Analysis of Consumer Attitudes, Trust, and Experience on Consumer Buying Interest in CV Tahtil 68

Wirna Febriana Lubis, **Husni Muharram Ritonga, Erwansyah**

Abstract

This research was conducted at CV. Tahtil 68 using the variables of Attitude, Trust, and consumer experience as independent variables, then the variable Purchase Interest as the dependent variable. The population in this study was 450 people, with sample data of 82 people by applying the Slovin formula to calculate the number of respondents. The sampling technique used accidental sampling. The data analysis technique in this study used multiple linear regression, classical assumptions and hypothesis testing. The results of the study showed that Consumer Attitude, Trust and Experience simultaneously had a positive and significant effect on consumer Purchase Interest, with a $_{calculated}$ F value of 169.809 while the F $_{table}$ was 2.72 which can be seen at $\alpha = 0.05$ The significant probability is much smaller than 0.05, namely $0.000 < 0.05$. Furthermore, the Attitude variable partially has a positive and significant effect on purchase interest (t $_{count\ value}$ > t $_{table}$, $5.903 > 1.664$ at sig. $0.000 < 0.05$). Trust partially has a positive and significant effect on students' decisions to take a management study program (t $_{count\ value}$ > t $_{table}$, $6.688 > 1.664$ at sig. $0.000 < 0.05$). Consumer Experience partially has a positive and significant effect on students' decisions to take a management study program (t $_{count\ value}$ > t $_{table}$, $2.985 > 1.664$ at sig. $0.004 < 0.05$). The coefficient of determination value of $R = 0.643$ means that there is a strong correlation between Attitude, Trust and Consumer Experience on Purchase Interest . The value of $R2 = 0.867$ means that Purchase Interest can be explained by Consumer Attitude, Trust and Experience by 86.7% and the remaining 13.3% can be explained by other variables not studied, such as price, location, product quality and service quality.

Keywords: Consumer Purchase Interest, Attitude, Trust, and Experience

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Introduction

Health is an important factor that must be built by every country. Indonesia even establishes health as a human right as stated in the 1945 Constitution, Article 8, which states "Every citizen has the right to health services". As a manifestation of the protection of basic rights, the state is responsible for providing adequate health service facilities. The responsibility mandated by the constitution is stated in Law Number 36 of 2009 concerning health. Article 36 of the Law states that the government guarantees the availability, equality and affordability of health supplies. The availability of these health supplies is carried out through the procurement of medical devices and medicines. Medical devices are an important component in health services besides medicines. This is because medical devices function to improve health, because humans always have health problems and maintaining health is the main thing that humans need. This is also the reason why the increasing number of medical device industry companies in Indonesia is increasing, so that business actors must be able to read opportunities and take advantage of existing opportunities as best they can to carry out business activities in order to be able to make a profit.

CV Tahtil 68 is present as one of the distributor companies of Health equipment, with the majority of products coming from abroad. In addition, this company also sells Laboratory equipment and includes receiving maintenance and repair services for health equipment, with the aim of helping Hospitals realize the fulfillment of the quality of facilities. Activities at CV Tahtil 68 are to directly market health equipment to individuals or health institutions located in or outside the Medan area.

Based on secondary data obtained from CV Tahtil 68, it can be seen that the company's sales growth rate for several medical devices over the past 4 years has tended to decline, as can be seen in the following table:

Tabel 1.1 Rekapitulasi Data Penjualan CV Tahtil 68 Tahun 2020-2023

No	Kriteria Alat Kesehatan	Jumlah Penjualan (Unit)				Persentase Penjualan (%)			
		2020	2021	2022	2023	2020	2021	2022	2023
1	Alat Medis Umum	1338	1257	1200	1003	-	-6,05	-4,53	-16,42
2	Alat Medis Khusus	135	120	107	100	-	-11,11	-10,83	-6,54
3	Alat Medis Kedaruratan	127	13	12	12	-	-89,76	-7,69	0,00
4	Alat Medis Penunjang	187	268	150	145	-	43,32	-44,03	-3,33
	Total Penjualan	1787	1658	1469	1260	-	7,22	11,40	14,23

Sumber: CV Tahtil 68 (2024)

Based on the table above, it can be seen that consumer purchasing interest in CV Tahtil 68 products can be said to have decreased, which if it does not receive attention from the company, it is certain that this decrease will have a negative impact on the company's growth in the future.

