2020) MSMEs can be a good forum for job creation. According to (Alvina et al., 2019) Indonesia as the largest tempe producer country and the largest soybean market in

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Asia provides opportunities and hope that the Harber tempe factory (HB) can increase product advantages so that it can become a successful MSME.

In achieving these advantages, it must be based on analysis through appropriate market research so that important information is obtained, the Harber (HB) tempe factory can increase business excellence through product design, product quality and price. According to (Ability 2018) The development of a business can be influenced by various factors including product design. He added that product design is one element that can advance the industry so that the results of the product industry can be accepted by the community. Research result (Saraswati et al., 2013) confirmed through product design will influence the purchase decision.

In various other literatures, it is not only product design as a construct that can be a factor in the formation of MSME advantages but also product quality. In producing tempe products, the quality factor is always considered by every business actor (Novita & Abidin, 2020). Research conducted by (Rohmawati, 2014) that product quality does not only result in purchasing decisions but always begins to generate consumer interest. Therefore, it is appropriate for business actors to be able to pay attention to and prioritize product quality in developing their business in order to be able to survive in the face of intense competition (Pohan, 2022).

After business actors have succeeded in maintaining and maintaining product quality, the sensitive factor in the purchasing decision process is price. According to (Sari Citra Puspita, Dasmadi, 2020). Price is an important factor in determining purchasing decisions. The same was done by (Arafah, 2010) Price is a sensitive matter for customers, so this is something that needs to be considered by any business actor because this will result in purchasing decisions. Thus, the price of a product in marketing must be properly considered in pricing before the product is marketed.

The selection of the Harber Forging Factory (HB) as the object of research because this tempe factory is one of the senior MSMEs since 1999 until now, tempe production on a large scale has 130 employees, besides this tempe factory is able to produce 500 kg per day of tempe production which marketed throughout Labuhanbatu Raya Regency. In addition, the main purpose of this study is to reveal the Tempe Harber (HB) Factory business strategy which prioritizes product design, product quality and price which has an impact on purchasing decisions and at the same time wants to prove the influence of product design, product quality and price as the advantages of MSMEs after the new normal.

## **2. Literature Review**

### *2.1. Product Design*

Product design is creating a new product to be sold by a business to its consumers. According to (Guidance 2017) Product design is a practical event that incorporates economic, global, social, technological and cultural components in various disciplines. According to (Saidani et al., 2013) defines "Design is the totality of features that affect how a product looks, and functions to a consumer". Design offers three things: (1) Function (2) Aesthetics (3) Attractiveness (Irvanto & Sujana, 2020). Product design is both an improvement and a simplification. The improvement in question can be in the form of adding the function and usability of the product.

### *2.2. Product Quality*

Product quality is the physical condition of a product that can increase consumer satisfaction so that they continue to buy the product. Product quality is a quality that someone can try when buying goods marketed from the company if the goods and services provided by the company have provided good quality and are an understanding felt by consumers so that the goods promoted from the company have high selling quality or product value. sells higher than competitors' products (Endy, 2021). According to (Makanoneng et al., 2022) Product quality is the ability of a product to meet or satisfy customer needs and wants. Meanwhile, according to (Nadiya & Wahyuningsih, 2020) Product quality is something that must be maintained to get the attention of consumers so that business people can know what is expected by consumers.

### *2.3. Price*

Price is the exchange rate of an item made by the seller so that it can be owned by consumers. According to (Herline, 2022) Price is the amount of value that consumers exchange for a product or service that has benefits when consumers use the product. According to price is one of the important characteristics that will be evaluated by consumers, where business actors must be able to understand this role in influencing consumer attitudes (Anam et al., 2021). Meanwhile,

according to (Affandi1 & Dini Anggraini2, 2021) Price is the amount paid by the buyer to find out how to enjoy the benefits that an item can offer.

#### 2.4. Purchase Decision

The purchase decision is a final decision that a consumer has to buy an item with various considerations. Purchase decisions are activities carried out by consumers in making purchasing decisions on products offered by sellers. (Jayanti, 2015). Purchasing decision is a process where consumers recognize the problem, seek information about a particular product or brand and evaluate how well each alternative can solve the problem, which then leads to a purchase decision. (Arianto, 2020). Meanwhile, according to (Ariella, 2018) The purchase decision is a stage or process where the buyer will actually make a decision to buy a product or service.

#### 2.5. Advantages of SMEs

The advantages of SMEs having big businesses include innovation in technology that easily occurs in product development (Pattipeilohy, 2018) which explains that competitive advantage is the heart of marketing performance to face competition. Excellence is a condition in obtaining a higher average profit than its competitors, so that the company is considered one step ahead of its competitors (Ayuningrum, 2018).

