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The Impact of Product and Price Toward Intention To Buy

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**The Impact of Product and Price Toward Intention to Buy on Traditional
Foods in Solo Case Study: Tumpeng Solo**

A Thesis Proposal

By

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In Partial Fulfillment of the Requirement for the Degree of Bachelor of
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**The Impact of Product and Price Toward Intention to Buy on Traditional Foods in Solo Case Study:
Tumpeng Solo**

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CHAPTER 1: INTRODUCCION

1.1. Background

The habit of eating for human increased as light as human intelligence. At the first human civilization, primordial man searches their food by hunting animals, such as bull, elephant, buffalo, reindeer and other animals to get the meat, and they will eat it raw just like wild animal eat their prey (Zucoloto, 2011). After many years of this habit, finally they found fire, then their habit was shifting, they don't eat raw meat anymore, but they process the meat to be cooked and mix it with other ingredients such as spices and vegetables (Dillon et al., 2011).

Eating habits continue to develop parallel to human intelligence. Source of raw material and culture take a role creating local food in each area. For examples, in Indonesia there are a lot of local foods such as rendang, satay, gulai found especially in Sumatra and Java, most of local foods in Indonesia consists a lot of spices (such as; Ginger, onion, garlic, galangal, lemon grass, chili, etc.) makes Indonesian foods has rich flavor(Wijaya, 2019). Comparing with other countries, there are a lot of cuisine in this world which have their own uniqueness such as Italian cuisine with their pasta, Japanese cuisine with their sushi and sashimi, Korean cuisine with their kimchi(Head et al., n.d.).

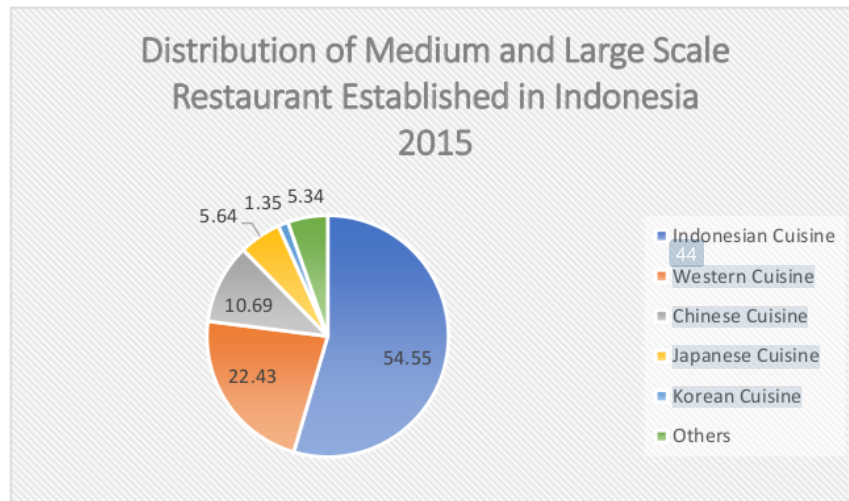
Talk about Indonesian cuisine, there are so many dishes from sweet until savory foods scattered in Indonesia. In Javanese cuisine, there are some history about their food until become national cuisine such as tumpeng and gudeg. In the history, Nasi tumpeng found from Javanese palace, Tumpeng usually serve in the woven bamboo plate, the rice is placed in the middle with cone form and surrounded by 7 side dishes. Tumpeng have meaning from Javanese language 'yen metu kudu mumpeng' which mean if you doing something you have to be really serious. Tumpeng usually served for celebration such as birthday, wedding, anniversary, etc. Tumpeng form cone have meaning that relation between human, nature, and God, and 7 side dishes mean assistant, because in Javanese language seven means 'pitu' and 'pitu' refer to 'pitulungan' or assistance. Rice with cone form and 7 side dishes have a symbol prayer and ask for help from God to be given fluency

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for what we do (Putri, 2017). Different from tumpeng, gudeg was found by mataram soldoers when they were knock back by Dutch colonialism then they escape to the forest. When in the forest the soldiers running out of food then they gather jackfruits and coconut

In this modern era, food can be found in the place which we can get food called Restaurant, we can find many kinds of Local Foods in several Restaurants such as, Indonesian Cuisine, Western and Europe Cuisine, Japanese Cuisine, Chinese Cuisine, Middle East Cuisine, and many more. A lot of Cuisines in this world be affected by culture, availability of ingredients, religion. The spread of Cuisines in the world also going very fast. In Indonesia we can easily find Italian Cuisine, Japanese Cuisine, Chinese Cuisine, and other Cuisine. In fact, In Indonesia as we can see from figure 1, there are a lot of local restaurants which serve Indonesian cuisine in amount of 54.55% found than any other Restaurant which provide Western Cuisine 22.43%, Chinese Cuisine 10.69%, Japanese Cuisine 5.64%, Korean Cuisine 1.35% and other Cuisine 5.34%.

Figure 1: Percentage Restaurant by Main Course in Indonesia 2015

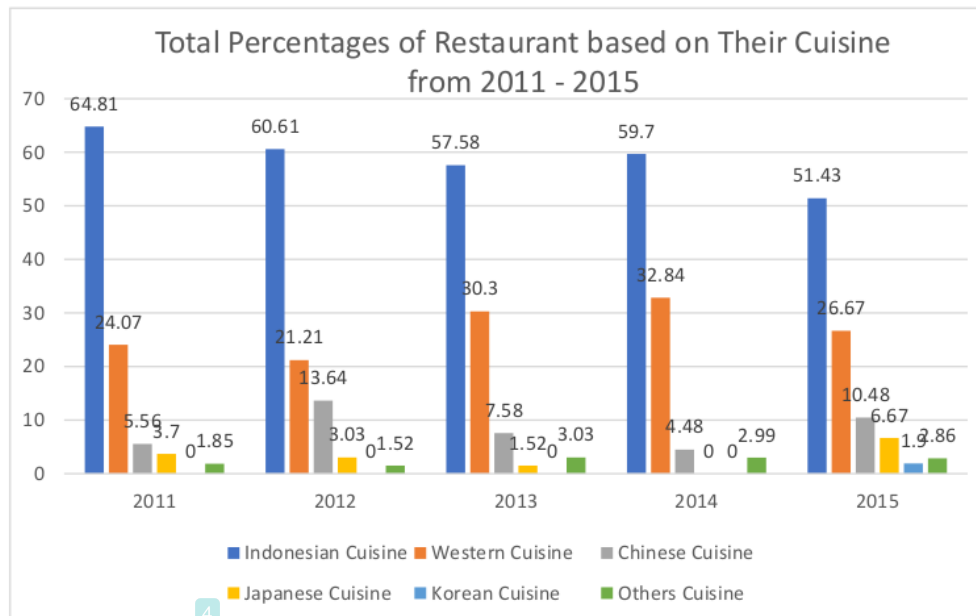


Source 1: (Badan Pusat Statistik, 2015)

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Even though there are still a lot of Restaurants serve Indonesian Cuisine, but year by year the percentages of Restaurants who serve Indonesian Cuisine decrease slowly, especially in Central Java from 2011 to 2015.

Figure 2: Total Percentages of Restaurant Based on Their Cuisine



Source 2: (Badan Pusat Statistik, 2011) (Badan Pusat Statistik, 2012) (Badan Pusat Statistik, 2013) (Badan Pusat Statistik, 2014) (Badan Pusat Statistik, 2015)

In Central Java, there are many varieties food can be found such as Indonesian food, Western food, Japanese food, Chinese food, and the other foods. the percentages of Indonesian food in 2011 was 64.81%, western food 24.07%, Japanese food 3.7%, Chinese food 5.56%, and other food 1.85% in 2011. In 2012, Indonesian Cuisine slightly decrease to 60.61%, same with Indonesian Cuisine, Western Cuisine somehow also decrease to 21.21%. Chinese Cuisine in 2012 doubled size itself become 13.64%. the rest of its other cuisine have decreased the percentages.