Purchase interest is part of the consumer behavior component in the attitude of consuming a product, the tendency to respond to act before the purchase decision is actually implemented. According to Priansa (2017:164), purchase interest is a focus on something accompanied by a feeling of pleasure towards the item, then the individual's interest creates a desire so that a feeling arises that convinces that the item has benefits so that the individual wants to have the item by paying or exchanging it for money.

Priansa (2017:170) said that there are several factors that can influence consumer purchasing interest, three of which are due to consumer attitudes towards the product, consumer trust in the product and consumer experience of using the same product from different brands.

Purchase interest is a focus of attention on something accompanied by a feeling of pleasure towards the item, then the individual's interest creates a desire so that a feeling arises that convinces that the item has benefits so that the individual wants to have the item by paying or exchanging it for money (Priansa, 2017:164).

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There are several indicators that can be used to measure a person's purchasing interest according to Prinsa (2017:164), namely:

1. Attention. Consumers assess a product or service according to their needs, and study the products or services offered.
2. Interested. Consumers start to be interested in buying the products or services offered, after getting more detailed information about the products or services offered.
3. Desire. Consumers start to think and discuss the products or services offered.
4. Action (Action). Consumers have high confidence in buying or using the products or services offered.

Attitude is an expression of feelings (inner feeling), which reflects whether a person is happy or unhappy, likes or dislikes, and agrees or disagrees with an object (Razak, 2016:106).

According to Razak (2016:108), indicators that can be used to measure consumer attitudes towards purchasing a product or service are as follows:

1. Cognitive.
   Knowledge and perceptions acquired based on a combination of direct experience with the attitude object and related information from various sources.
2. Affective
   Feelings or emotions towards an attitude object.
3. Conative
   The tendency or likelihood that an individual will perform a particular action or behave in a certain way toward a particular attitude object.

Trust is an individual attitude that refers to consumer confidence in the quality and reliability of the services they receive (Priansa, 2017:115). The indicators of trust are Maintaining Relationships, Accepting Influence, Being Open in Communication, Reducing Supervision, Patience, Providing Defense, Providing Positive Information, Accepting Risk, Comfort, and Satisfaction (Priansa, 2017:118).

Consumer experience is the main driver of word of mouth communication. Improving consumer experience can thus provide two benefits, namely reducing negative word of mouth communication, and increasing positive word of mouth communication (Buttle, 2017:120). The indicators of experience are *Sense* , *Feel* , *Think* , *Act* , *Relate* (Buttle, 2017:125)

Based on the background above, the problem formulation in this research is:

1. Does attitude have a positive and significant influence on consumer purchasing interest in CV Tahtil 68 products?
2. Does trust have a positive and significant effect on consumer purchasing interest in CV Tahtil 68 products?
3. Does experience have a positive and significant influence on consumer purchasing interest in CV Tahtil 68 products?
4. Do attitudes, beliefs and experiences have a positive and significant influence on consumer purchasing interest in CV Tahtil 68 products?

The objectives of the research conducted include:

1. To determine and analyze the positive and significant influence of attitudes on consumer purchasing interest in CV Tahtil 68 products.
2. To find out and analyze the positive and significant influence of trust on consumer buying interest in CV Tahtil 68 products.
3. To determine and analyze the positive and significant influence of experience on consumer purchasing interest in CV Tahtil 68 products.

4. To find out and analyze the positive and significant influence of attitudes, beliefs and experiences on consumer buying interest in CV Tahtil 68 products.