### 3. Methods

In this study using quantitative research methods. According to (Sujarweni, 2018) Quantitative research is a type of research that results in findings obtained by using statistical procedures or by other means of quantification (measurements). This research was conducted from January 2022 to June 2022, more precisely for six months until this research is completed. Researchers distributed questionnaires to MSME actors who met the criteria to become respondents. The location of this research is on Jalan Aek Tapa A. The data analysis technique used is SEM (Structural Equation Modeling) based on component or variance, namely PLS (partial least square) by using the smartPLS3 software application. The population in the Tempe Harber (HB) factory is unknown, so to find out I used the Lemeshow formula.

### 4. Result and Discussions

#### 4.1 Validity Analysis

**Table 1.** Validity Test Result

	Product Design	Price	Buying decision	Advantages of SMEs	Product quality
X1P1	0.882				
X1P2	0.837				
X2P1					0.600
X2P2					0.705
X2P3					0.663
X2P4					0.699
X2P5					0.766
X3P1		0.724			
X3P2		0.836			
X3P4		0.811			
Y1P1			0.699		
Y1P2			0.756		
Y1P3			0.787		
Z1P1				0.812	
Z1P2				0.831	
Z1P3				0.749	

Source: primary data processed by researchers (2022).

Validity test is conducted to measure whether a questionnaire is valid or not. To measure validity, you can compare the correlation value of the question with the total score of the variable. Significant test can be done by comparing the calculated r value with r table for (df) = n – 2, then df = 100 – 2 = 98, so we get r table 0.1654 in this case n is the number of samples.

Based on the table above, it can be seen that from 17 (seventeen) questions, there are r tables (0.165). The results of the validity test show that all questions are declared valid. Therefore,  $r_{count} > r_{table}$  with a significant value for each statement of 0.05 or 5%. This shows that a valid statement can take research.

4.2 Reliability Test

Reliability test is a measuring tool for a questionnaire which is an indicator of a reliable variable. The standard of measurement that must be taken in the composite reliability value is  $> 0.7$ .

**Table 2.** Reliability Test Results

	Composite Reliability
Product Design	0.850
Price	0.824
Buying decision	0.792
Advantages of SMEs	0.840
Product quality	0.818

Source: primary data processed by researchers (2022).

Based on the table above, it can be seen the composite reliability value of each variable is above the standard  $> 0.7$ . This shows that the variables that have been tested are reliable, that the testers can take them to the next stage.

4.3 R Square

R-square is a measure of the extent to which the model's ability to explain dependent variable. The r-square assessment criteria is the r-square value =  $> 0.75$  with a strong correlation. The value of r-square = 0.50 – 0.74 with a moderate correlation. The value of r-square = 0.25 – 0.49 with a weak correlation.

**Table 3.** R Square Results

	R Square	Adjusted R Square
Buying decision	0.626	0.614
Advantages of SMEs	0.477	0.472

Source: primary data processed by researchers (2022).

Based on the table results R-square adjusted above can be seen with path 1 = 0.626 which means that the ability of product design, product quality, price in explaining the purchasing decision variables is 62.6% which means it is classified as moderate category. In addition, the path model 2 = 0.477 advantages of MSMEs, which means that the ability of the three variables to explain the MSMEs superiority variable is 47.7%, which means that they are classified as weak.

4.4 F Test

The f-square test in its assessment is the f-square value = 0.2 which means the smallest effect, the f-square value is 0.15 which means the influence is moderate, the f-square value is  $> 0.35$  which means the big influence.

**Table 4.** F test result

	Buying decision	Advantages of SMEs
Product Design	0.048	
Price	0.343	
Buying decision		0.914
Advantages of SMEs		
Product quality	0.068	

Source: primary data processed by researchers (2022).

In this table the research can see the value of product design variables has a major influence on purchasing decisions

asesar 0.048, the product quality variable has a major influence on purchasing decisions of 0.068, the price variable has a large influence on purchasing decisions of 0.343, purchasing decisions have a large impact of 0.914.

4.5 Mediation Analysis

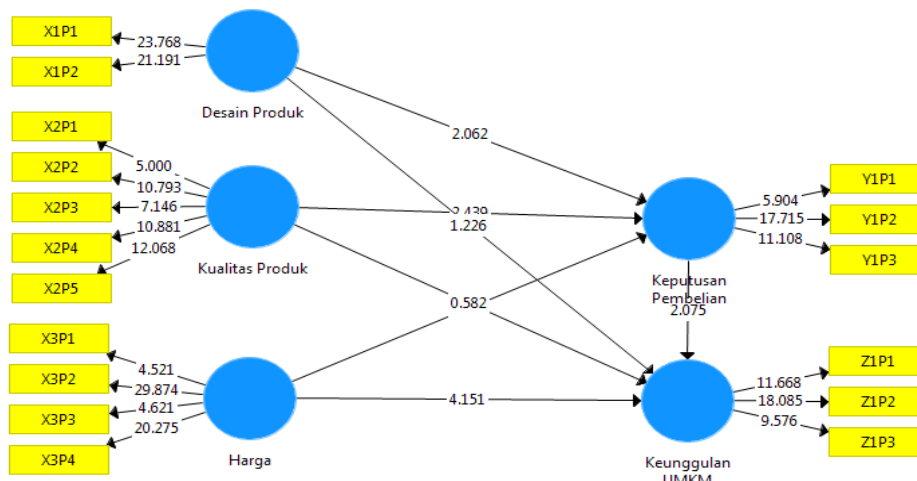


Figure 1. Structural Model (in Indonesia)

