

## THE INFLUENCE OF RETAIL BUYER INTEREST ON THE DEVELOPMENT OF LOCAL INDUSTRIES

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**ABSTRACT;** *This study examines the influence of retail shoppers' interest on the development of local industries. In the context of intensifying business competition, consumer interest is an important factor influencing purchasing decisions and, in turn, the growth of local industries. The results show that high interest in local products drives increased demand, which forces manufacturers to increase production capacity and product innovation. In addition, buyer interest also contributes to infrastructure development and job creation in the local industry sector. Using a qualitative approach through interviews and surveys, this study found that factors such as product quality, price, and location accessibility play a significant role in attracting buyer interest. The findings provide insights for stakeholders to formulate more effective marketing strategies to support the growth of local industries.*

**Keywords:** *Retail Shopper Interest, Local Industry Development, Local Product Demand, Product Innovation, Infrastructure.*

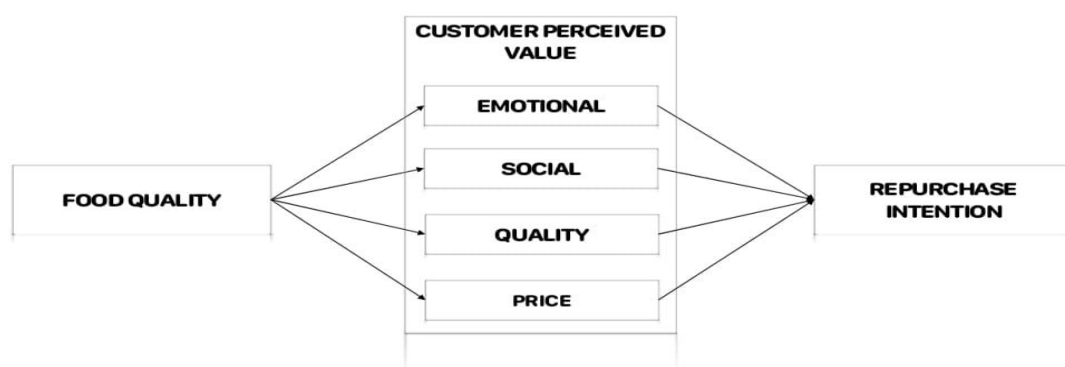
**ABSTRAK;** Penelitian ini menguji pengaruh minat pembeli ritel terhadap perkembangan industri lokal. Dalam konteks persaingan usaha yang semakin ketat, minat konsumen menjadi faktor penting yang mempengaruhi keputusan pembelian dan pada akhirnya pertumbuhan industri lokal. Hasilnya menunjukkan tingginya minat terhadap produk lokal mendorong peningkatan permintaan sehingga memaksa produsen untuk meningkatkan kapasitas produksi dan inovasi produk. Selain itu, minat pembeli juga berkontribusi terhadap pembangunan infrastruktur dan penciptaan lapangan kerja di sektor industri lokal. Dengan menggunakan pendekatan kualitatif melalui wawancara dan survei, penelitian ini menemukan bahwa faktor-faktor seperti kualitas produk, harga, dan aksesibilitas lokasi berperan penting dalam menarik minat pembeli. Temuan ini memberikan wawasan bagi pemangku kepentingan untuk merumuskan strategi pemasaran yang lebih efektif guna mendukung pertumbuhan industri lokal.

**Kata Kunci:** Minat Pembeli Ritel, Perkembangan Industri Lokal, Permintaan Produk Lokal, Inovasi Produk, Infrastruktur.

## INTRODUCTION

This study aims to investigate the influence of retail buyer interest on the development of local industries. In an era of globalization and intensified business competition, local industries are still an important element in the national economic structure. Retail shopper interest is not only a reflection of individual consumer preferences but also a potential indicator of the strategic and operational direction of an industry. When consumers show high interest in local products, producers will be forced to increase production, diversify flavor varieties, and improve product quality. This process not only triggers additional economic activities such as new job creation and better infrastructure investment, but also increases the competitiveness of local businesses in national and international markets. Therefore, this research will conduct an in-depth analysis of how retail shoppers' interests affect the dynamics of local industry evolution, including store location, product quality, sales promotion, and social interaction. The results of this research are expected to provide a more complete insight into effective strategies in enhancing shoppers' interest and accelerating the growth of local industries, as well as their impact on domestic economic stability and the preservation of a country's traditional cultural heritage.