Method

In this study, the researcher conducted associative research using a quantitative approach. According to Sugiono (2013: 11), associative research is "research that aims to determine the influence or relationship between two or more variables". Quantitative research is a research method based on the philosophy of positivism, used to research certain populations or samples, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing established hypotheses (Sugiyono, 2017:8).

This research was conducted at This research was conducted at CV Tahtil 68 located at Jl. Ngalengko No. 25A, Sidorame Bar, I, Medan Perjuangan District, Medan City. North Sumatra 20233. In this study, the population was the average number of consumers who came to ask and also made transactions at CV Tahtil 68, an average of 15 consumers per day, which were observed for 30 days . The sample in this study was calculated using the Slovin formula and using the *accidental sampling method* of 82 respondents .

The calculation of the number of samples can be seen in the following calculation:

$$n = \frac{N}{1 + Ne^2}$$
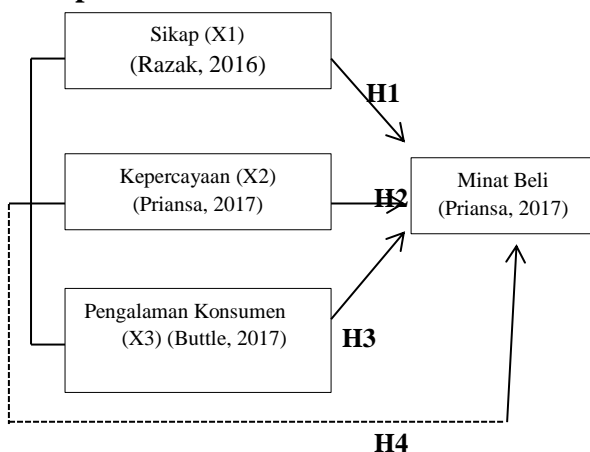
$$n = \frac{450}{1 + 450\,(0.1)^2}$$

$$n = \frac{450}{5.50}$$

n = 81, 81 or 82 respondents

Information:
n   : Sample size/magnitude
N   : Size / magnitude of the population .

Conceptual Framework

The data sources used in this study are:
a.   Primary Data

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Primary data is data obtained from respondents through questionnaires and also data from interviews with researchers. source person. The data obtained from this primary data must be reprocessed.

b. Secondary Data

According to Kuncoro (2019:148) "secondary data is data that has been collected by a data collection institution and published to the data user community". Secondary data can be in the form of evidence of reports and records that have been arranged in archives that cannot be published and can be published.

Arikunto (2016:24), explains that data collection techniques or instruments are tools chosen and used by researchers in data collection activities to make their work easier and get better results. Data collection techniques use questionnaires and are measured using a Likert scale.

The data analysis in this study consists of several stages, namely: hypothesis testing consisting of: (partial t-test, simultaneous f-test, coefficient of determination and multiple linear regression analysis). Data processing in this study uses the SPSS program

Results and Discussion

The results of partial testing between Consumer Attitudes, Trust and Experience towards Purchase Interest as can be presented in the following table:

Table.1. Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		t	Sig.	Collinearity Statistics	
		B	Std. Error			Tolerance	VIF
1	(Constant)	1.403	.842	1.665	.100		
	Sikap	.397	.067	5.903	.000	.387	2.587
	Kepercayaan	.531	.079	6.688	.000	.382	2.616
	Pengalaman Konsumen	.144	.048	2.985	.004	.434	2.303

a. Dependent Variable: Minat Beli

Sumber : Hasil Pengolahan SPSS, 2024

In this study, the number of research samples was n = 82 so that the t $_{table\ was\ obtained}$ = 1.664 at sig 0.05. From the table above, the following partial test results can be described as follows:

a. Attitude partially has a positive and significant effect on purchasing interest (t $_{-count\ value}$ > t $_{-table}$, 5.903 > 1.664 at sig. 0.000 < 0.05), so that the research hypothesis H1 $_{is}$ accepted.

b. Trust has a partial positive and significant effect on students' decision to take a management study program (t $_{-count\ value}$ > t $_{-table}$, 6.688 > 1.664 at sig. 0.000 < 0.05), so that the research hypothesis H2 is $_{accepted}$.

c. Consumer experience partially has a positive and significant effect on students' decisions to take a management study program (t $_{-count\ value}$ > t $_{-table}$, 2.985 > 1.664 at sig. 0.004 < 0.05), so that the research hypothesis H3 $_{is}$ accepted.

