Determinants of Interest Purchasing Shallot Seeds of Varieties Thai Nganjuk (Tajuk)

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ABSTRACT

The objective of this research is to analyze the factors influencing consumer interest in purchasing Tajuk variety onion seeds. The factors affecting consumer purchase interest include content marketing through YouTube, risk perception, and consumer trust. The research method employed is quantitative, with a purposive sampling technique used to select 85 respondents. Subsequently, the analysis results indicate that content marketing through YouTube does not significantly influence consumer purchase interest in Tajuk variety onion seeds. Risk perception does not have a significant effect on consumer purchase interest in Tajuk variety onion seeds. However, consumer trust has a significant influence on the purchase interest of Tajuk variety onion seeds. Furthermore, it is expected that content marketing through YouTube will provide development in the marketing of agricultural products, especially red onions, through digital marketing media.

Keywords   :   Content Marketing; Risk Perception; Consumer Confidence; Buying Interest; Shallot Seeds

ABSTRAK

Penelitian ini memiliki tujuan untuk menganalisis faktor-faktor yang mempengaruhi dalam minat beli benih bawang merah varietas Tajuk. Adapun beberapa faktor yang mempengaruhi minat beli dari konsumen yakni content marketing melalui youtube, persepsi risiko, dan kepercayaan konsumen. Metode penelitian yang digunakan adalah kuantitatif dengan teknik pengambilan sampel purposive sampiling sebanyak 85 responden. Kemudian, hasil analisis menunjukkan bahwa content marketing melalui youtube tidak mempengaruhi secara signifikan terhadap minat beli konsumen benih bawang merah varietas tajuk. Persepsi risiko tidak berpengaruh signifikan terhadap minat beli konsumen benih bawang merah varieatas tajuk. Kepercayaan konsumen memiliki pengaruh signifikan terhadap minat beli benih bawang merah varietas tajuk. Selain itu, content marketing melalui youtube diharapkan dapat memberikan pengembangan pemasaran produk agriculture khususnya bawang merah melalui media digital marketing.

Kata Kunci   :   Pemasaran Konten; Persepsi Risiko; Kepercayaan Konsumen; Minat Beli; Benih Bawang Merah

INTRODUCTION

Economic growth in a country has a positive correlation with consumption carried out by its people. The consumption must have gone through several stages until the purchase decision on the item. Shallots are one of the agricultural products consumed by the people of Indonesia as one of the spices in cooking. The agricultural sector has a direct effect on food security (Irfansyah & Rahmawati, 2021). One of the domestic products that are much sought after for onion farmers is the seed of the header variety shallot. This seed is a prima donna seed variety in Nganjuk Regency, most of the hatchery centers are in Rejoso District, Bagor District and Wilangan District. This is the advantage of Nganjuk because it is famous for the abundance of shallots where around 11,300 hectares are shallot plants and have been sent to several regions in Indonesia (Desy, 2015). Therefore, this can be an opportunity for onion farmers to attract consumers from the nganjuk area and outside the region.

However, the opportunity for the business of purchasing header onion seeds triggered fraud against the purchase of header varieties. Generally, those affected by fraud are buyers from outside the area who do not know the conditions of the area and center of the header onion seeds. In addition, there are also individuals who sell seeds but have a shelf life that is still less and has an impact on the growth of shallots that are not optimal. The existence of these problems can result in a decrease in people's buying interest and have an impact on the economic activities of the header onion farming community. There are several factors that influence a buyer to have an interest in the goods to be purchased including product information obtained both from farmers, social media and others. Furthermore, consumer perception of the product to be purchased whether it can really produce as expected or not. Then consumer confidence in sellers of the onion seeds of the header. When previously a buyer has often made purchases of goods purchased and made a profit, it can be ascertained that these consumers have high confidence in the goods to be purchased.

In its development, social media has become an inseparable part of everyday life. Today's economic activities are becoming faster information because they utilize social media. One of the social media used to educate the public regarding a product is through the YouTube platform. Product marketing via YouTube can be the most effective tool at this time (Sinaga, 2020). This is because this platform contains not only visuals but also has audio so that it will be able to attract people and make people curious if the marketing video content made is good. Several studies related to marketing through youtube content have been carried out including research (Idris, 2021) if content creators on YouTube have a significant effect on consumer buying interest. Next Fakhira et al., (2022) the use of Instagram social media should be optimized on influencer marketing because it is considered to influence buying decisions the most. Suharyati et al. (2021) shows that risk perception has a significant and positive impact on purchase intention in air gun products.