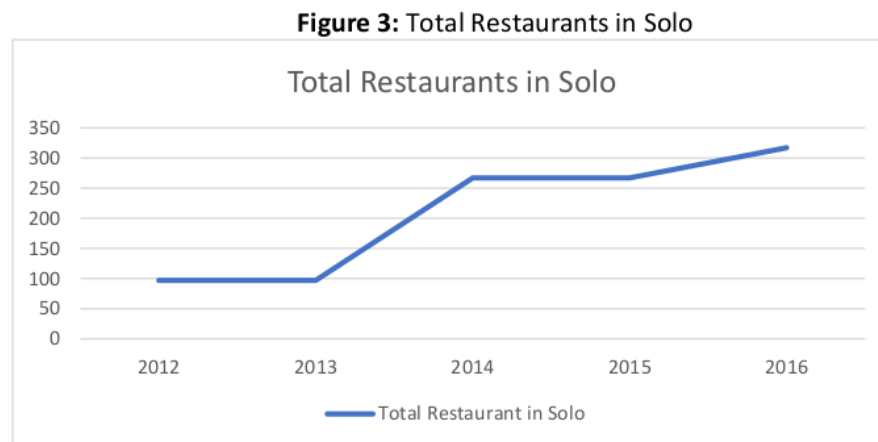
The next year, Indonesian Cuisine decrease again become 57.58%, following with Chinese Cuisine decrease almost half of their percentages in last year become 7.58%. then Western Cuisine in 2013 increase to 30.3%, and Other Cuisine 3.03%. For 2014 Indonesian

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Cuisine increase slightly to 59,7%, Western Cuisine also increase become 32.84%. But in other cuisine such as Japanese Cuisine, Chinese Cuisine and Other Cuisine have decreased their percentages. In 2015 the percentages restaurant by main course in central java change, restaurant with Indonesian course decrease until 51.43%, Chinese food increase 4.92%, following by Japanese food 2.97%, then Western food 2.6%, and Others 1.01%. in 2015 also came new restaurant with Korean food in Central Java with percentage 1.90%

From the table we can see Restaurants who serve Indonesian Cuisine tend to decrease their Percentages from 2011 until 2015, it decreases 13.38% become 51.43% from 64.81%

In Solo, restaurant develop very fast year by year. Based on 2012 total restaurants in Solo only 97 restaurants, but in the 2018 increase become 317 which have registered in government.



Source 3: (Badan Pusat Statistik, 2018)

As we know from chart above, a lot of restaurant established in Solo, from Indonesian Cuisine until korean Cuisine provided to fulfill the need of eat for human. But the problem is Indonesian cuisine threatened with other cuisine.

Indonesian Cuisine we can called as Traditional Food is a legacy from Indonesian ancestors which we should preserved in order to disappear from the country (Rahmalianti,

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Alia A, & Riyadi, 2016). Today Traditional Cuisine already hard to find because the changing of time and habit. People assume Traditional Food is already outdated, so that Traditional food already left out, and start switching to Modern Food (Rahmalianti, Alia A, & Riyadi, 2016).

Seeing from this phenomenon, there are some way to make traditional food survive or regain interest by using marketing mix (4P). There are 4 points that be used marketing mix, there are product, place, promotion, and price. But in this research, researcher will narrow down the marketing mix become 2 parts, pricing strategy and product packaging which can be an impact towards intention to buy.

Product and pricing are the way of company to attracting people to generate a sense of intention to buy. From the colors of the product, text that attach to the product, design of the product packaging will make people interest of the product. Pricing also take a role to make people interest to buy a product. With the right value and right pricing strategy, the product may attract a lot of attention by consumers.

The first important in marketing mix is product. Quality of the product is important to company because, quality of product is the ability of a product to provide performance results that match or even exceed the expectation of the consumers. From quality of the product there are will be repeat purchases consumers that love the product. Quality of the product have several points to concern, there are; Form, quality of performance, durability, and design.

Second variable that important is price, price can be a tool that can determine how much profit that will be collect by the company from selling the products in the form of goosd or services. When the company sell product in high price there will decline the sales, in other side when company sell product in low price the company will get low net income. Product price is the element of marketing mix that generate sales and revenue, while other elements of marketing mix generate costs.

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1.2. Problem Identification

Based on Background above, it can be seen marketing have a role to increase awareness of people about Traditional Food which has left out by people. It gives an opportunity to make Traditional Food become grow, so that the identification of the problem from this research can be seen as follows:

1. The demand of Traditional food decrease based on the statistical data year by year makes Traditional food decrease it percentages gradually.
2. The preference of people in this era shifting from traditional food into foreign food.
3. A lot of competitors such as Korean Cuisine, Western Cuisine, Chinese Cuisine, Japanese Cuisine, and Other Cuisines makes Indonesian Cuisine / Traditional Cuisine become last choice preference to eat.

1.3. Research Question

This Research is conducted to answer the following questions:

1. Is there any positive significant relationship between product and intention to buy in solo?
2. Is there any positive significant relationship between pricing and intention to buy in solo?

1.4. Research Purpose

1. To identify if there is any positive significant relationship between product and Intention to Buy in solo
2. To identify if there is any positive significant relationship between price and Intention to Buy in solo

1.5. Significant of Study

1. The results of this study are expected to be used as additional input for marketing strategy, especially in Marketing mix

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2. the results of this study are expected to be input for businessman if they want to open their restaurant business in with course Indonesian Cuisine in Central Java especially in Solo city
3. To find out the habit of target market about their appetite or from marketing strategy Businessman can lead the target market to choose Traditional Food rather than Foreign Cuisine.
4. It can be useful to everyone who want to do research with the same topic or variables.

1.6. Research Limitations

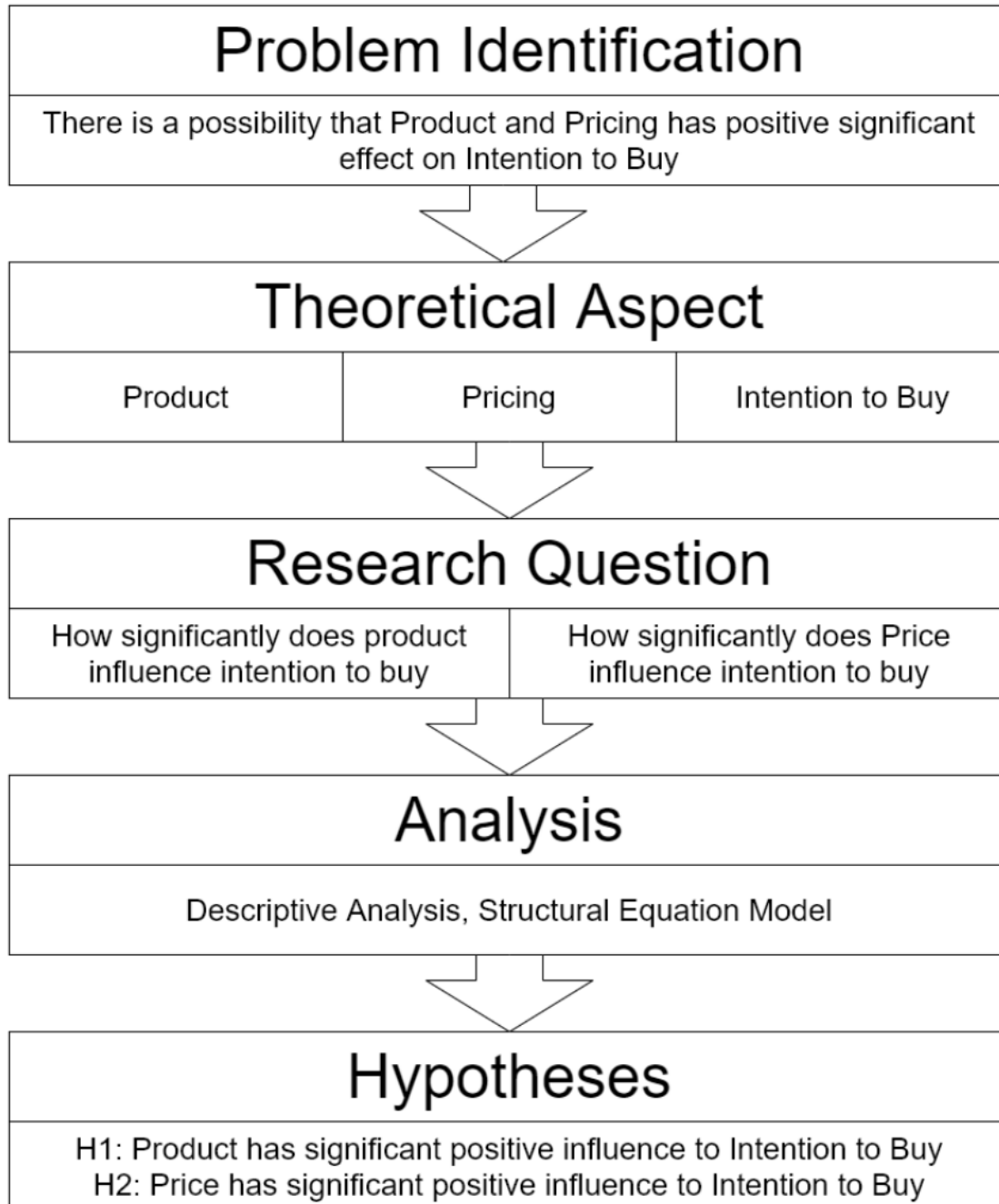
- This research is only carried out on the scope of Central Java, especially in Solo City.
- With responders in ages 17 until 30 years old.
- The researcher limited the problem by using marketing strategy; marketing mix with specialized in Product and Price linked them with intention to buy

1.7. Research Benefit

1. Academically: The result of this study is expected to be used as input for contributions in the study of specialized marketing science relating to marketing mix
2. Practically: the result of this study is expected to be used for businessman who want to start their business in Restaurant based in Central Java especially in Solo area.

CHAPTER 2: LITERATURE REVIEW

2.1. Framework of Thinking



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2.2. Food Product

Product is everything that can be offer to the market. To get the attention, to be purchase, or to be used, or consumed and can fulfill people want and need. The definition of product surround physically object, service, people, place, organization, and idea (Abdullah, Thamrin, & Francis, 2013).

