



Sustainability of Local Products: Interest to Buy, Product Quality and Promotion

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Abstract: Through the MSME sector, local products are the driving force of a country's economy. During this era of disruption, it becomes a challenge for business actors to realize sustainability and improve the image of local products. Some indicators increase the opportunity for local products to compete, namely buying Interest, product quality, and promotion. For this reason, business actors need to pay attention to these three indicators to improve their competitive strategy for local products. This research uses a descriptive qualitative method by collecting data through Google Scholar and using Mendeley as a reference. The results of this study are: 1) Buying Interest plays a role in the sustainability of local products, 2) product quality plays a role in the sustainability of local products, and 3) promotion plays a role in the sustainability of local products.

Keywords: Sustainability of Local Products, Interest to Buy, Product Quality, Promotion

INTRODUCTION

Along with the era of globalization which makes many foreign products offered domestically. To move a country's economy, the role of the business world is needed, such as MSMEs and Industry. Local products are an essential component in the MSME sector by offering goods or services produced by domestic business activities. The development of local businesses becomes an opportunity for job opportunities and will affect the Gross Domestic Product (GDP).

This article discusses Local Product Sustainability: Buying Interest, Product Quality and Promotion.

Formulation of Problem

Based on formulation of problem, the formulation of problem is determined as follows:

1. Does Buying Interest play a role in Sustainability of Local Products ?.

2. Does Product Quality play a role in Sustainability of Local Products ?.
3. Does Promotion play a role in Sustainability of Local Products ?.

LITERATURE REVIEW

Local Products

A product is anything offered to a market for attention, purchase, use or consumption that can satisfy a consumer's want or need. (Kotler & Armstrong, 2001)

William J. Stanton (2008), Product is a collection of physical attributes that can identify in a tangible form. The point is that in product marketing, local or non-local products. A communication strategy is needed to introduce the Product to the people who are the target sales target. In the communication strategy, it is a marketing communication strategy. Marketing communication is the process of planning and executing the concept, pricing, promotion, and distribution of goods and services to form exchanges that satisfy individual and organizational goals. (Aprinta, 2016)

For local products, increasing and creating brand awareness is a job that must be done, so that the products produced and owned are not only known but become memories to potential consumers and consumers. (Aprinta, 2016)

Buying Interest

Understanding buying interest according to Kotler and Keller (2016:15), Buying interest is a behavior that appears in response to objects that indicate a consumer's desire to make a purchase. Duriyanto (2011: 58) reveals that buying interest is the desire to have a product, and purchase interest arises that buying interest is the desire to have an effect. Buying interest will occur if a consumer has been affected by the quality and if a consumer has been affected by the quality. The quality and quality of a product, information about the product, ex: price, how to buy and the weaknesses of how to buy, and the disadvantages and advantages of the product compared to other brands. Based on the description above, It can conclude that buying interest is a mental statement from consumers that reflects the plan to purchase some products with specific brands. (Erlyana, 2019)

Interest is the consumer's interest in a product by seeking additional information. Rizky & Yasin (2014), the interests of potential buyers will often conflict with their financial conditions. Consumer buying interest is a hidden desire in the consumer. Consumer buying interest is always hidden in each individual, where no one can know what consumers want and expect. (Fasha et al., 2022)

Nulufi (2015), Buyers who have a positive attitude towards the product will be interested in purchasing the product. This explanation Explains that buying interest occurs because consumers have made purchases by looking for product information. Consumers have an interest in a product or service, but not necessarily consumers will buy the product or service. (Fasha et al., 2022)

Product Quality

Kotler & Armstrong (2012) define product quality as the ability of a product to perform its functions, including overall durability, reliability, accuracy, ease of operation, product repair, and other product attributes. Meanwhile, Wijaya (2011) states that product quality is a combination of the overall characteristics of products produced by the marketing department and the results of production and maintenance engineering to become goods (products) that can be used according to consumer needs.

Product Quality can interpret as the quality of a product being the ability that a product can assess in carrying out its functions, which is a combination of durability, reliability, accuracy, ease

of maintenance, and other attributes of a product. From the marketer's point of view, Product Quality must measure quality from the point of view of and the buyer's response to the quality itself. In this case, personal taste is very influential. Therefore, in general, managing product quality must follow the expected use. (Anwar & Satrio, 2015)

Promotion

Promotion is one of the variables in the marketing mix that is very important to be implemented by companies in marketing products and services. Promotional activities function as a communication tool between companies and consumers and as a tool to influence consumer decisions according to their wants and needs. (Gunawan & Susanti, 2017)

Promotion is a form of marketing communication, while marketing communication is a marketing activity that seeks to disseminate information, influence or persuade, and then remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned. Through the internet, it is effortless to find out what products they offer, and they also try to update their products by looking at product designs from outside as inspiration and providing ideas for them. (Gunawan & Susanti, 2017)

According to Rangkuti (2009: 49), promotion is carried out by a company to notify consumers of the existence of the product and provide confidence about the benefits of the product to buyers. Advertising is one of the methods used to increase sales volume. The purposes of advertising are: 1) changing consumer behavior, 2) providing information, 3) inviting, and 4) reminding.