Then consumer confidence indicates that customers have trusted one of the buyers because they have often transacted and the products produced are also in accordance with the wishes of buyers. Research related to consumer trust includes (Rosdiana & Haris, 2018) Against purchase intention on online clothing products. In a study entitled "Marketing Strategies, Perceived Risks, and Consumen Trust in Online Buying" by (Pappas, 2016) State if consumer trust in products and web vendors has a positive impact on purchase interest. Therefore, this consumer trust will arise when the buyer has used the product purchased repeatedly and the results of the product that has been purchased are good and useful for the buyer.

Previous research related to consumer buying interest in a product was conducted by Wardani (2021) states that vlogger content and social media are effective and efficient media to influence consumer buying interest. Further research by Suharyati et al. (2021) Stating that risk perception has a significant and positive impact on purchase intention in air gun products. However, Zhu et al. (2018) stating that risk perception is significant and has an impact on behavior and purchase intention, revealing that high risk perception results in negative consumer attitudes and low purchase intent. Meanwhile Rosdiana & Haris (2018) With the results of the study stating that there is a positive influence of consumer trust variables on purchase intention in online clothing products. The difference between this research and previous research is that the objects used are different, if the previous research used many product objects such as cosmetics, food & beverages, services, building store products and others. But in this study the object used is agricultural products, namely onion seeds. In addition, in previous studies there were also differences in research results such as research (Suharyati et al., 2021) and (Zhu et al., 2018).

In this study using agricultural products as the object of research where previous studies the object of research mostly used products such as cosmetics (Zhu et al., 2018), food and beverages (Wardani, 2021), services (Suharyati et al., 2021), clothing products (Rosdiana & Haris, 2018) and others. Furthermore, based on data that has been collected from buyers and farmers, several times there has been fraud in the sale of header onion seeds. Meanwhile, the number of buyers of header shallots in the field is also still quite stable, so it is interesting to research what factors affect the interest in buying tajuk shallot seeds. In addition, by adding content marketing variables through YouTube, it is expected to update the research model on buying interest

RESEARCH METHOD

In this study using the type of research is descriptive quantitative. Descriptive quantitative is a type of research that uses data analysis techniques by describing or describing the data that has been collected as it is. In this study, the method used will explain the determinants of buying interest in shallot seeds (Thailand Nganjuk), while the variables used are Content Marketing (X1), Risk Perception (X2) and Consumer Confidence (X3) in buying interest (Y). The research location is divided into several areas which are the majority of buyers of header shallots, namely from Nganjuk and Bojonegoro regencies. The research period used was February-March 2022.

The population in this study used all consumers of red onion seeds of header varieties spread across Nganjuk, Kediri, Madiun, Bojonegoro and Tulungagung regencies. Due to the very wide number of buyers of onion seed header varieties, researchers finally used more detailed samples and met predetermined requirements. The research sample used is 100 people who will be distributed by the questionnaire. The criteria in this study use the following: 1.) Respondents were classified as using social media especially youtube and had used onion seeds of header varieties (Thailand Nganjuk), 2.) Respondents had purchased onion seeds of header varieties, 3.) Respondents who are at least 20 years old.

Of the samples that have been sent there are 100 that have been received and processed, while those that have not returned there are 15 questionnaires. The source of data used in this study is to use primary data obtained by researchers from original sources or from the location of research objects obtained in the field. Furthermore, it also uses secondary data through literature related to this study.

The sampling technique used in this study is non probability sampling. Non-probability sampling is a technique used by providing a balanced opportunity for each member of the pupulation to be used as a sample. According to Sugiyono (2019) in this technique, sampling is used using certain considerations based on predetermined criteria. Furthermore, this study uses a data collection method, namely the interview method to sellers of shallo seeds, headers related to consumer data or buyers of shallot seeds, headers, and problems during the seeding process to its sale. Then observations were made by observations that occurred in the field, distributing questionnaires to consumers of shallot seeds in the Nganjuk and Bojonegoro areas. Questionnaires are distributed using google form and distributed to Whatshaap group or contact personally for filling out the questionnaire.

The questionnaire used in this study used the Likert scale. To measure the validity or error in this study using validity and reliability tests. The validity test aims to see how far the accuracy and accuracy of the measurement instrument in carrying out its measuring function, so that the data obtained is relevant / appropriate. The validity test can be carried out through the correlation between the statement score item and the total variable score which will compare the numbers in the r count with r table. Furthermore, reliability tests are used to ensure that the instruments used are reliable, consistent, stable and dependability. So that if tested many times the results remain the same. To see the reliability of the instrument will be calculated Cronbach Alpha of each instrument. If the number on Cronbach's Alpha > 0.60, the results of the questionnaire have been said to be consistent and reliable. Thus, if Cronbanch's Alpha score < 0.60 then the questionnaire can be said to be inconsistent and reliable.