According to Tjoptono, product is everything that producer can offer in the aim to be notice, asked for, sought to be bought, used or consumed by market as fulfillment need and want (Tjoptono & Fandy, 2008).

Food also categorize into a product that offered by producer such as restaurant, to be consumed by consumers. This following chapter will describe the indicator which relevant to the food product.

2.2.1. Food Presentation

Food presentation is very important when a company open the restaurant. The balance of colors, texture and flavors very important to stimulate appetite. At the first-time people see the course it should be eye catching to look, because people eat with eyes. Then they start to feel the texture of the food and flavors. All of the elements should be balance each other to can be accepted by consumers (Ariffin & Rozali, 2018).

Picture : Food Presentation



Source : (Novica, 2020)

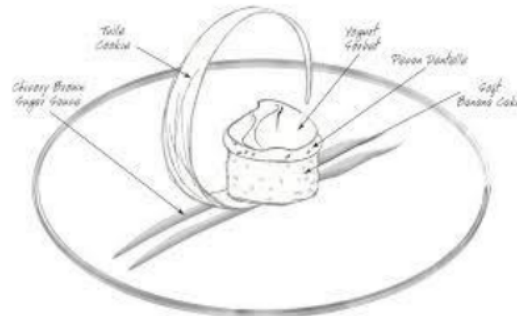
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As mention by Burger et al, food presentation is truly known as an art form, start from the arrangement of the food and garnish to the dish (Burger, Cornier, Ingebrigsten, & Johnson, 2011). According to Burton, attractive plating can be achieved when the plating is able to make the food look appetizing to eat (Tangari, 2014). In the basic plating food there are 5 basic elements to make sure the food looks as good as the tastes. Therefore, it's important for restaurant to mastering food presentation.

- **Create a Framework**

It's means to creating the draw and sketches to visualize the plate. Sometimes we need to find inspiration from another dish or object or picture (Unilever Food Solution, 2020).

Picture : Food Presentation Drawing



Source : (Culinary Training Program, 2019)

- **Keep it Simple**

Just select one ingredient to highlight and use space to simplify the presentation. Structured plating will avoid distracts from the main elements of the dish. When it happens, it will make consumers confuse about the highlight of the food (Unilever Food Solution, 2020).

Picture : Pasta Presentation

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Source : (Taylor, 2019)

- **Balance the Dish**

To ensure the food is balance it should be mix and match colors, shapes, and texture. Food plating also should not overpower flavor and function (Unilever Food Solution, 2020).

Picture : Food Balance

ARRANGEMENT— CLASSIC PLATING

Protein: Between 3 to 9 o'clock
Starch: Between 9 to 11 o'clock
Vegetables: Between 11 to 3 o'clock



Source : (Warner, 2018)

- **Get the Right Portion Size**

When food presented to consumers it should be in the right amount of portion, it should be not too big or too small. Proportion of protein, carbohydrates, and vegetables should be balance (Unilever Food Solution, 2020).

- **Highlight the key Ingredient**

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Main ingredient should be noticed by consumers, but other elements should be pay attention to such as garnish, side dish, and sauce, and also the plate itself (Unilever Food Solution, 2020).

2.2.2. Taste

According to Atkins, he remembered when he was child his relatives told that “food had some taste on it”. But the quality of food is not only concern about the taste of the product, there are also several criteria that should identify by producer to concern. Different from 50 years ago, product such as vegetables, fruits, and other products have more variety of flavors and it is concern about healthy foo, and of course higher quality of product (Atkins, 2001). There are four criteria to be concern as mention by Ilbery and Kneafsey(1998):

- **Certification**

by achieve certification by professional organization or government, this could be increasing the quality of product because they (professional organization) will observe the product including the place of the product made to decide the product passed the test or not.

- **Association**

This association is related to have some link with place of origin, such as whiskey in Scotch. Wine in France.

- **Specification**

To inform production process, from traditional recipe, designed materials, skills of production team.

- **Attraction**

Attractiveness from physical appearance of the food from texture, colors, taste, and appearance.

2.2.3. Durability

The Codex Alimentarius introducing two type of date of expired on food product. One is based on food health safety and another one is quality of product. According to European Union date of expired can defines the retaining of food. However, in food product which spoil to quick because microbiological movement. Determination of shelf life and parameter of sensory is very

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important when research and development stage of new products. On the large commercial industry, the shelf life determined based on the results of analysis in laboratory supported by results of distribution evaluation in the field. The important factor that very influential in declining of quality of the product is the changing of water content. When food already mixed with water it will stimulate bacterial growth, fungus, and another microorganism (Herawati, 2008).

2.2.4. Design Packaging

Packaging has been evolved over 200 years from being protective container become important tool for company with aim to attract their consumers without losing its main purpose to protect the content. Packaging is important to company to compete with their competitors. It may achieve; opening up channel for distributors, providing a good presentation of packaging quality, lowering costs, increasing margin, jack-up product/brand differentiation by using proper packaging strategies(Coles, R., McDowell, D., Kirwan, 2003). Therefore, the companies are given continual challenge to give effective packaging performance to satisfies their consumers without losing much costs of production.

Figure 4: example of product packaging



Source 4: (Weiss, 2019)

According to Klimchuk and Krasovac Packaging is a creative design which gather all of design elements such as form, structure, materials, colors, looks, and text with information of the product with the intention to pack up the products which want to be marketed (Klimchuk & Krasovec, 2018). Packaging also used to wrap, protect, shipping, to store, and identifying, and distinguish a product in the market. Another classification from Kotler and Keller, Packaging is activity to design and

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produce a vessel or package as a product (Kotler, 2012). Marketers believe if their brands are good enough than their competitors in the term of value for money, quality, and innovations, they will confidence to sell their product to the costumers.

If we talk about packaging not only used for enhance suppliers-consumers relation, but also enhance suppliers-distributors relationship in this era, refer to the growing of logistics in food industry. Therefore, company should think about packaging that endure and protect the product when the shipment. In this chapter researcher will discuss about the strategy of product packaging that makes people interest with the product packaging.

Function of Packaging

In this era, almost every companies believes that packaging is important thing to market their product, they define that packaging not only to wrap a product but there is another function that more important.

Protective Function

Packaging use to protect the product from loss, damage, contamination, and other. Packaging usually can be plastic, cardboard, Styrofoam, glass, and other things that can protect the product from outside (Riadi, 2016).

Figure 5: Labels of Protective Function



Source 5: (Carterart, 2018)

Marketing Function

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Packaging also can be used to differentiate the product from other product. Company can design the packaging from colors, form, message, brand to make the product catchy to customers (Riadi, 2016).

Figure 6: Different of Cereals Packaging



Source 6: (Packaging Distributors of America, 2018)

2.2.4.1. Purpose of Packaging

According to Low and Kimber (2007) packaging and labeling have several purposes (Riadi, 2016):

1. **Physical Production:** Protect the product from temperature, Pressure, and other.
2. **Barrier Production:** To protect the product from contamination of oxygen, dust, another chemical.
3. **Agglomeration:** To put together the product with the intention to make easy to shipping or store
4. **Information Transmission:** To give an information about the material of the packaging and how to take care of the packaging it can be reuse or recycle.
5. **Reducing Thief:** Packaging which cannot be reuse or can be damage after opened at the first time can help in reducing thief
6. **Convenience:** Features which adding some comfortable in shipping, handle, sales, looks.

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7. Marketing: Packaging and label can be used by marketer to push customers to buy the product

2.2.4.2. Type of Packaging

Packaging have categorized into several type according to Muchlisin Riadi (Riadi, 2016):

- **Based on content Structure**

- Primary Packaging: Packaging which used to protect directly the product
- Secondary Packaging: Packaging which used to protect several amounts of products
- Tertiary Packaging: Packaging which used to safe, deliver, or identification. Usually tertiary packaging used as protection along of shipping.

- **Based on Frequency of Usage**

- Disposable Packaging: Packaging which can be used one time only for example, plastic bag, candy wrap, canned food packaging.
- Multi-trip Packaging: This type of packaging usually can be return to the supplier to be reused this type of packaging have an example such as, drink bottle, soy sauce bottle, and also beer bottle.
- Semi Disposable Packaging: This packaging usually can categorize as disposable packaging but it also can be reused of another purpose.

2.2.4.3. Packaging Evaluating Model

Base on Kotler opinion, he said that packaging has several aspects to make the product can get attention to consumers such as size, form, materials, colors, graphic, brand. From this several elements Kotler simplified his research become 4 elements he called as VIEW model. View model contain of Visibility, Information, Emotional Appeal, and Workability. These four elements already represented from attributes of packaging.

- **Visibility**

Visibility is ability from a packaging to catch attention from consumers. The purpose of visibility is to have a packaging that stand out from another brand with same product in the market. Visibility influenced by several aspects such as attractive form of packaging, size of the packaging, eye-catching colors, and attractive graphic design.