## LITERATURE REVIEW



### Food quality and emotional

- Definition of food quality

Food quality can be defined in various ways according to experts in the field. Firstly, it encompasses the evaluation of food attributes that influence consumer perceptions, including safety, hygiene, and spoilage, which are critical for establishing consumer confidence and brand loyalty. Secondly, food quality is associated with the

emotional responses elicited by food experiences, where negative emotions such as disgust can significantly impact consumer acceptability and purchasing behavior.(Guiné et al., 2020)Lastly, food quality is also characterized by the sensory attributes and overall acceptability of food products, which can be quantitatively assessed through hedonic scales, revealing that lower quality perceptions are linked to higher levels of negative emotional responses.

- **Dimension of food quality**

Food quality can be understood through various dimensions as defined by experts in the field.(Asiva Noor Rachmayani, 2015)

1. It includes the sensory attributes of food, such as taste, texture, and appearance, which significantly influence consumer preferences and satisfaction.
2. Food quality encompasses safety and hygiene, where the absence of contaminants and adherence to food safety standards are paramount for consumer trust and health.
3. It involves the emotional responses elicited by food experiences, where positive or negative feelings can affect consumer behavior and purchasing decisions.
4. Food quality is linked to the nutritional value of food products, emphasizing the importance of healthful ingredients and their contribution to overall well-being.
5. The concept of food quality also incorporates the ethical and environmental considerations associated with food production, reflecting consumers' growing awareness and concern for sustainable practices.

- **Definition food quality and emotional**

Food quality refers to the intrinsic and extrinsic attributes of food that determine its value and acceptability, including sensory characteristics, nutritional content, and safety, which collectively influence consumer preferences and choices. Emotional factors play a significant role in food selection, as individuals often choose foods based on their mood and emotional state, with certain foods providing comfort or pleasure that can alter mood positively.(Köster & Mojet, 2015) This interplay between food quality and emotional influences highlights the complex relationship between psychological well-being and dietary choices, suggesting that understanding these dynamics can lead

to tailored dietary interventions that meet personal emotional needs and promote healthier eating behaviors.(Spahn et al., 2010)

- Dimention food quality and emotional

1. Rolls (1999), the sensory characteristics of food, such as taste and texture, significantly impact emotional responses and food preferences, suggesting that pleasurable eating experiences can enhance mood.
2. Gibson (2006) highlights that emotional states can alter food choices, with individuals often gravitating towards comfort foods during periods of stress or negative emotions, indicating a psychological connection between food and emotional well-being.
3. Thayer (1989) emphasizes the biopsychological aspects of mood and arousal, suggesting that food can serve as a mechanism for emotional regulation, where certain foods may alleviate stress and improve mood.
4. research indicates that the composition of meals, including their size and nutritional content, can influence emotional predispositions, with balanced meals promoting positive affect and reducing irritability.
5. the interplay between emotional eating and food quality is underscored by the notion that individuals with emotional eating tendencies may prefer energy-dense foods, which can lead to unhealthy dietary patterns and obesity(Ferrer, 2017).
6. food quality and social

- Definition food quality and social

Food quality is defined as a complex psychological construct that is both perceptually based and evaluative, influenced by contextual factors such as person, place, and time. It is not solely measured by objective indices related to nutritional, microbiological, or physicochemical characteristics, but rather through consumer judgments of acceptability, which correlate highly with perceived food quality. This construct emphasizes the importance of situational appropriateness and the effects of learning and memory on food perception, making food quality a relative concept that varies across different contexts and consumer experiences.(Karen Brunsø Thomas Ahle Fjord Klaus G. Grunert, 2002)

- **Dimention food quality and social**

Food quality is a multifaceted concept that has been defined in various ways by experts in the field.

1. Cardello (1995) posits that food quality is a consumer-based perceptual and evaluative construct that is relative to individual experiences and contextual factors, emphasizing that it cannot be solely measured by objective indices such as nutritional or microbiological characteristics.
2. Grunert (1995) highlights the shift towards consumer-based definitions of food quality, noting the importance of context in shaping perceptions and acceptance of food products.
3. it is argued that the perception of nutritional value by consumers is more significant than the actual nutrient content, indicating that food quality is largely defined by consumer acceptance rather than expert opinion.
4. the relativity of food quality is underscored by the fact that different consumers may have varying definitions based on their cultural backgrounds and personal experiences, which can significantly influence their food choices.(Norenzayan & Heine, 2005)
5. the social dimensions of food quality involve the interplay between societal values, ethical considerations, and social interactions, which collectively shape consumer behaviors and perceptions regarding food.
7. food quality and quality