The results of simultaneous testing between Consumer Attitudes, Trust and Experience towards Purchase Interest as can be presented in the following table:

Table 2. ANOVA[b]

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	715.349	3	238.450	169.809	.000[a]
	Residual	109.529	78	1.404		
	Total	824.878	81			

a. Predictors: (Constant), Sikap, Kepercayaan, Pengalaman Konsumen

b. Dependent Variable: Minat Beli

Sumber : Hasil Pengolahan SPSS, 2024

In this study the number of samples n = 82, it can be seen that the $_{calculated\ F}$ is 1 69.809 while the F $_{table}$ is 2 .72 which can be seen at α = 0.05 The significant probability is much smaller than 0.05, namely 0.000 <0.05, then the regression model can be said that in this study Consumer Attitude, Trust and Experience simultaneously have a significant effect on Purchase Interest. so that the research hypothesis H $_4$ is accepted.

Results of determination testing between Consumer Attitudes, Trust and Experience against Purchase Interest as can be presented in the following table:

Table 3. Model Summary[b]

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.931[a]	.867	.862	1.18500

a. Predictors: (Constant), Sikap, Kepercayaan, Pengalaman Konsumen

b. Dependent Variable: Minat Beli

Sumber : Hasil Pengolahan SPSS, 2024

The table above shows the coefficient of determination value of R = 0.643, meaning that there is a strong correlation between Consumer Attitudes, Trust and Experience. on Purchase Interest . The value of R2 $^=$ 0.867 means that Purchase Interest can be explained by Consumer Attitude, Trust and Experience by 86.7 % and the remaining 13.3 % can be explained by other variables not studied, such as price, location, product quality and so on .

The results of multiple linear regression testing from processing the tabulation of respondents' answers are shown in the following image:

Table 4. Coefficients[a]

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	1.403	.842	1.665	.100		
	Sikap	.397	.067	5.903	.000	.387	2.587
	Kepercayaan	.531	.079	6.688	.000	.382	2.616
	Pengalaman Konsumen	.144	.048	2.985	.004	.434	2.303

a. Dependent Variable: Minat Beli

Sumber : Hasil Pengolahan SPSS, 2024

Based on table 4, the multiple linear regression is obtained as follows: Y = 1 .403 + 0.397 X $_1$ + 0.531 X $_2$ + 0.144 X $_3$ + e.

The interpretation of the multiple linear regression equation is:
a. If everything in the independent variables is considered zero, then the value of *Purchase Interest* (Y) is 1.403 .
b. If there is an increase in *Attitude* 1, then *Purchase Interest* (Y) will increase by 0.397.
c. If there is an increase in *Trust* of 1, then *Purchase Interest* (Y) will increase by 0.531.
d. If there is an increase in *Consumer Experience* by 1, then *Purchase Interest* (Y) will increase by 0.144.

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Discussion

The results of the Attitude analysis data show that t $_{count}$ 5.903 > t $_{table}$ 1.664 and significant 0.000 < 0.05, then Ha is accepted and Ho is rejected, which states that *Attitude* has a positive and significant partial effect on *Purchase Interest.* This shows that CV. Tahtil 68 must be able to provide positive things to each of its consumers so that consumer attitudes respond better to the products offered and are able to influence consumer purchase interest. Attitude is an expression of feelings (*inner feeling*), which reflects whether a person is happy or unhappy, likes or dislikes, and agrees or disagrees with an object (Razak, 2016).