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- **Information**

Information in the packaging related to instruction for using the product, advantages of using the product, slogan, and additional information. This is determined by: information of the product, information of date expired, information about the quality and content of the product.

- **Emotional Appeal**

This element function is to get attention from the consumers, but not only get attention but evokes a feeling of belonging, to make the product selling well in the market.

- **Workability**

A packaging should be more than communicating the product. Packaging should design workable, meaning that packaging should designed easier to handle and to use for consumers. The purpose of workability is providing comfort to consumers.

2.2.4.4. Factors of Packaging

- **Packaging Design**

Packaging design can be interpreted as a planning with the intention to wrap product become a finish product. Packaging design can be influence from material, development technology, also changes in consumer option, and also perspective of marketing. In every business, marketing relies on visual of the package of the product. Company can inform or communicate their product from the design to consumers to get an attention or trust (Syahmi, Zaki, Nasir, & Sukery, 2015).

- **Packaging Color**

With the right color, product can influence the subconscious of consumers to buy product. For an example, people will less attract with product which only have plain color than product which has variety of the accent color. Therefore, product should have attractive color to be trust by consumers (Syahmi, Zaki, Nasir, & Sukery, 2015).

- **Packaging Typography**

Packaging typography related to the way design of the font of typing in the packaging to achieve the best way to give a message to the customers. Typography of the product can

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give an image of the product or can define the market where the company targeted (Syahmi, Zaki, Nasir, & Sukery, 2015).

- **Packaging convenient of Usage**

Although this factor indirectly take effect to the customers, Packaging should have convenient feature to make customers comfortable to use or handle or sometimes to store. Some of supermarkets addressed the problems with some products which has uncommon form that make it cannot be stacked together in store area. So, packaging should can make every one including supermarket get convenient to grab, store, and also to used (Syahmi, Zaki, Nasir, & Sukery, 2015).

2.3. Price

Pricing strategy is the way company value their products and/or services to sell it in the market (Sammut-Bonnici & Channon, 2015). to get a lot of consumers a company must determine the right price (Saragih & Harga, 2015). There are several strategies to be used company to determine right price to achieve a lot of consumers to buy their products.

2.3.1. Discount

This era that a lot of companies compete with each other make every marketing strategy are used by company to take a lot of consumers. Discount is the one way to get the customers heart because people sensitive with the changing of price, a lot of people prefer to buy product with discount that attach to the product. Tjiptono said that discount is a reduce from normal price that offered by product maker to consumers. Another expert says that discount is price which lower than the actual price, based on several condition, that condition is earlier payment or a lot of quantity of product purchase. Pricing strategy is one of aspect from marketing strategy.

2.3.2. Price Conformity to Product Quality

- **Pricing Strategies**

Figure 7: Pricing Strategies



Source 7: (Intelligence Node, 2019)

- **Premium Pricing**

Highest price offered by the producer to define their products have strength in premium quality than other product in the market. As an example, are Porsche in car industry and Victoria Arduino in Espresso machine (Intelligence Node, 2019).

- **Penetration Pricing**

This strategy implemented when the company offers a new product, they sell it with low price at some point of time to find consumers, then they will raise the price once objectives are achieved. Example: cellular provider B.yu and café's soft opening (Intelligence Node, 2019).

- **Economy Pricing**

Low margin income strategy to achieve a target, this company more concerned with the quantity of goods sold. Example: detergents in groceries and local cigarette company (Intelligence Node, 2019).

- **Skimming Strategy**

high price be imposed for a product several months and lowering it as the market evolves. Idea for this strategy is to recover maximum money before other competitors launch attractive product which can make product lose interest with the market. Example: Smartphone and others electronic item (Intelligence Node, 2019).

2.4. Intention to Buy

Company should have strategy to make people pay attention to the product. According to Kotler and Keller in the Winahyu said that intention to buy appear after the consumers have some references about alternative evaluation, customers will make a selection of products to buy based on intention or brand. Therefore, company should be able to fulfill the satisfaction of the consumers want and need, then consumers will decide to buy a product. There would be specific discussion that will bring company to attract consumers to have their intention to buy the product.

2.4.1. Intention to Buy Factors

Kotler and Keller said that the factors which has influence the intention to buy of product consist of 2 external factors. There are other's people behavior and unexpected situation. And it will be stimulating intention in consumers to buy some products. Intention to buy start from attraction and want of consumers to buy a product:

- Attention: there are big attention that occur from consumers towards a product.
- Interest: after there are some attention, interest will arise towards some product.
- Desire: continues from interest of the product, after consumers interest, they will have desire to have the product
- Trust: trust will occur from consumers toward the product then consumers start to have intention to buy to get the product
- Decide to buy a product

2.4.2. Indicators of Intention to Buy

- **Transactional Intention:** Tendency to buy a product
- **References Intention:** Tendency from consumers to reference the product to other people.
- **Preferential Intention:** intention which is describe the behavior of consumers which has brand minded with 1 product. This behavior can change if the first choice of product has some issue or weakness from other brand.
- **Explorative Intention:** this intention describe behavior of consumers which always search for information about the product.

2.4.3. Customers Satisfaction

Someone says that service quality came up from customers satisfaction. If service of the product exceeds expectation of the customers, then customers will make a repetition order of the same product. But when the services lower than the expectation of customers company will have the problem to get another customer, then the customers will search for another company which offer same product or services. This problem will spread mouth by mouth with people that unsatisfied with the product or services that they have bought to their relative or friends that makes people untrusted with the company.

When company have their consistency in the performance of customers satisfaction, they will increase their profit with lowering failure cost. As an example, a company that can make customers satisfy continuously will lowering the complain of the customers and less handling return of product, cost to get new customers will decrease(marketing), satisfaction of consumers will be effectively become auto-marketing strategy.

When the company already have trust from general of people it will have customers satisfaction (Nurhayati & Murti, 2012).

2.4.4. Competitive Pricing

When we talk about marketing mix, we can adjust pricing to get the highest profit of the product or services. Pricing is the biggest factor of the strategy that can bring a lot of profits to company. The willingness of consumers to pay a higher price is based on value of the product.

The problem is as a company we cannot arbitrarily adjusting price to highest price for the product or services, because as a company they should check about the need of supply and demand, competitors pricing, cost of goods sold, and value of their product.

As a company we should know about the emerging supply and demand. We cannot give highest price of product or services when the demand of product low, contrary when the demand of product increase, as a company we can adjust the price to highest point. Another to be considered is competitors pricing, this is important when there are some of competitors that offer the same product or services to the customers, whether company want it or not, they should give the best price that can make customers choose their product, but if the company cannot compete

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with the price of competitors there is another way in this pricing strategy, it is give highest product value to customers (Nurhayati & Murti, 2012).

2.4.5. Brand Image

Brand image is important to company to get customers attention. Brand, good image of the company, and memory of the customers will build the brand image of the company, we can mention it such as fast-food restaurant Mc Donald, KFC, Burger King, that is the example of good image of the brand because a lot of people give attention to these products. When the company have good brand image there will be loyal customers that makes them doing repeat order to the product, this case happened because of customers satisfaction fulfilled.

Product positioning strategy is relating to Creating brand image in customers thought so that consumers become fanatic to the product is job for the company. Positioning strategy of the product expected to be accepted by customers and makes perception that the product which offered by the brand more valuable than another product with different brand (Nurhayati & Murti, 2012).

2.4.6. Customers Experience

Marketer wants their customers make a repeat order for their product or services in a long-term. because of the trend, threads from another brand, and habits of people makes company challenged to make their customers stay with their product. Therefore, the company should make a good impression to the customers that can attract them. From the good experience and makes the customers impress to the product that makes customers loyal to the marketer product (Nurhayati & Murti, 2012).

2.5. Previous Studies

Title of Research or Article including Authors (using the automated referencing)	Variables and Sub-Variables	Findings
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**The Impact of Product and Price Toward Intention to Buy on Traditional Foods in Solo Case Study:
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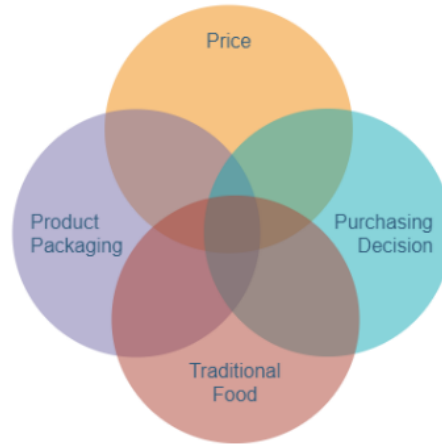
<p>18 Pengaruh Harga, Merek, Kemasan, dan Promosi Terhadap Sikap Konsumen Membeli Produk Kapal Api di Kecamatan Berbah Yogyakarta (Susiana Libra Yanti)</p>	<ul style="list-style-type: none"> • Price • Brand • Packaging • Promotion • consumers behaviors 	
<p>7 Pengaruh Produk dan Harga terhadap Keputusan Pembelian Konsumen di Morning Bakery Batam (Santri Zulaicha, Rusda Irawati)</p>	<ul style="list-style-type: none"> • Product • Price • Purchasing decision 	<p>7 The purpose of this research is to know the effect of product and price toward purchasing decision in Morning Bakery Batam.</p>
<p>13 Pengaruh Harga, Label, dan Kemasan Produk terhadap Keputusan Pembelian Konsumen Rokok A Mild di Surabaya (Eri Kurniawan)</p>		
<p>Pengaruh Harga, Merek, dan Kemasan terhadap Keputusan Pembelian Produk Nyonya Meneer (Afem Gemilar)</p>	<ul style="list-style-type: none"> • Price • Brand • Packaging • Purchasing Decision 	<p>The research have aim to know there are the impact of brand, product, and packaging towards purchasing decision.</p>