- **Definition food quality and quality**

Food quality refers to a complex set of criteria and properties that are contested at local, national, and global levels, encompassing various aspects such as the method of production, place of production, traceability, raw materials, and safety. It is not solely defined by the intrinsic properties of the food itself but also by the processes and systems that contribute to these properties.(Berk, 2018) Quality is conceptualized as a social construct shaped by key actors in the agro-food chain, where different stakeholders, such as consumers and producers, may have varying interpretations of what constitutes quality, often leading to confusion in its application.

- **Dimention food quality and quality**

Food quality encompasses various dimensions that are interpreted differently by experts in the field.

1. Ilbery and Kneafsey further elaborate that quality is a social construct, varying among stakeholders in the agro-food system, where consumers may prioritize food safety while producers view quality as a marketing opportunity.
  2. the complexity of food quality is linked to the systems and relationships involved in its production and distribution, suggesting that quality is not solely about the food's intrinsic properties but also about the processes that shape these properties.(Waldron et al., 2003)
  3. The Scottish Food Strategy Group defines a quality food product as one that is positively differentiated from standard products and recognized by consumers, which can lead to market advantages.
  4. the distinction between objective and subjective indicators of quality is crucial, where objective indicators are externally verifiable, while subjective indicators relate to personal perceptions of authenticity and naturalness.
  8. food quality and price
- Definition food quality and price

Food quality refers to the perceived attributes of food products that influence consumer preferences and purchasing decisions, often encompassing factors such as freshness, nutritional value, safety, and the absence of harmful chemicals or pesticides, particularly in the context of organic food, which is frequently viewed as superior to conventional options due to its natural production methods.

Dimention food quality and price

Food quality encompasses various dimensions that influence consumer perceptions and choices, as highlighted by several experts.(Surveillance et al., 1996)

1. freshness is often regarded as a critical aspect, with consumers associating it with higher quality and better taste.
2. nutritional value plays a significant role, as consumers increasingly seek foods that contribute positively to their health.
3. safety is paramount, with concerns about harmful chemicals and pesticides driving preferences for organic options, which are perceived as safer.

4. sensory attributes, including taste, texture, and aroma, are essential in shaping consumer satisfaction and repeat purchases.
  5. price is a crucial dimension, as it not only reflects the perceived quality of food products but also influences purchasing decisions; consumers often associate higher prices with superior quality, while price-sensitive individuals may prioritize cost over quality.(Umashankar, 2017)
  6. Emotional and repurchase intention
- Definition of emotional and repurchase intention

Emotional value refers to the significance that consumers attach to a product based on their feelings and emotional responses towards it. This value can influence consumers' perceptions of quality, as a positive emotional connection may enhance their recognition of a product's quality attributes.(Del Río, 2001) However, research indicates that emotional value does not have a direct impact on repurchase intention; instead, it is mediated by perceived quality, meaning that while emotional value can enhance perceived quality, it does not directly lead to a stronger intention to repurchase the product.
  - Dimention of emotional and repurchase inteniton

Emotional value and repurchase intention are essential constructs in consumer behavior, as articulated by various scholars.

    1. Kumar (2002) emphasizes that emotional connections can lead to a more favorable perception of quality, although this emotional value does not directly influence repurchase intention; rather, it is mediated by perceived quality.
    2. indicates that while emotional value significantly impacts perceived quality, its relationship with repurchase intention is insignificant, suggesting that emotional value enhances perceived quality but does not directly lead to repurchase. Shahira Ariffin. (2016)
    3. Chaudhuri (2002) further supports this notion by asserting that higher perceived quality correlates positively with purchase intention, indicating that consumers are more likely to repurchase when they perceive high quality in their previous experiences.(Kim et al., 2012)

4. Tsotsou (2006) also reinforces this idea, demonstrating that perceived quality can predict purchase intention, thus highlighting the importance of perceived quality as a mediator in the relationship between emotional value and repurchase intention.
  5. the work of Mahesh (2013) suggests that consumers' satisfaction and the value derived from past transactions significantly influence their future purchase intentions, further illustrating the interconnectedness of these dimensions. social and repurchase intention
- Definition of social and repurchase inteniton