The results of the Trust analysis data show that the $_{calculated}$ t is 6.688 > t $_{table}$ 1.664 and is significant at 0.000 < 0.05, so Ha is accepted and Ho is rejected, which states *that Trust* has an influence. positive and partially significant on *Purchase Interest*

This shows that CV. Tahtil 68 needs to increase consumer trust by providing satisfaction, comfort, providing information to consumers, and maintaining good relations with consumers. Building consumer trust in the products sold by a company is a key to the sustainability of a business. This is in accordance with what Priansa (2017:115) said, that trust is an individual attitude that refers to consumer confidence in the quality and reliability of the services they receive. For this reason, the company must be able to maintain consumer trust that the company is able to meet the needs they expect.

The results of the Consumer Experience data analysis show that $_{the\ calculated}$ t is 2.985 > t $_{table}$ 1.664 and is significant 0.0 0 4 < 0.05, so Ha is accepted and Ho is rejected, which states that *Consumer Experience* has an influence. positive and partially significant towards *Purchase Interest.* This shows that the company CV. Tahtil 68 must be able to provide a good and positive experience to every consumer who comes. Consumer experience can be in the form of product purchasing experience, services provided, to promotions offered to consumers (Kotler, 2015). *Consumer Experience* is a marketing approach that involves consumer emotions and feelings by creating unforgettable positive experiences so that consumers consume and are fanatic about certain products. The most important aspect in the consumer experience approach *is that* products and services must be able to generate experiences and sensations that will be the basis for consumer interest in making purchases. Consumer experience can be obtained through *Sense, Feel, Think, Act, Relate* (Buttle, 2017)

The results show that the $_{calculated}$ F is 1 69.809 while the F $_{table}$ is 2 .72 which can be seen at α = 0.05 (see the F table attachment). The significant probability is much smaller than 0.05, namely 0.000 <0.05, so the regression model can be said that in this study *Attitude,* Consumer *Trust* and *Experience* simultaneously have a positive and significant effect on *Purchase Intention* . This shows that to attract the attention of potential consumers to buy products at CV. Tahtil 68, it is necessary to make maximum efforts by creating a positive impression on the products offered by CV. Tahtil 68, so that consumer attitudes will be better in choosing and buying the products offered. In addition, CV. Tahtil 68 must be able to build consumer trust by providing good service, appropriate products, and also by providing a guarantee of product availability, so as not to disappoint potential buyers who have hoped for the availability of the products they need. Furthermore, the company CV. Tahtil 68 must also be able to provide a good shopping experience for each of its consumers, so that it can create a better feeling when making a purchase.

Conclusions and Recommendations

The following are the conclusions that can be drawn from the research conducted as follows:
1. Attitude has a positive and significant influence on consumer purchasing interest in CV Tahtil 68 products.
2. Trust has a positive and significant influence on consumer purchasing interest in CV Tahtil 68 products.

3. Experience has a positive and significant influence on consumer purchasing interest in CV Tahtil 68 products.
4. Consumer Attitude, Trust and Experience have a positive and significant influence on consumer purchasing interest in CV Tahtil 68 products.

The suggestions that can be conveyed are:
a. CV. Tahtil 68 must be able to provide positive things to each of its consumers so that consumer attitudes are increasingly responding to the products offered and are able to influence consumer purchasing interest. So that it is expected to be able to encourage more and repeat purchases from each of its consumers. The formation of positive consumer attitudes can be in the form of providing appropriate product information, or it can also provide an opportunity for prospective consumers to check samples before buying.
b. CV. Tahtil 68 needs to increase consumer trust by providing satisfaction, comfort, and maintaining good relations with consumers. In addition, CV. Tahtil 68 can build the company's integrity by providing appropriate information so that it can increase consumer trust. The company's reliability must also be considered in meeting the needs of prospective buyers.
c. CV. Tahtil 68 must be able to provide a good and positive experience to every consumer who comes. The consumer experience can be in the form of a product purchase experience, the service provided .
d. For other researchers, they can use other variables such as price, location and quality of service in order to obtain more varied research results by using other variables and indicators.

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