



# ANALYSIS OF THE INFLUENCE OF TASTE AND PRICE ON INTEREST TO BUY SEDAAP NOODLE

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**Abstract:** This study aims to analyze the influence of Taste and Price on Interest to Buy. The object of this research is Sedaap Noodle and the number of samples used in this study were 200 respondents using the unsaturated sample method. That data collection method using the questionnaire method and data analysis used is Partial Least Square. That Research result shows influential and significant results for the relationship between Taste, Price and Purchase Interest

Keywords: Taste, Price, Purchase Interest

## I. INTRODUCTION

Food is something that is quite sought after, accompanying daily activities, especially with new food variations. Instant noodle products are one of the food products that are sought after and liked by all levels of Indonesian society, especially among students and students who live far from their parents. In the last three years, the consumption of instant noodles by the Indonesian people has continued to increase.

Consumption of instant noodles in Indonesia has continued to increase in recent years. In particular, consumption of instant noodles in Indonesia has skyrocketed since the Covid-19 pandemic. Based on data from the World Instant Noodles Association, Indonesia's consumption of instant noodles will reach 14.26 billion portions/pack in 2022. This number has increased by 7.46% compared to the previous year (year-on-year/yoy) of 13.27 billion packs. In 2021, the country's consumption of instant noodles will increase by 4.98% on an annual basis (yoy). Likewise in 2020, the amount of instant noodle consumption grew by 0.95% (yoy). It was noted that Indonesia's consumption of instant noodles in 2019 was only 12.52 billion packs. When compared to 2022, there was an increase in instant noodle consumption by 13.89% in the pre-pandemic period.

The community's social restrictions at the start of the Covid-19 pandemic made instant noodles an alternative to stocking food at home. Even though the pandemic has gradually subsided, it seems that the trend of instant noodle consumption in the country has continued to this day, given the high increase in instant noodle consumption last year. Indonesia's consumption of instant noodles last year was the highest since 2014 as shown in the graph above. This achievement even places Indonesia in the second position of the world's largest instant noodle eater after China with a consumption of 45.07 billion packs in 2022.

The world's consumption of instant noodles will reach 121.2 billion servings in 2022. This means that Indonesia's consumption of instant noodles will reach 11.76% of the world's total consumption of instant noodles. According to the World Instant Noodles Association, fried noodles are the most popular type of noodle among Indonesian consumers. "Vegetables, chicken and prawns flavored with chili sauce are widely consumed. Since most of the population is Muslim, most of the products are halal. Currently, there are more and more producers producing instant noodles in Indonesia, so the level of competition to attract consumers

among instant noodle producers is becoming increasingly stringent. In facing this competition, one producer can offer more than one label and flavor of instant noodles. The development of brands for instant noodle products in Indonesia so far has been relatively good and looks dynamic, where the level of competition in various product categories is very high. This condition raises some quite interesting phenomena.

Requires a strong survival strategy because of the many competitors. This is because instant noodles make a big contribution to the company's revenue. The company must try to maintain its market share by releasing new products with various flavors and prices. To get more interest in buying consumers as a sesaap noodle strategy from Wings Food

## II. LITERATURE REVUEW

### Consumer Behavior

Consumer behavior is a study of how an individual makes decisions to allocate available resources (time, money, effort, and energy) (Schiffman and Kanuk, 2017). Consumer behavior is the study of how individuals, groups and organizations select, buy and use, and how goods, services, ideas or experiences satisfy their needs and wants (Kotler and Keller, 2019). Kumar and Ghodeswar (2015) consumer behavior has a role in determining the purchasing decision-making process. Because consumers will find it easier to make decisions in purchasing there or continuity in nature or in other words, if consumers are satisfied then they will not do the initial process, they may immediately go to the buying decision process. The study of individuals, groups or organizations and stop using products, services, experiences or ideas to meet needs and the impact of these processes on consumers and society (Hawkins and Mothersbaugh, 2016).

### Taste Flavor

In a marketing strategy, taste can be used by producers (marketers) to offer products by associating the taste of these products with consumer feelings. The word taste itself becomes a motivation for consumers in choosing a product. The taste factor is the focus of attention for manufacturers. Taste is a form of cooperation from the five human senses, namely taste, smell, touch, sight, and hearing. The taste itself is the result of the work of taste buds which are located on the tongue, cheeks, esophagus and roof of the mouth (Habibah, 2020). Drummond KE & Brefere LM. (2010) taste is a way of choosing food that must be distinguished from the taste (taste) of food the. Taste is a food attribute that includes appearance, smell, taste, texture and temperature

### Price

Is the only element of the marketing mix that generates sales revenue (revenue and profit), while the other elements of the marketing mix are only cost elements. Price is one of the elements of the marketing mix that generates income, is the easiest element in marketing programs to adjust, product features, distribution channels and even communication take more time (Kotler and Keller, 2019). Prices are monetary units or other measures (including other goods and services) that are exchanged in order to obtain ownership rights or use of goods or services (Tjiptono, 2019). Price is everything or the value set for something (Assauri, 2017). This something can be a physical product in various stages of completion, with or without service support, with or without quality assurance, and so on, or it can also be a pure service.