With the promotional items provided, the purchase decision will be huge because the company can introduce its products, persuade, suggest and convince consumers to buy the products offered. Suppose the company carries out appropriate and effective promotional mix activities. In that case, consumers will be able to know more about the products offered so that the possibility of consumers deciding to buy the product is more significant. (Gunawan & Susanti, 2017)

Table 1. Previous Research

No	Author (year)	Previous Research Results	Similarities with this article	Difference with this article
1	(Erlyana, 2019)	The Influence of Local Product Packaging Design on Buying Interest Using the View Model: Maicih Chips Case Study	Discussing Local Products, Buying Interest	Discussing about Packaging Design
2	(Fasha et al., 2022)	Determination of Purchase Decisions Through Buying Interest: Brand Ambassador and Brand Image (Marketing Management Literature Review)	Discussing Buying Interest	Discussing about Purchase Decision, Brand Ambassador and Brand Image
3	(Gunawan & Susanti, 2017)	The Influence of Promotional Mix and Price on Maybelline Cosmetic Product Purchase Decision in Padang City	Discussing about Promotion	Discussing Prices and Purchase Decisions

4	(Ahyuna et al., 2013)	Utilization of the Internet as a Promotional Media for Marketing of Local Products by Businesses in Makassar City	Discussing Local Products and Promotions	Discussing the Use of the Internet as a Marketing Promotion Media
5	(Arista & Sri, 2011)	Analysis of the Effect of Advertising, Brand Trust, and Brand Image on Consumer Purchase Interest	Discussing Buying Interest	Discussing the Effect of Advertising, Brand Trust, and Brand Image
6	(Hertati et al., 2021)	Gambo Muba's leading MSME development of local products to support the people's economy due to Covid-19	Discussing about Local Products	Discussing MSME Development
7	(Zahara et al., 2020)	Cilegon City-Based Local Product-Based Business Network Development	Discussing Local Products	Discussing Business Network Development in Cilegon City
8	(Ibrahim & Thawil, 2019)	The Effect of Product Quality and Service Quality on Customer Satisfaction	Discussing Product Quality	Discussing Service Quality and Customer Satisfaction
9	(Pramudita et al., 2022)	Determination of Customer Satisfaction and Customer Loyalty: Price and Product Quality (Marketing Management Literature Review)	Discussing Product Quality	Discussing about Customer Satisfaction, Price, and Customer Loyalty

RESEARCH METHODS

This study uses descriptive qualitative methods and library research, collecting data according to research variables through the Google Scholar and Mendeley application as a reference.

DISCUSSION

Based on the problem formulation and theoretical study described above, the researchers discussed the research variables as follows:

1. The Role of Buying Interest on the Sustainability of Local Products

Buying interest usually arises due to the need or dependence of consumers on the product or service that the seller offers. Buying interest can also arise out of curiosity or curiosity about the product or service being provided so that someone will buy the product or service. In addition, the characteristics possessed by a product or service also affect a person's purchase interest or purchasing power. (Hana, 2019)

With the buying interest and someone's interest in buying a product, it will influence the sales of a business. The cash receipts from these sales will be related to the company's finances, and it can use the cash for operational activities. Local products are produced by domestic industry or business entities and are marketed domestically, and can be exported abroad. (Erlyana, 2019)

Local products produced are also no less good than foreign products sold in the market. Local products can compete with foreign products, and local products also understand the needs of consumers and the domestic market. In addition, local products also have a relatively cheap selling price compared to foreign products. (Fasha et al., 2022)

2. The Role of Product Quality on the Sustainability of Local Products

Product quality indicates the condition of a product or service produced. In producing a product, quality is a determinant of its product's success. Later on, the quality will affect consumer interest in choosing the product. Although the price offered is a little expensive, good product quality does not affect the purchasing power of consumers concerned with product quality. (Ikhsani & Ali, 2017)

Good product quality will also impact the sustainability of the product's lifespan. Poor quality products will have a short lifespan or durability compared to products with good quality. Thus the quality of the product affects the sustainability of a local product.

Product quality will usually be directly proportional to the product's price. Good product quality has a relatively high selling price compared to products with poor quality. However, this will be comparable to the product obtained, has good quality, and has sustainability or longer service life. (Jackson R.S. Weenas, 2013)

There are several indicators in determining a product's quality: 1) ease of use, 2) durability, 3) product benefits, and 4) product size diversity. Through these indicators, ease of use is defined as the procedure for using the product. If in use is easy to apply, then the product is considered to have good quality, then durability is defined as the ability or age of the product. The longer and more durable the product is deemed good product quality. (Anwar & Satrio, 2015)

3. The Role of Promotion on the Sustainability of Local Products

Promotion is one way to introduce and present something, both products, services, and others. By doing promotions, it is hoped that it will influence people to buy or glance at the products or services we promote. In addition, the purpose of doing promotions is to control someone on what we are promoting. (Ahyuna et al., 2013)