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<p>Pengaruh Kemasan, ⁴⁸ Harga, dan Kualitas terhadap Minat Beli (Roosalin Cinthia Dewi)</p>	<ul style="list-style-type: none"> • Packaging • Price • Quality • Intention to buy 	
<p>Pengaruh Kualitas ¹⁶ Produk, Kemasan, dan Harga terhadap Keputusan Konsumen dalam Pembelian Produk “Kapal Api” di Kec. Ngadiluwih Kab. Kediri (Bayu Bakti Pranata)</p>	<ul style="list-style-type: none"> • Price • Packaging • Quality of product • Purchasing Decision 	<p>To know the brand of “Kapal Api” about the quality packaging and price impacting towards intention to buy</p>
<p>Pengaruh Citra Merek ²⁶ dan Desain Kemasan terhadap Minat Beli Konsumen pada Produk Susu Ultra (Shinda Rosandi, Tri Sudarwanto)</p>	<ul style="list-style-type: none"> • Brand Image • Packaging design • Consumers intention to buy 	

2.6. Differences of Study

Figure 8: Differences of Study

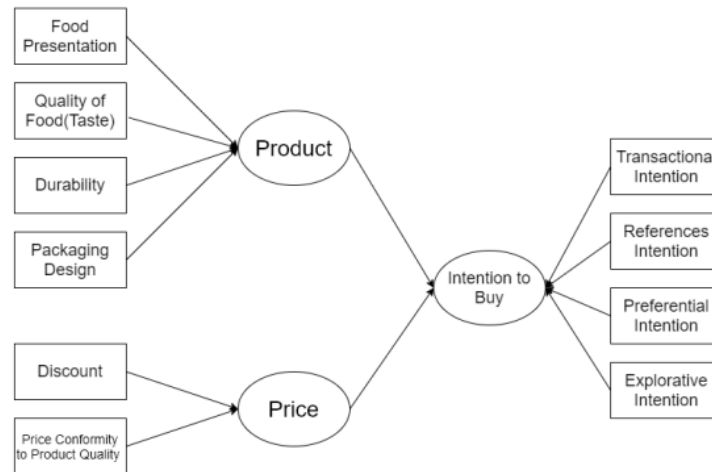


Based on previous studies, we can see that most researchers have similar of variables and sub variable such as product packaging and pricing strategy with different object and location. Some of research have coffee product, cigarette, milk, and bakery with different area of research. But in this research, researcher would like to know the intention to buy of traditional food in Solo city, Indonesia with product packaging variable and also pricing strategy.

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2.7. Research Model

Figure 9: Research Model



2.8. Hypotheses

According to literature reviews and above research model figure, the proposed research will observe two null and two alternate hypotheses:

H₁: Product Packaging has significant positive influence to Intention to Buy

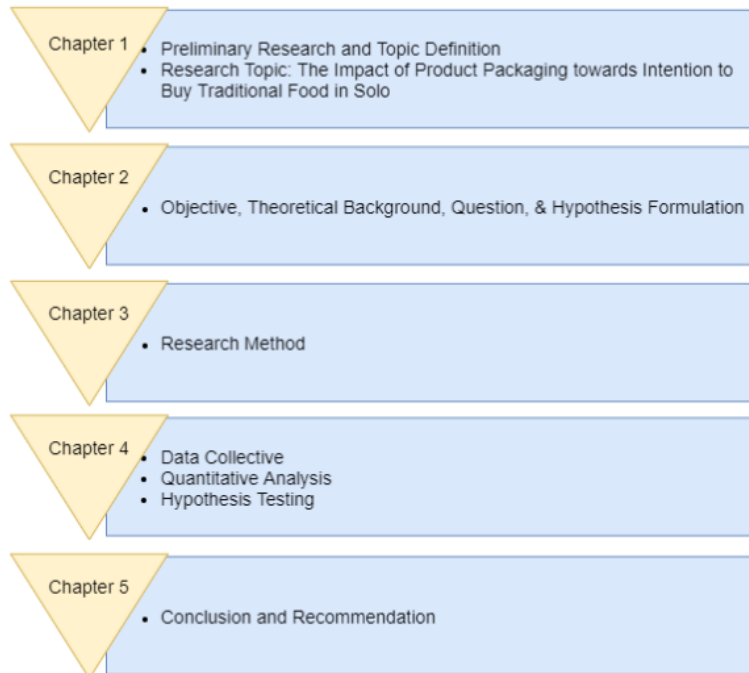
H₀₁: Product Packaging has no significant positive influence to Intention to Buy

H₂: Pricing Strategy has significantly positive influence to Intention to Buy

H₀₂: Pricing Strategy has no significantly positive influence to Intention to Buy

CHAPTER 3: RESEARCH METHODOLOGY

3.1. Research Process



3.2. Type of Research

In this research will conduct without limited to data collect and compiling data, but there are includes analysis and interpretation of the data. Explanatory research is also needed to investigate the cause and effects between its relationship. In causal study, one or more factors that are bringing out the problem are delineated. Causal study can be used to state that variable X causes variable Y (Sekaran & Bougie, 2014). So, this research analyzes variable X1 and X2 that impact to Variable Y that in this case, variable X1 is Product Packaging and variable X2 is Pricing Strategies. While for variable Y is Intention to buy. Descriptive research also needed to describe a phenomenon of this thesis, descriptive research is research which have characteristic that describe social phenomenon and nature that happen in social life in specific way. Specific in this

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case is closer to the relationship, the impact, and the way the solution is expressed (Sukmadinata, 2006).

3.3. Type of Data

Type of data that suitable for this research is primary data. Primary data is effectively used in this research because in the information that not made up and honest about the result of research or experiment. Primary data is gathered by using questionnaire to person who lived in Solo to find out relation of product and price toward intention to buy traditional food in Solo. quantitative research method. But there is no secondary data to be used because there is no previous study that research traditional food in Solo.

3.4. Source of Data

3.4.1. Primary Data

Primary data is used by researcher to do this research. Data collected directly from the first-hand and considered as trusted information that has not been defined by another party (Cooper and Schindler, 2014). Primary data will be achieved by using quantitative method. In quantitative approach, the primary data will be collected by questionnaire, which filled in by several number of respondents.

3.4.2. Secondary Data

Secondary data gathered from various previous study, journal, books, and articles. To support theory about food product and price in the term of marketing mix.

3.5. Data Gathering

primary data collection, because primary data considered as the up to date data that collected by researcher directly from main source by interviews, primary data source are chosen and adjust to meet the need or requirement of research. Before choosing a source of data collection, it should be to identify purpose and target population first.

For an example, when someone want to do research in the market, the purpose and sample population should be identified first. After researcher know which data collection should be suitable – offline survey is more appropriate for population of target respondent which live in

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village without internet connection. In this research, researcher can choose surveys by online method to meet the need of this The actual data collection for this research was quantitative data by means of questionnaires and they were distributed directly to the subjects of this research in order to collect large numbers of quantitative data. According to

3.6. Population & Sample

3.6.1. Populations

Population describe the target of research. A group of people or events that have particular information and give feedback the measurement question is defined as population. To conduct this research, target population is needed which is the target of this research individuals or significant units. The population of this research will be the person who already buy the product of Tumpeng Solo, which has not restriction of age, gender, or occupation as long as a person has consumed each of traditional food. It is eligible to fill in the questionnaire.

3.6.2. Sample

Sample refer to a smaller, manageable version of larger group. It is can be representative the characteristic of a large population (Kenton, 2019). Sample are used in testing the research when the population is to large. According to Shona McCombes (2020), when researcher conduct research and researcher need the respondent of your research it's impossible to collect data from every person of the group, instead you should select particular person to represent the population. This study using sample of unknown population, because the object of research in the restaurant Tumpeng Solo, and the people who already buy Tumpeng Solo unknown, using formula written below:

$$n = \frac{Z^2 a / 2}{4e^2}$$

Where:

n= sample zise

Z = Z value

a = standard deviation

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e = Margin Error

Then the calculation of unknown population with 90% of confidence level and the maximum error is 5%, the Z value will be 1,645. The calculation:

$$n = \frac{1,645^2}{4} \times (5)^2$$
$$n = 267$$

The total sample to be received are 267 respondents. Then the total of 267 will be processed in posttest. Before conducting post-test, it should be conduct pre-test first to know the data reliable and valid or not.