4.6 Discussion

1) Effect of product design on purchasing decisions

The results of this study indicate that product design has a positive and significant effect on purchasing decisions. This research is done first is product design can increase satisfaction because this design can also influence consumers to buy again. Product design can increase satisfaction because this design can also influence consumers to buy again. Research conducted by (Handayani et al., 2020). From the research results obtained that product design has a positive and significant effect on purchasing decisions. Which shows that the T-Statistic value is  $2.062 > 1.96$  with a P-Values value of  $0.04 < 0.05$ , it can be concluded that a good product design can improve purchasing decisions for the tempe harber (HB) factory on Jalan Aek Tapa A.

2) The influence of product design on the advantages of SMEs

The results of this study showed that product design had a positive effect on the advantages of MSMEs but not significantly. The first research that was carried out was One of the strategies carried out by the government in supporting the economy, among others, is implementing empowerment and growing micro, small and medium enterprises as the basis for the foundation of a people's economy. (Rosmadi, 2019). There is no significant occurrence because the T-Statistic test is  $1.226 > 1.96$  with P-Values  $0.22 < 0.05$ , because of this the product design variable on the advantages of MSMEs has a positive but not significant effect. It is possible that there are several things that cause that product design is not significant to the advantages of SMEs in the tempe harber (HB) factory on Jalan Aek Tapa A, among others, external factors and internal factors.

3) Effect of price on purchasing decisions

The results of this study obtained that the price has a positive and significant effect on purchasing decisions. With a T-Statistic value of  $3.941 > 1.96$  with a P-Value of  $0.00 < 0.05$ , the first research conducted According to (Igir et al., 2018) price is the amount of money (plus some items if possible) needed to get some combination of items and their servants. So it is concluded that a good price can increase purchasing decisions to the tempe harber (HB) factory on Jalan Aek Tapa A.

4) The effect of price on the advantages of SMEs

The results of this study obtained that the price has a positive and significant effect on purchasing decisions. With a T-Statistic value of  $4.151 > 1.96$  with a P-Value of  $0.00 < 0.05$ , According to (Aini, 2018) Price is an exchange rate that can be equated with money or other goods for the benefits obtained from an item or service for a person or group at a certain time and place. So it can be concluded that the price variable on the advantages of MSMEs has a positive and significant effect on the tempe harber (HB) factory on Jalan Aek Tapa A.

5) *The influence of purchasing decisions on the advantages of SMEs*

The results of this study indicate that purchasing decisions have a positive and significant impact on the advantages of MSMEs. With a T-Statistic value of  $2.075 > 1.96$  and a P-Value of  $0.03 < 0.05$ . With this (Fate, Amelia, and Lestari 2017) defines product quality as conformity if a product is produced, made, purchased, used or consumed in accordance with the requirements, then it is said to be of quality. So it can be concluded that purchasing decisions on the advantages of SMEs have a positive and significant effect on the tempe harvested (HB) factory on Jalan Aek Tapa A.

6) *Effect of product quality on purchasing decisions*

The results of this study indicate that product quality has a positive and significant effect on purchasing decisions. The first research that was carried out was that the better the quality of the product, the better the opportunity for consumers to make a purchase. The company was no less competitive than its competitors. (Ismunandar et al., 2021) From the research results obtained that product quality has a positive and significant effect on purchasing decisions. That the T-Statistic value is  $2.439 > 1.96$  with P-Values  $0.01 < 0.05$ , it can be concluded that good product quality can improve purchasing decisions for tempe harber (HB) factories on Jalan Aek Tapa A.

7) *The influence of product quality on the advantages of SMEs*

The results of this study showed that product quality had a positive effect on the advantages of MSMEs but not significantly. There is no significant occurrence because the T-Statistic test is  $0.582 > 1.96$  with P-Values  $0.56 < 0.05$ , because of this the product quality variable on the superiority of MSMEs has a positive but not significant effect. Product quality according to (Ranto, 2014) is a summary of the features and features of a product or service based on its ability to meet stated or stated requirements. So it can be concluded that product quality on the advantages of MSMEs has a positive and significant effect.

## 5. Conclusion

Based on data analysis in this study, it can be seen that the results of hypothesis testing, especially the research model, found that the research model consisting of product design, product quality, and price had a positive and significant influence on purchasing decisions.

Apart from that, this business is included in the category of small business based on the amount of labor used. From the aspect of tempe Harber's production, it is always stable every month during the research period, the production of Tempe Harber is 3,800 packs for large plastic packaging and 2,900 for small plastic packaging. In terms of marketing, the Tempe Harber (HB) factory is always sold out, distribution of products through retailers and some end consumers who buy directly from the place of business.

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