### Purchase Interest

Interest is a psychological aspect that has a considerable influence on individual behavior. Ayumi and Budiarmo (2021) put forward buying interest as behavior towards a product that makes consumers try to own it by paying. Consumer buying interest can be created because of the stimulus offered by the company. The stimulus created aims to influence consumer actions to make purchases.

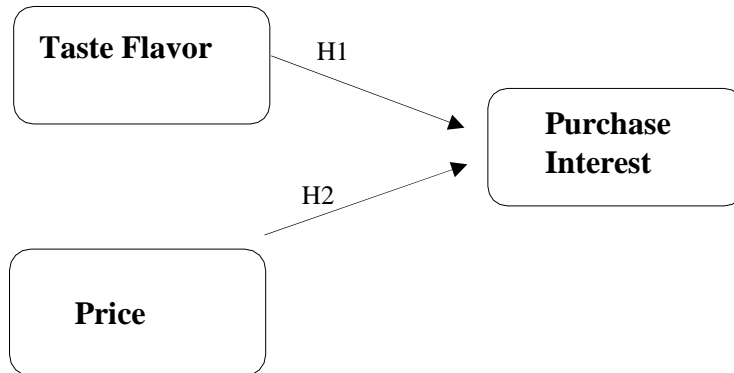
Ferdinand defines purchase intention as a mental statement from the consumer that describes a plan to purchase a number of products with a certain brand (Alfatiha and Budiarmo, 2020). Purchase intention is a consumer behavior that appears as a response to an object that indicates a person's desire to make a purchase (Kotler and Keller, 2019). Interest in buying a product will arise because of consumer confidence in the product accompanied by the ability to make a purchase.

## Research Framework

The independent variable is a variable that is not directly observed, but can be concluded using a mathematical model of other variables that are being directly observed and measured. The independent variables of this study are Taste and Price, while the dependent variable is Purchase Intention.

The following is a picture of the research framework in this study:

Figure 1. Research Framework



## III. RESEARCH METHODS

This study is included in testing the hypothesis of the relationship between variables. This study will use a quantitative approach using a questionnaire as an instrument for collecting consumer data. The population in this study The population in this study are people or consumers who have never been known for certain. the sample in this study amounted to  $34 \times 6 = 205$  for the minimum sample value. Based on these calculations, this study will use a sample of 200 respondent. The data in the analysis used in this study is Partial Least Square (PLS).

## IV. RESULTS AND DISCUSSION

### Characteristics of Respondents

The results of the analysis of the characteristics of the respondents based on the questionnaire questions:

#### 1. Gender

Characteristics of respondents based on gender are shown in Table 1 as follows:

Table 1. Respondents' description

No	Gender	Frequency	Persentage
1	Man	126	63%
2	Woman	74	37%
Total		200	100%

## 2. Age

The characteristics of respondents based on age are shown in Table 4.2 as follows:

**Table 2. Age of Respondents**

No	Age	Frequency	Persentase
1	≤ 26 Tahun	99	49,5%
2	26 - 35 Tahun	64	32%
3	36 - 45 Tahun	24	12%
4	≥ 45 Tahun	13	6.5%
	Total	205	100%

## Descriptive Variables

Descriptive analysis was carried out on all indicators of the research variables in the questionnaire with a total of 200 respondents from Jambi City residents who have bought and eaten sedaap noodles.

### 1. Variable Descriptive Taste

The results of responses to the Taste variables can be explained as follows:

**Table 3. Descriptive Taste Variables**

No	Indicator / Stateman	Score	Mean	Category
CR01	Great taste and delicious when still warm	771	3.86	Good
CR02	The taste is good and delicious even though it's not warm	755	3.78	Good
CR03	Various interesting and tantalizing flavors	743	3.72	Good
CR04	Various choices of portions and types (packaging)	677	3.39	Enough
CR05	The texture of the noodles is chewy and soft and according to taste	739	3.70	Good
CR07	Serving condiments and complementary ingredients	729	3.65	Good
CR08	Traditional flavors from various regions/countries	734	3.67	Good
	Tota 1	5,14 8	3.68	Good