Carrying out promotions also requires techniques or procedures for implementing them. Exciting and unique advertising or marketing will generate consumer buying interest. There are many ways to do upgrades in this digital era, including digital marketing, social media marketing, and promotion via the internet. Looking at the opportunities that exist and the right way of advertising also affects the company's sales. (Yulia, 2018)

The proper promotion will impact sales and company finances as well as company activities. Advertisements in the current digital era are done mainly by presenting something innovative and doing things that the general public likes. (Haryani, 2019)

Conceptual Framework

Based on the theoretical study and discussion above, the conceptual framework is determined as follows:

Sustainability of Local Products: Purchase Intention, Product Quality and Promotion

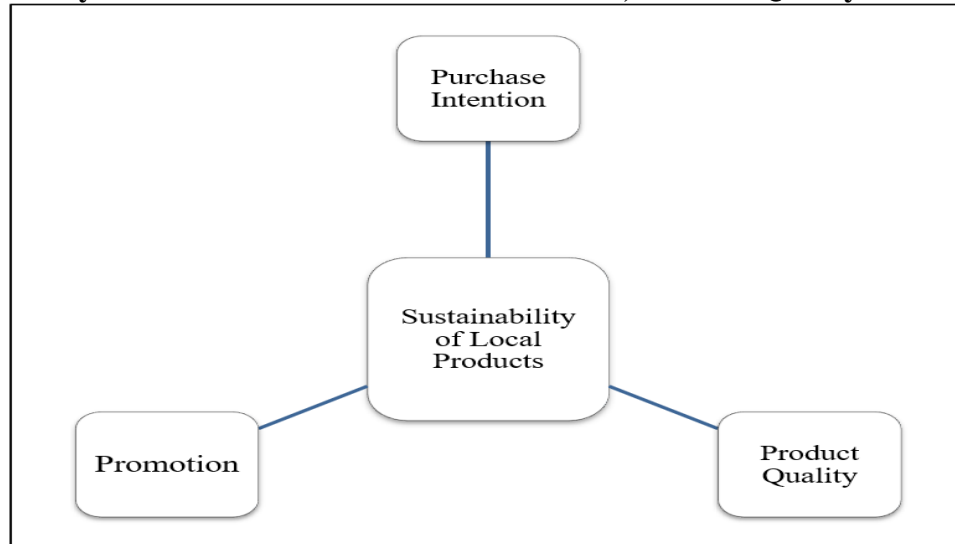


Figure 1: Conceptual Framework

This article discusses the Sustainability of Local Products: Buying Interest, Product Quality and Promotion. There are other variable factors that affect the sustainability of local products, namely:

- 1) Price Perception: (Widayati et al., 2020b), and (Widayati et al., 2020a), (Ali, Narulita, et al., 2018b), (Ikhsani & Ali, 2017), (Richardo et al., 2020), (Brata et al., 2017), (Anggita & Ali, 2017a), (Novansa & Ali, 2017).
- 2) Customer Satisfaction: (M & Ali, 2017), (Limakrisna & Ali, 2016), (Ali et al., 2016), (Mappesona et al., 2020), and (Sulistiorini & Ali, 2017).
- 3) Service Quality: (M & Ali, 2017), (Limakrisna & Ali, 2016), (Yunita & Ali, 2017), (Yunita & Ali, 2017), (Ali & Mappesona, 2016), (Ali, Evi, et al., 2018), (Sitio & Ali, 2019), and (Anggita & Ali, 2017b), (Saputra & Ali, 2022).
- 4) Customer Loyalty: (Djojo & Ali, 2012), (Binsar et al., 2018), (Setyadi, 2017), (Journal & Ali, 2017), (Ali & Sardjijo, 2017), (Desfiandi et al., 2017), (Richardo et al., 2020), (Yunita & Ali, 2017), (Ali, 2019), (Brata et al., 2017), (Anggita & Ali, 2017b), (Thanh Nguyen et al., 2019), (Novansa & Ali, 1926), (Mappesona et al., 2020) (Ali, Evi, et al., 2018), (Ali, Narulita, et al., 2018a).
- 5) Brand Image: (Ali et al., 2016), (M & Ali, 2017), (Ali & Mappesona, 2016), (Ali, Narulita, et al., 2018a), (Munawar & Saputra, 2022), (Novansa & Ali, 1926), and (Toto Handiman & Ali, 2019).

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the theoretical studies and discussions that the researchers have described, the conclusions of the researchers are as follows:

1. Buying Interest play a role in Sustainability of Local Products
2. Product Quality play a role in Sustainability of Local Products
3. Promotion plays a role in Sustainability of Local Products

Recommendation

Based on the conclusion above, other variables influence the sustainability of local products besides Purchase Interest, Product Quality, and Promotion, namely: Price Perception, Customer Satisfaction, Service Quality, Customer Loyalty, and Brand Image.

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