3.7. Research Instruments

The data will be collected by distributing questionnaires. Questionnaire is one of the ways of collecting data by delivering or distributing a list of questions to respondents, with the expectations all the respondents will respond on the list of questions given. The list of questions will be limited because in the questionnaire is already given the answer alternative. The questionnaire will be answered by all of people who know Traditional food in Solo. After the data has been collected will be analyzed by SPSS.

Likert scale is used to know the respondent's response each statement. It has scale 1 until 5, below is likers scales is explained below:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

Variable	Indicators	Statements	Scale
Product Packaging	Food Presentation	Menurut saya penampilan dari	Likert

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		makanan Tumpeng Solo sangat menarik	
		Penampilan Makanan Tumpeng Solo memiliki ciri khas tersendiri	Likert
	Quality of Product (taste)	Menurut saya rasa makanan yang disajikan Tumpeng Solo sangat Enak	Likert
		Menurut saya rasa makanan yang disajikan Tumpeng Solo memiliki ciri khas dibanding dengan produk lain	Likert
	Durability	Menurut saya Makanan yang disajikan Tumpeng Solo memiliki ketahanan yang cukup baik	Likert
		Menurut saya Makanan yang disajikan Tumpeng Solo tidak dapat bertahan lama	Likert
	Packaging Design	Menurut saya desain kemasan Tumpeng Solo sangat Menarik	Likert
		Menurut saya kemasan yang digunakan Tumpeng Solo sangat	Likert

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		mudah untuk dibawa dan di gunakan	
Pricing Strategy	Discount	saya merasa produk tumpeng solo memiliki penawaran menarik (beli 40 bonus 1)	Likert
		Menurut saya penawaran diskon di Tumpeng Solo kurang variatif	
	Price Conformity to Product Quality	Menurut saya harga produk Tumpeng Solo sebanding dengan kualitas produknya	Likert
		Saya merasa harga produk tumpeng solo bersaing dengan kompetitor lain	
Intention to Buy	Transactional Intention	Saya berminat membeli produk Tumpeng Solo karena tertarik dengan produknya	Likert
		Saya berminat membeli produk Tumpeng Solo karena saya merasa cocok dengan produknya	
	References Intention	Saya menceritakan ke orang lain tentang produk Tumpeng Solo	Likert

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		Saya mereferensikan Tumpeng Solo kepada teman atau kerabat saya	
	Preferential Intention	Saya akan memilih produk Tumpeng Solo walau ada produk sejenis lainnya	Likert
		Saya tidak tertarik membeli makanan tradisional lainnya selain di Tumpeng Solo	
	Exlorative Intention	Saya akan mengikuti perkembangan produk dari Tumpeng solo	Likert

3.8. Data Analysis

3.8.1. Validity

According to (Cooper & Schindler, 2011), validity is the ability of a scale or research instrument to measure what is intended to be measured. To conduct a validity test, this study uses KMO & Bartlett's Test and performs calculations using the SPSS program.

Steps in doing the calculation for KMO & Bartlett's Test in SPSS are:

1. In the Menu, click "Analyze", and then pick "Dimension Reduction", "Factor".
2. Then in Factor Analysis column, put all the variables from the left into the right side.
3. Click "Descriptive", then choose "KMO & Bartlett's Test of Sphericity" in "Correlation Matrix", then click "Continue".
4. Next, click "Extraction," check "Fixed Number of Factors" and change the number become 2 on factors to extract.

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5. Change the number of maximum iterations for convergence to 100 and click "Continue," then click "OK."

To measure the validity, it should be seen through the output of KMO and Bartlett's test. If the KMO value is above 0.5, then the data is declared valid.

2.8.2. Reliability

The approach used to calculate the reliability of research instruments for pretesting in this study using the Cronbach Alpha method in SPSS software. The steps in carrying out reliability in SPSS software are:

1. In the Menu, click "Analyze", and then scroll down to "Scale" and click "Reliability Analysis".
2. On the pop up, make sure that it is set for model "Alpha" and put all variables from the left to the box on the right side.
3. After that, click on the "Statistic" box and check "Item", "Scale", "Scale if item deleted", and click "Continue".
4. Next, click "Ok" and the results will be shown in the output window.
5. On the output window, scroll down to the section with the title "Reliability Statistics". The reliability value is based on "Cronbach Alpha of Standard" items.

Value greater than 0.7 is considered reliable (Budiman, Anantadjaya, & Prasetyawati, 2014).

3.8.2. Normality

Characteristics or attributes of the population are commonly normally distributed. Normality test is the test to measure whether the spread-out data has a normal distribution and can be apply in statistic inferential. For the assessment of normality, the tests are using Kolmogorov Smirnov (K-S) test. K-S test can differentiate the scores in the sample to a normally allocated set of scores with the same standard deviation and mean. The K-S test is an empirical distribution function (EDF) which the academic cumulative distribution purpose is distinguished from the EDF of the data. There is a limitation of the K-S test, for the extreme values, it is high sensitivity (Ghasemi & Zahediasl, 2012). The principal for testing the normality is significant result

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score which will be shown in the Kolmogorov-Smirnov test. If the Sig. score ≥ 0.05 means that data are normal, however if the Sig. score < 0.05 means that data are not normal.

$$P \geq 0,05$$

3.9. Data Analysis

This research uses AMOS, statistical software, to build path diagrams from the data collected. SPSS AMOS is also designed to estimate and observe structural equation modeling (Sekaran & Bourgie, 2013). AMOS has been chosen as a data processing media because it provides benefits such as:

- Model Testing Is Easier: less time-consuming because determining the goodness of fit model will be provided in the output window.
- Graphically Simplified: The effect of regression in standard at the click of a button and graphically illustrated for better presentation and understanding.
- Less time consuming: only one test is needed to do and achieve all the data needed for the fit model and hypothesis testing.

3.10. Data Analysis Method

After the pre-test and post-test are done, the data must be analyzed further using AMOS to develop a path diagram from the collected data. Structural Equal Modeling ("SEM") targets to determine how far the theoretical model can be supported empirically. SEM is known to have the ability to combine regression models, path analysis, confirmatory factor, variance structure, and correlation structure (Schumacker & Lomax, 2004). This means that as a statistical technique, SEM can be used to analyze the simultaneous strengths of hypothesis relationships among variables, both directly and indirectly via intervening variables. The results are compared with the set of criteria to ensure that the data set forms an acceptable factor and path analysis, as shown in the research model.

In SEM, there are 2 commonly-referred-types of variable definitions; latent and observed variables (Schumacker & Lomax, 2004);

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- Latent variables, which are also known as constructs, factors, unobserved, latent exogenous (for independent latent variable), or latent endogenous (for dependent latent variable), are variables that cannot be directly measured and calculated. Due to the limitations on these types of variables need assistance from other types of variables to provide values to provide some approximations.
- Observed variables, which are also known as measured, indicators, or endogenous, are variables that can be directly measured and calculated. These types of variables provide the necessary support toward latent variables.

Some of the advantages of using SEM as compared with the regression analysis are (Mustafa & Wijaya, 2013; Schumacker & Lomax, 2004);

- SEM requires less time in trying to determine the level of overall fitness of the research model's variables and indicators.
- With SEM, only one test is required to ensure the inclusion of all data, including the explanatory power on each of the indicators and hypothetical relationships among variables. In comparison to the regression analysis, multiple steps are necessary to reach a similar conclusion, particularly on the result of the hypothesis tests.

3.11. Model Fit Criteria

The structural equation modeling results must be approved by several criteria so that they can be completed perfectly or can be accepted. A good model must be approved in this study (Singgih, 2018).

Table 3.1: Model Fit Criteria

Criteria	According to Santoso, 2009
CMIN/df (normed chi-square)	¹⁴ CMIN/df ≤ 5 = better

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RMSEA (root mean square error of approximation)	RMSEA \leq 5 = better
GFI (Goodness of Fit Index)	Closer to 1 is better
AGFI (Adjusted Goodness of Fit Index)	AGFI \geq 0.90 is better
RMR (Root Mean Residual)	RMR \leq 0.05 is better
CFI (Comparative Fit Index)	CFI value closer to 1 is better
TLI (tucker- lewis index)	TLI \geq 0.09 = better

Source: (Singgih, 2018)

3.12. Hypotheses Testing

Hypothesis testing is done by comparing the values processed through AMOS, statistical software and path analysis models presenting the results. According to (Sekaran & Bourgie, 2013), testing hypotheses accurately determines whether the null hypothesis can be rejected which supports the alternative hypothesis. The steps that must be followed in developing and testing hypotheses are:

1. First, state the null hypothesis and alternatives.
2. Determine that the desired level of significance ($p = 0.05$, or more, or less).
3. After that, select the appropriate statistical test depending on the type of scale that has been applied (nominal, ordinal, interval or ratio)
4. See whether the output from computer software analysis shows that the level of significance is fulfilled. When the resulting value is greater than the critical value, the null hypothesis is rejected, and the alternative is accepted. If the calculated value is less than the critical value, the null hypothesis is accepted and the alternative hypothesis is rejected.