This study is in testing the effect of significance of each variable and as a whole using F test and t-test. According to Ghozali (2021) The F test is carried out with the aim of testing whether the results of multiple regression research models are appropriate or not. The test was conducted with a confidence level of 95% or with a value of (α) = 0.05. The provisions in this test are as follows if the value of sig. > 0.05, then the model is not fit for testing and if the value of sig. < 0.05, then the model is fit for testing. Furthermore, the statistical test t shows the extent to which variable x influences variable y partially or individually. This test is carried out to test the hypothesis of each variable to determine the effect of its significance. According to (Werry, 2020) This test is used to test the significance of each independent variable against the dependent variable tested with a significance level of 0.05. If the significant level of t ≤ 0.05 then the hypothesis proposed in this study is accepted.

RESULTS AND DISCUSSION

Validity Test

This test is used to determine how far the measuring device can provide the results of the concept of symptoms that will be measured. If the question in the questionnaire is declared valid, the value of r is calculated, which is the value of the corrected item – the total correlation > of the r table obtained through df (Degree of Freedom). The validity test results are as shown Table 1.

Table 1. Validity Test Results

Variable	Significant		Information
Content Marketing via Youtube		0,000	Valid
Risk Perception		0,000	Valid
Consumer confidence		0,000	Valid
Buying Interest		0,000	Valid

Source: Processed data, 2023

Furthermore, for r table with a significant level of 5% and the respondents amounting to 100 respondents is 0.000). The validity test stage through an instrument that is calculated with a variable score on each question. The result will be valid if the score of the variable that has been tested has significance with the total score. Overall results for testing with variables used by marketing content through YouTube, risk perception, consumer confidence and buying interest for the r value of the table value are above the level of significance, meaning that the variables used have valid data and can be continued for subsequent data processing.

Reliability Test

The reliability test used in this study is a split half procedure, the results can be observed from the value of Correlation Between Forms. Reliable research results take place if there is a similarity of data in different periods. A reliable instrument is an instrument that, when used in part to measure similar objects, will produce similar data. Reliability testing conducted by researchers is carried out using the Cronbach Alpha test with test result criteria, namely: (1) If the Cronbach Alpha value > 0.6, it can be interpreted that the research variable is reliable. (2) If the Cronbach Alpha value < 0.6, it can be interpreted that the research variable is not reliable Ghozali (2021). The reliability test results are as shown Table 2.

Table 2. Reliability Test Results

Variabel	Cronbach's Alpha	N of items
Content Marketing via Youtube	0.804	6
Risk Perception	0.791	10
Consumer confidence	0.788	11
Buying Interest	0.847	5

Source: Processed data, 2023

Hypothesis Testing

The hypothesis test (t-test) known as the partial test has the aim of knowing how far the influence of the independent variable in explaining the variation of the dependent variable. There are criteria for testing percially through the t-test with a significant level of value ⍺ = 0.05, namely: (a) if the significant value of the test t < 0.05 then H0 is rejected and H1 is accepted, which means there is an influence between the independent variable and the dependent variable (b) if the significant value of the test t > 0.05 then H0 is accepted and H1 is rejected, which means there is no influence between the independent variable and the dependent variable. The Table 3 are the results of the t-test study.

Table 3. Hypothesis Test Results (t)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.343	1.735		3.080	.003
	-.070	.062	-.071	-1.118	.266
	.019	.021	.059	.936	.351
	.283	.023	.772	12.155	.000

Source: Processed data, 2023

Based on the results of Table 3 can be shown as follow marketing content through youtube (X1) on buying interest (Y) has a sig value of 0.266>0.05 meaning that there is no significant influence between content marketing through youtube on buying interest. Next risk Perception (X2) on Buying Interest (Y) has a sig value of 0.351>0.05, meaning that there is no significant influence between risk perception and buying interest. And then consumer confidence (X3) on Buying Interest (Y) has a sig value of 0.000>0.05 meaning that there is a significant influence between consumer confidence in buying interest

The F test is intended to determine the influence of the independent variable simultaneously on the dependent variable. The testing stage of the F test is through the determination of the working hypothesis (Hi) and the refuting hypothesis (H0) using a significance criterion of ⍺ = 0.05 or 5%, namely: (a) if it has a significance value < 0.05 then the research model is said to be feasible (b) if the significance value is > 0.05 then this research model shows it is not feasible. After data analysis for the f test, the results of the Sig. value for content marketing via youtube (X1), risk perception (X2) and consumer trust (X3) on the variable purchase intention (Y) simultaneously amounted to 0.000 < 0.05 and the value of f count 51.735 > 2.696 or F calculate > F table then H0 is rejected and H1 is accepted so that it can be concluded that the variable Content Marketing via Youtube (X1), Risk Perception (X2) and Consumer Trust (X3) simultaneously have a significant and positive effect on Purchase Intention (Y).