## 2. Descriptive Variable Price

The results of responses to the Price variable can be explained as follows:

**Table 4. Descriptive Variables of Price**

No	Indicator / Stateman	Score	Mean	Category
H01	Prices are affordable for all people	744	3.72	
H02	Prices are in accordance with the market price of instant noodles	719	3.60	Good
H03	Competitive prices with other instant noodle prices	733	3.67	Good
H04	Prices vary according to taste variants	749	3.75	Good
H05	Prices are in accordance with the quality of taste and portion	751	3.76	Good
H06	Prices are in accordance with customer expectations	675	3.38	Enough
H08	Offers a wide variety of flavors at low prices	739	3.70	Good
Total		5,110	3.65	Good

## 3. Variable Descriptive Purchase Interest

The results of responses to the Purchase Interest variable can be explained as follows:

**Table 5. Descriptive Variables of Purchase Interest**

No.	Indicator / Stateman	Score	Mean	Category
MB01	Interested in buying because there are many choices of flavors	759	3.80	Good
MB02	Interested in buying because there are many price options	744	3.72	Good
MB03	Recommend to family and relatives	737	3.69	Good
MB04	Recommend to friends	675	3.38	Enough
MB05	Mie Sedaap is a top priority	742	3.71	Good
MB06	More eye-catching than other brands	730	3.65	Good
MB08	Interested in buying after getting the information	720	3.60	Good
Total		5,107	3.65	Good

## PLS-SEM analysis

The data analysis used in this study is Structural Equation Modeling (SEM) using Partial Least Square (PLS) or PLS-SEM for short. The analysis in PLS-SEM consists of outer models and inner models. The outer model aims at specifying the relationship that occurs between latent variables and their indicators. Meanwhile, the inner model aims at predicting causal relationships between latent variables. The convergent validity test is based on the outer loading and AVE values. The condition used is the outer value loading  $\geq 0.5$  so that an item is declared valid, and the minimum value of AVE is 0.7 so that the research variable can be declared valid.

**Table 6. Variable Convergent Validity Test**

No	Item Statement	Value Outer Loading	Description
<b>Taste</b>			
CR01	Great taste and delicious when still warm	0,768	Valid
CR02	The taste is good and delicious even though it's not warm	0,730	Valid

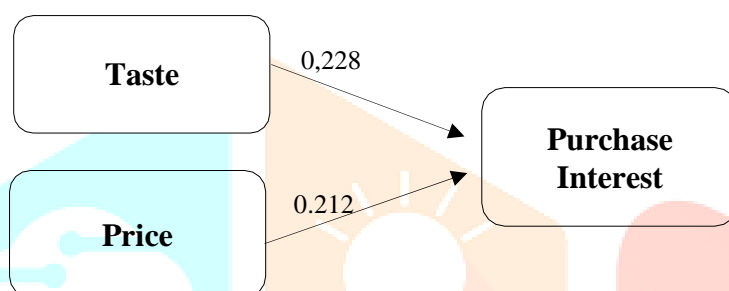
<b>Taste</b>			
No	Item Statement	Value Outer Loading	Description
CR03	Various interesting and tantalizing flavors	0,740	Valid
CR04	Various choices of portions and types (packaging)	0,765	Valid
CR05	The texture of the noodles is chewy and soft and according to taste	0,723	Valid
CR07	Serving condiments and complementary ingredients	0,793	Valid
CR08	Traditional flavors from various regions/countries	0,754	Valid
<b>Price</b>			
H01	Prices are affordable for all people	0,761	Valid
H02	Prices are in accordance with the market price of instant noodles	0,748	Valid
H03	Competitive prices with other instant noodle prices	0,747	Valid
H04	Prices vary according to taste variants	0,713	Valid

H05	Prices are in accordance with the quality of taste and portion	0,75 1	Valid
H06	Prices are in accordance with customer expectations	0,74 4	Valid
H08	Offers a wide variety of flavors at low prices	0,74 5	

## Measurement

The results of the test measurement model on SmartPLS in the study

**Figure 2. Measurement Model**



## Cross Loading

### 1. Discriminant Validity

Discriminant validity was performed using cross loading values. Validity test results based on cross loading.