Chapter 4: Data Analysis

4.1. Data Source

All the data will be collected from population of Solo which located in Surakarta (Solo), Central Java, Indonesia. People who have tried the traditional foods in Tumpeng Solo become the sample in this research as mentioned in the previous chapter. The total of respondents of this study is 267 with response rate of 100%, which means the questionnaire is gather back to the researcher is over than 80%, so it will not be bias.

4.2. Company Profile

Tumpeng Solo is the restaurant that serve variety of traditional foods such as nasi kuning, nasi gudeg, gundangan, etc. established in 2003, at the first time Tumpeng Solo name was Prima which serve variety of traditional food with a lot of kinds, such as soto, rawon, fried chicken, selat solo, galantin, and other traditional food. Because of too many of variety Prima lost too much cost in the production, then Prima start to focusing on Nasi Kuning as a main menu.

The changing of name from Prima to Tumpeng Solo makes every people in Solo start to know the product of Tumpeng Solo. Located in Jl. Dr. Supomo no 53 in the central city in Solo makes Tumpeng Solo well-known in Solo, it is only 500 meters from Solo Paragon Mall.

Tumpeng solo have variety of Menu start from Rp. 15.000 to Rp. 27.000 for single portion, and Rp. 200.000 until Rp. 850.000 for shared portion in the form of Tumpeng Tampah. Tumpeng solo have a lot of order from take-away service and catering service

4.3. Respondent's Characteristics

In this research, the respondents took by several characteristic based on age, gender, education background. All of the respondent also the customers of Tumpeng Solo in Solo area.

In this study, questionnaire was distributed by online form with total 267 respondents and the entire of the data was filled correctly by respondents without any error in the data collection process, so the data could be used to do this research.

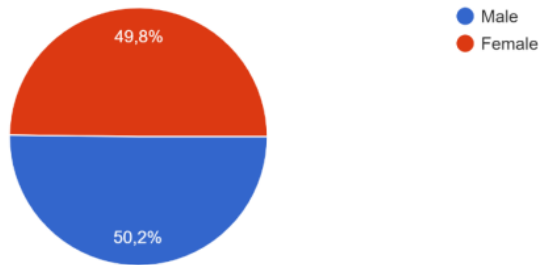
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4.3.1. Gender

The pie-chart below will describe the distribution of questionnaire based on gender from respondents:

Table 4.1 : Respondents Gender

Gender
267 tanggapan



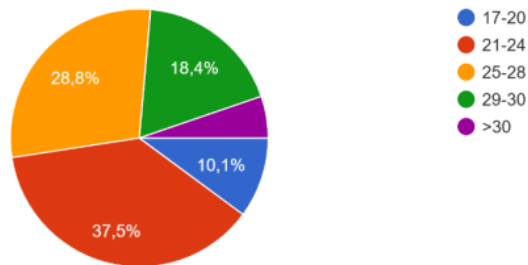
Source

Based on pie-chart above, we can see that the respondents evenly distributed between male and female, male have 50.2%% and female response 49.8%

4.3.2. Age

In this pie-chart below will describe about age of the respondents:

Usia
267 tanggapan



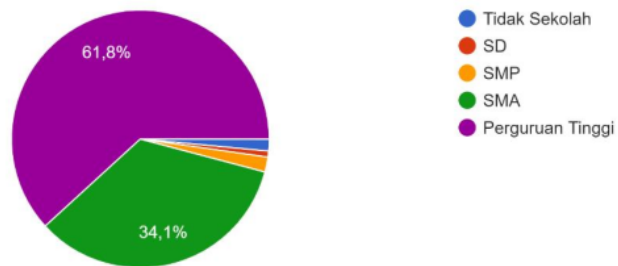
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Based on pie-chart above the distribution of age we can see that 17-20 years old received 10.1%, and the majority of respondents is 21-24 got 37.5%, 25-28 years old have 28.8% of percentage, 29-30 years old 18.4%, and more than 30 is 5.2%.

4.3.3. Education Background

Education background of respondents will describe with pie-chart below:

Latar belakang pendidikan
267 tanggapan



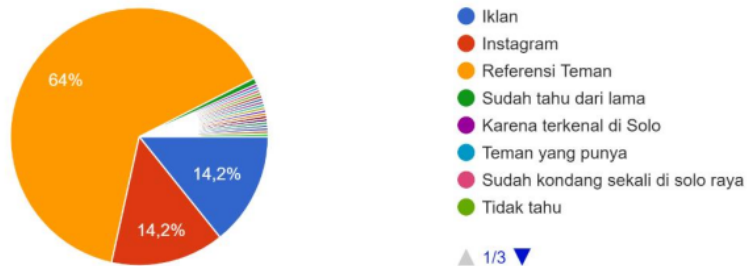
From the education background, there are majority of respondents are from college with 61.8% percentage, and High school on 34,1%. In Junior high school 1.9%, Elementary school 0.7%, and 1,5% doesn't go to school.

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4.3.4. Knowing Tumpeng Solo

Pie-chart below will describe the data of respondent knowing tumpeng solo from:

Mengetahui Tumpeng Solo dari
267 tanggapan



As we see from the pie-chart, word of mouth effectively become popular promotion of tumpeng solo, people know tumpeng solo from their friend take the first position in 64%, and following by advertising and Instagram with same of percentage are 14.2%, and the rest 7.6% are another reason.

4.4. Description on Research Variable

4.4.1. Variable 1: Product

Product is the important element in the marketing program. Product strategy can affect another marketing strategies. Purchase of the product is not just for have the product, but also should fulfill the need and want of consumers (Kotler, 2009). As a company which sell food, this variable is important for Tumpeng Solo to fulfill the customers need and want.

4.4.2. Variable 2: Price

In the theory of economic, explanation of price, value, and utility are the interconnected concept. Utility is the attribute which attach to a product, which are enable for a product fulfill the want and need of consumers to satisfy them. Value is the worth of the product to be exchange with another product. Value can be seen in the barter situation, but in the recent time

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money are used to measurement which called price. Price is the value of a product which be avowed with money (Alma & Hurriyati, 2008).

Price also important for company to keep them sustainable in operation. But not only giving the price, company should consider the value that fit in the product, to fulfill the exactly consumers need and want.

4.4.3. Variable 3: Intention to Buy

Intention to buy is one of important concept in the consumers behavior study. Every year marketer spends million-dollar cost for advertising just only to attract people to buy their product. With attract people consumers, marketers hope can influence intention to buy the consumers (Arnould, Price, & Zinkhan, 2002).

4.4.4. Statistical Analysis

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Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
AFP	267	4	1	5	4.37	.577	.333	-1.864	.149	6.242	.297
AQF	267	4	1	5	4.16	.753	.568	-.713	.149	.118	.297
AD	267	4	1	5	4.16	.910	.828	-1.445	.149	1.844	.297
APD	267	4	1	5	4.26	.822	.675	-1.845	.149	4.036	.297
ADC	267	4	1	5	3.40	.673	.452	.427	.149	.992	.297
APQ	267	4	1	5	4.37	.600	.361	-1.621	.149	4.339	.297
ATI	267	4	2	5	4.38	.583	.340	-1.428	.149	2.684	.297
ARI	267	4	2	5	4.26	.723	.523	-1.126	.149	1.143	.297
API	267	4	1	5	3.98	.923	.852	-.813	.149	-.181	.297
AE	267	4	1	5	4.00	1.083	1.173	-.895	.149	-.016	.297
Valid N (listwise)	267										

6

4.5. The result on Validity Test and Reliability Test

4.5.1. Pre-Test

Thirty questionnaires were distributed to the respondents to ensure the validity and reliability from this research.

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2
Table : KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.555
Approx. Chi-Square	370.453
Bartlett's Test of Sphericity df	171
Sig.	.000

Source :

According to table above, KMO result of testing is 0.555. Therefore, the research questionnaire can be said that is valid. And another statistic is reliability testing on pretest. According the table, in the first table, Cronbach's Alpha has 0.869 of value based on standardized items. It is more than 0.7 for minimum of value. Therefore, the questionnaire is considered to be reliable.

Table : Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.846	.869	19

Source :

4.5.2. Post Test

There are 206 feedback of respondents that have been fill in the questionnaire about intention to buy based on Product and Price variable in Tumpeng Solo, Solo, Central Java. Alike with pre-test, significant level is set on 0.5, and with table below shows the validity test result

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1
Table: KMO and Bartlett's Test Post-Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.844
Approx. Chi-Square	817.403
Bartlett's Test of Sphericity df	45
Sig.	.000

Source :

42
In the post test the score of the test is 0.858. and it will be used because it is valid for the data research.

45
And the table below will show you reliability statistic of post-test that have value of Cronbach's Alpha on Standardized items are 0.826, and it's more than value of 0.7, then it can be considered as reliable.