Based on the results of testing that has been carried out on 100 respondents, it can be stated that the variable of consumer confidence has a significant positive influence on the buying interest of consumers of header onion seeds. Meanwhile, the variables of content marketing through YouTube and risk perception did not have a significant influence on the seeds of shallots of header varieties. Furthermore, for the simultaneous influence of conten marketing variables through YouTube, risk perception and trust affect buying interest in red onion tajuk varieties (Thailand Nganjuk).

The Influence of Marketing through Youtube on Buying Interest

From the results of data processing with partial tests, it shows that content marketing through YouTube does not have a significant effect on consumer buying interest in header onion seeds. These results are not in accordance with research conducted by (Idris, 2021) which shows that content marketing through YouTube has a significant effect on purchase intention. It also does not support research from Dina Nabillah & Adelina Lubis (2023) if content marketing has a significant and positive impact on purchase intention on Shopee Marketplace users. Based on the results of observations and data on questionnaires that have been filled out by respondents, it was found that YouTube is mostly used for entertainment and is not used to find information related to onion seeds. In addition, the answers from respondents through questionnaires also largely disagreed that YouTube was used as a means of information related to onion seeds. Furthermore, the

objects used in the previous study were also different, this resulted in differences in the use of content marketing in the context of advertising for onion seeds.

The Effect of Risk Perception on Buying Interest

The results of data processing that have been carried out show that risk perception does not have a significant influence on consumer buying interest in header onion seeds. These results do not support research from (Suharyati et al., 2021) dengan hasil bahwa persepsi risiko berdampak signifikan dan positif terhadap *purchase intention*. Furthermore, it also supports research conducted by (Zhu et al., 2018) if risk perception is significant and has an impact on behavior and purchase intention. Based on data on respondents' answers from the questionnaire, some respondents disagree on existing statements for risk perception. Some cases in the field occur problems with fraudulent sales of shallot seeds, this can affect consumer buying interest in buying onion seeds.

However, the existence of this problem is not a risk for consumers to buy header onion seeds. This shows that respondents have previously traded with sellers for a long time so that the risk resulting from purchasing seeds is not too great. This is because respondents believe that the onion seeds provided by sellers have appropriate and good quality according to respondents. Therefore, the risk in purchasing onion seeds is not an indicator in influencing consumer buying interest, because the risk caused is not an obstacle for consumers in purchasing tajuk shallot seeds.

The Effect of Consumer Confidence on Buying Interest

The results of data processing carried out show that consumer confidence has a significant and positive influence on the interest in buying seeds of red onion varieties of headers. These results support the study Tilaar et al (2018) it also stated that consumer confidence has a significant impact on online purchase intent. In addition, this study shows that the variable of consumer confidence is a benchmark for consumers in buying shallot seeds of the Thai variety Nganjuk. The higher the trust from consumers, the impact will be to increase consumer buying interest in buying tajuk onion seeds. This is also supported by the results of the questionnaire from the answers of respondents who mostly answered in agreement and strongly agreed from the statements given. Furthermore, according to the results of interviews with sellers, the average consumer who buys is an old consumer who has repeatedly bought shallot seeds of the header variety. Then the old consumers also tell prospective new buyers to direct the purchase of seeds to the same seller. Therefore, if the respondent already has great confidence in the header variety onion seed business, then the respondent is certainly interested in buying and will repurchase shallot seeds in the business.

CONCLUSION

Thailand Nganjuk (Tajuk) variety shallot seeds are one type of variety that is currently being sought after by onion farmers because it has advantages over other varieties. The study uses several factors that influence the buying interest of consumers, namely content marketing through YouTube, risk perception, and consumer confidence.

Based on of onion seeds, header varieties. Furthermore, risk perception does not have a significant effect on consumer buying interest in onion seeds varieatas header. Then for consumer confidence has a significant influence on the interest in buying seeds of red onion varieties of headers. These results corroborate previous research, especially related to the variable of consumer confidence has an influence on buying interest.

RECOMMENDATIONS

This study has a limited number of respondents used using only two regions, even though the number of buyers of shallot seeds in the Nganjuk area is almost spread throughout East Java. In addition, factors that affect buying interest can also be added such as competitors' selling prices, quality of service, customer satisfaction, physical environment and much more. Therefore, this research can be developed again later and is expected to obtain comprehensive results.

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