**Table 7. Test Discriminant Validity**

Item	CR	H	MB
CR0 1	<b>0.775</b>	0.024	0.244
CR0 2	<b>0.734</b>	0.036	0.209
CR0 3	<b>0.752</b>	-0.019	0.140
CR0 4	<b>0.762</b>	0.031	0.245
CR0 5	<b>0.731</b>	0.046	0.165
CR0 7	<b>0.799</b>	0.162	0.213
CR0 8	<b>0.750</b>	-0.031	0.189
H01	0.058	<b>0.757</b>	0.171
H02	0.052	<b>0.785</b>	0.202
H03	-0.014	<b>0.738</b>	0.166

H04	0.003	<b>0.734</b>	0.142
H05	0.080	<b>0.771</b>	0.212
H06	-0.008	<b>0.758</b>	0.145
H08	0.072	<b>0.743</b>	0.116
MB0 1	0.238	0.180	<b>0.761</b>
MB0 2	0.157	0.081	<b>0.721</b>
MB0 3	0.221	0.216	<b>0.802</b>
MB0 4	0.230	0.145	<b>0.726</b>
MB0 5	0.210	0.205	<b>0.754</b>
MB0 6	0.144	0.151	<b>0.729</b>
MB0 8	0.192	0.171	<b>0.777</b>

## 2. Average Variance Extracted (AVE)

Table 8 shows all indicators of the construct have good discriminants. This is because the loading value possessed by the indicator on the construct is greater than the loading value on the other constructs.

**Table 8. AVE**

Variabel	Value AVE
Taste	<b>0.574</b>
Price	<b>0.571</b>
Purchase Interest	<b>0.568</b>

## 3. Square Root Value of AVE

Compare the square root value of AVE with the correlation between the construct variables in the measurement model.

**Table 9. Square Root Value of AVE**

Item	CR	P	MB
CR	<b>0.758</b>		
P	0.049	<b>0.755</b>	
MB	0.268	0.223	<b>0.753</b>



#### 4. Composite Reliability

The results of the reliability test with smartPLS obtained composite reliability values

**Table 10. HTMT**

Item	Composite Reliability
CR	<b>0.904</b>
P	<b>0.903</b>
MB	<b>0.902</b>

#### 5. Cronbach's Alpha

Reliabilitas suatu konstruk dengan indikator reflesif dapat dilakukan dengan dua cara, yaitu dengan mengukur Cronbach's

Alpha

**Table 11. Cronbach's Alpha**

Variable	Cronbach's Alpha
Taste	<b>0.877</b>
Price	<b>0.875</b>
Purchase Interest	0.902

#### Inner Model

Inner Model Test: A concept- and theory-based model development in order to analyze the relationship between exogenous and endogenous variables as already exists in the conceptual framework.

##### 1. R-Square

Testing of the structural model

**Table 12. R-Square**

Variable	R-Square
Purchase Interest	0.137

## Hypothesis Test (Path Coefficient Estimation)

In assessing the significance of the effect between variables, a bootstrapping procedure is required. The bootstrapping procedure is a procedure that uses the entire original sample for resampling. (Ghozali and Latan, 2015).

**Tabel 13. Hypothesis Test**

Influence Between Variables	Original Sample	T Statistics	P Values
Taste -> Purchase Interest	<b>0.228</b>	<b>3.439</b>	<b>0.001</b>
Price -> Purchase Interest	<b>0.212</b>	<b>3.329</b>	<b>0.001</b>

## Results

### 1. Relationship between Taste Control and Purchase Interest

The first hypothesis test (H1) obtained a path coefficient value = 0.228 and a t-statistic value = 3.439 with a significance of 0.001 meaning that H1 is accepted. These results indicate that taste has a significant influence on purchase intention. Better consumer perceptions about the taste of Sedaap noodles will increase consumer desire or interest in buying Sedaap noodle products. These findings support the research results of Salsyabila, Pradipta, and Kusnanto (2021), Sari and Wijastuti (2021), Messa and Yahya (2022), and Pratama, Sholihin and Akbar (2023) found empirical evidence of the effect of taste on consumer buying interest.

### 2. Relationship between Price and Purchase Interest

The second hypothesis test (H2) obtained a path coefficients value = 0.212 and a t-statistic value = 3.329 with a significance of 0.001 which means H2 is accepted. These results indicate that price has a significant influence on buying interest. Consumer perceptions that are getting better about the price of Sedaap noodles will increase consumer desire or interest to buy Sedaap noodle products. These findings support the research of Monica (2018), Alfatiha and Budiarmo (2020), Irawan (2020), Puspita and Budiarmo (2020), Anggraeni and Sabrina (2021), and Ayumi and Budiarmo (2021) found empirical evidence of the effect of price on interest buy consumers.

## Conclusion

Based on the results of research conducted, it can be concluded

1. Taste has a significant influence on purchase intention. Better consumer perceptions about the taste of Sedaap noodles will increase consumer desire or interest in buying Sedaap noodle products.
2. Shows that the price factor has a proven and significant effect on purchase intention. The better the consumer's perception of the price of Sedaap noodles, the higher the consumer's buying interest in Sedaap noodles

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