2
Table : Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.801	.816	10

Source :

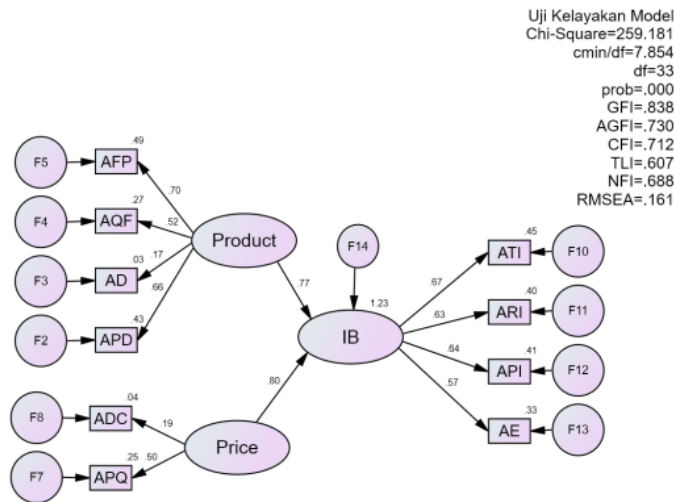
4.6. Data Analysis

4.6.1. The Result of Structural Equation Modelling

When the data on SPSS shows that the data are reliable and valid. The next step for this research is processing the data SPSS to AMOS. The following figure tell us the path of analysis using Structural Equation Modeling.

**The Impact of Product and Price Toward Intention to Buy on Traditional Foods in Solo Case Study:
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Equation :



Source:

AFP = Food Presentation

AQF = Quality of Food

AD = Durability

APD = Product Design

ADC = Discount

APQ = Pricing Conformity to Product

Quality (Value)

ATI = Transactional Intention

ARI = Referential Intention

API = Preferential Intention

AE = Explorative Intention

From equation above, researcher can explain about the correlation between the variable X1 to Y and X2 to Y, that's mean in equation above are Product to Intention to Buy and Price to Intention to Buy. Then researcher also explain about the correlation between indicators to the variable.

Table Coefficient Range and Strength Association

Coefficient Range	Strength Association
± 0.81 to ± 1.00	Strong
± 0.61 to ± 0.80	Moderate

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± 0.41 to ± 0.60	Weak
± 0.21 to ± 0.40	Very Weak
± 0.00 to ± 0.20	None

Source

The explanation of each relationship between variable will be discuss on paragraph below:

1. Product to Intention to Buy

As equation above, product has correlation with intention to buy is 77. Product have percentage of 77% to Intention to Buy. Then it can say that product have moderate effect for intention to buy. It's mean that Product slightly effectively makes people have intention to buy the product of Tumpeng Solo. it still can be said influential for product in Tumpeng Solo affected to intention to buy. In this case the indicators of product are food presentation, quality of food or taste, product design and also durability.

2. Price to Intention to Buy

Variable Price take correlation 0.80 to intention to buy as show in the Structural Equation Model. That give price strength association level moderate, same as product variable. With only different of 0.03 point higher than product. People in solo that have tried Tumpeng Solo have tendency to sensitive with price.

3. Product

a) Food Presentation

The influence of food presentation to product indicator higher than others indicators. There is 0.70 value of food presentation. We can say that plating in the food presentation is important to the product of Tumpeng Solo and may in others Restaurant industry. When restaurant presenting food without using the guideline or standard from the restaurant it may result to be bad at presenting food.

b) Quality of Food (taste)

Quality of Food have weak of strength of Association, it's only got 0.52. it's mean just several people think the taste of food important when they buy food in Tumpeng Solo.

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and other several people don't think it is important maybe they think that the food presentation more eye-catching than food taste.

c) Durability

Durability of product have lower of value in the impact of Product. It just only 0.17, maybe it is because people already know that consumers of Tumpeng Solo about the durability of product like Nasi Kuning, gudeg or others product in Tumpeng Solo. they know that fresh food should be eat directly when it served to the costumers.

d) Product Design

Design of the product in Tumpeng solo as Structural equation model take 0.66 of value. It's means that visualization of packaging design in tumpeng solo important to the consumers

4. Price

a) Discount

Discount looks very weak impact to price it's only takes 0.17 in the value of Structural Equation model. People doesn't care about the discount that given from Tumpeng Solo to the consumers.

b) Pricing Conformity to Product Quality (Value)

Value that attach to the product of Tumpeng Solo based on SEM given 0.50 value, meaning that value of the product has weak of the impact to consumers.

4.7. Model Fit

Table 4.7. Goodness of Fit Mode

Criteria	Cut-off for good fit	AMOS Result	Goodness of Fit
CMIN/df (normed chi-square)	CMIN/df \leq 5 = better	7,854	Good
RMSEA (Root Mean Square Error of Approximation)	RMSEA \leq 5=better	0,161	Fit

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GFI (Goodness of Fit Index)	GFI Closer to 1 = better	0,838	Fit
AGFI (Adjusted Goodness of Fit Index)	AGFI value closer to 1=better	0,730	Fit
TLI (Tucker-Lewis Index)	TLI value closer to 1 = better	0,607	Fit
CFI (Comparative Fit Index)	CFI value close to 1 = better	0,712	Fit

Based on the table above, all process of AMOS merge into this table about the criteria in the goodness of fit test. Therefore, as we can see above this research model for this study is fit and it is good to be the research.

4.7.1. Regression Weight Model

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
IB <--- Product	.523	.083	6.303	***	par_8
IB <--- Price	.965	.586	1.647	.100	par_9
APD <--- Product	1.000				
AD <--- Product	.292	.120	2.442	.015	par_1
AQF <--- Product	.723	.114	6.343	***	par_2
AFP <--- Product	.745	.097	7.661	***	par_3
APQ <--- Price	1.000				
ADC <--- Price	.428	.182	2.357	.018	par_4
ATI <--- IB	1.000				
ARI <--- IB	1.181	.122	9.680	***	par_5
API <--- IB	1.527	.185	8.260	***	par_6
AE <--- IB	1.613	.215	7.514	***	par_7

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From table above, the result of regression weight model, symbol asterisk (***) shows that there are significantly influence the variable and indicates the p-value is below 0.05.

4.8. Result of Hypothesis Testing

Hypothesis	Measurement	Criteria Value	Results		Conclusion
H1	Product	¹ P-Value < 0.05 indicates significant the influence	***	Significant	Accepted
		Regression weight value indicates the	0.77	Moderate	

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		influence			
H2	Price	P-Value < 0.05 indicates significant the influence	0.100	Not Significant	Rejected
		Regression weight value indicates the influence	0.80	Moderate	

**4.8.1. Impact of Product and Price towards Intention to Buy
Hypotheses 1:**

H₁: Product has significantly influence Intention to Buy

H₀₁: Product has no significantly influence Intention to Buy

Based on measurement of hypotheses, it shows product has significantly influence intention to buy. In the table above shows that the result p-value is ***. It qualifies p value >0.05. the relationship of Product and intention to buy is moderate by 0.77.

Hypotheses 2:

H₁: Price has significantly influenced Intention to Buy

H₀₁: Price has no significantly influenced Intention to Buy

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Based on measurement of hypotheses, it shows price has no significantly influence intention to buy. ⁴¹ The table above shows that the result of p-value is 0.100, it means if p-value more than 0.05 there is no significantly influence intention to buy on price variable. Then the relationship of product and intention to buy is 0.80 also named moderate.

CHAPTER 5: CONCLUSION AND RECOMMENDATION

5.1. Conclusion

The aim of this research is to determine the impact of Product and Price toward Intention to buy Traditional Food in Solo, and this research take study case in restaurant Tumpeng Solo. with an eye to achieve the result, researcher take the data from primary data and take a feedback from questionnaire which distributed to 267 respondents who know and already buy the product of Tumpeng Solo, then the data processed by SPSS for reliability and validity test and search hypotheses and model fit test by using AMOS.

5.1.1. Product to Intention to Buy

The impact of product to intention to buy is quite influential, in the data analysis product taking 77% and considered as moderate influence. Therefore, as a company Tumpeng Solo should pay attention or concerning their product to make the design packaging and food presentation. Keep their quality of product stay in the best quality even set more high quality. Although in the indicators of product shows that only two indicators that have big impact for product (Food Presentation and Product Packaging) another two indicators (taste and durability) should to be payed attention to.

5.1.2. Price to Intention to Buy

Even though price doesn't take an impact to intention to buy in Tumpeng Solo, as we can see from the result of hypotheses, the p-value of price is more than 0.05. Company should be aware about the indicators of price. Value of the product should be maintained to attract people more to buy the product of Tumpeng solo. Discount take a minimum of impact to consumers in Tumpeng solo. there is only 0.19 impacted price and it is very weak to impacted intention to buy.

5.2. Recommendation

There are two variable that try to study in this research which the product is significant impacting intention to buy and the other hand price is not significantly impacting intention to buy. Variable of product should need more attention. Food presentation and design of product specifically need to be given attention, because it is significantly impacted product. Other

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indicators taste and durability also should be given attention to maintain the quality of product in Tumpeng Solo.

Another variable which is not significantly impact to intention to buy also need to be given attention. Price also important in the marketing strategy to maintain the business. Sometimes discount needed to get loyal consumers and value of the product should be maintain to fulfill the consumers want and need.

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