Social intention refers to the behaviors and motivations of consumers when engaging with social commerce platforms, where social interactions and relationships play a crucial role in shaping their purchasing decisions. This concept encompasses the ways in which consumers utilize social networking sites to connect with brands, share experiences, and influence each other's buying behaviors. On the other hand, repurchase intention is defined as the likelihood that a consumer will engage in future transactions with the same online vendor, reflecting their satisfaction and trust in the vendor's offerings.(Jiang & Rosenbloom, 2005)
  - Dimention of social and repurchase inteniton
    1. According to Liao et al. (2017), the dimensions of repurchase intention are significantly influenced by customer satisfaction and the emotional responses of consumers, such as regret, which can affect their future purchasing decisions.
    2. the work of Gao et al. (2012) emphasizes the importance of information quality and quantity in shaping online purchase decisions, suggesting that these factors also play a crucial role in determining repurchase intentions
    3. Furthermore, researchers have identified electronic satisfaction, electronic trust, and the quality of information presented as key dimensions influencing repurchase intentions in online shopping contexts, particularly through social media platforms.
    4. Quality and repurchase intention
  - Definition of quality and repurchase inteniton

Quality refers to the customer's perception of the overall superiority of a product or service in relation to its intended purpose and compared to alternatives. It encompasses various



attributes that meet the wants, needs, and expectations of consumers, ultimately influencing their satisfaction and loyalty.(CN Krishna Naik et al., 2010)

- Dimention of quality and repurchase inteniton

Quality can be understood through various dimensions as articulated by different scholars.

1. According to Ehsani (2015), product quality is perceived as the overall superiority of a product or service in relation to its intended purpose and alternatives available in the market. This perspective emphasizes the importance of meeting consumer expectations and needs, which is further supported by Diponugroho (2015), who highlights that product quality significantly influences repurchase intentions.
2. Aryadhe and Rastini (2016) assert that product quality encompasses attributes that fulfill customer desires, thereby fostering loyalty and encouraging repeat purchases.
3. Raihana and Setiawan (2018) indicates that service quality also plays a crucial role in shaping repurchase intentions, suggesting that high-quality service can lead to increased customer satisfaction and a greater likelihood of repeat purchases.(Izogo & Ogba, 2015)
4. Price and repurchase intention

- Definition of price and repurchase inteniton

Price is defined as a kind of sacrifice that consumers must make to obtain goods or services, reflecting the value they perceive in the transaction . Repurchase intention refers to the likelihood that a customer will buy goods or services from the same vendor again, which is primarily influenced by their past purchase experiences and the value they find in those transactions.(PAVLOU, 2002)

- Dimention of price and repurchase inteniton

The dimensions of price and repurchase intention have been explored by various scholars in the context of international research. Price is often viewed as a critical factor influencing consumer behavior, where it represents the perceived value that customers associate with a product or service.

1. Zeithaml (1988), consumer perceptions of price, quality, and value are interconnected, suggesting that a favorable price can enhance perceived value, which in turn can lead to higher repurchase intentions.
  2. Kim et al. (2012) emphasize that in the realm of e-commerce, perceived price plays a significant role in shaping customer satisfaction and loyalty, which are essential for fostering repurchase intentions.
  3. Tsai and Huang (2007) indicates that perceived price, along with other factors such as delivery quality and customer satisfaction, significantly impacts repurchase intentions, highlighting the multifaceted nature of these dimensions in consumer decision-making processes.
  4. Repurchase intention
- Definition of repurchase intention  
Repurchase intention refers to an individual's judgment about the likelihood of buying a designated service again from the same company, taking into account their current situation and anticipated circumstances. This concept is crucial in understanding customer behavior, as it reflects the customer's willingness to engage with a service provider based on their experiences and perceptions. Factors influencing repurchase intention include brand preference, expected switching costs, and overall customer satisfaction, which collectively shape the decision-making process regarding future purchases from the same company.(Dean & Sharfman, 1993)
  - Dimention of repurchase intention  
The dimensions of repurchase intention have been extensively analyzed by various scholars, revealing several critical factors that influence a customer's decision to buy a service again.
    1. Rickard, key dimensions include service quality, customer satisfaction, brand preference, perceived value, equity, past loyalty, and expected switching costs.
    2. Bolton and Drew, have explored the interrelationships between service perceptions and overall satisfaction, underscoring the need for a comprehensive understanding of these dynamics.

3. Cronin and Taylor has shown that the effects of quality, value, and customer satisfaction significantly influence consumer behavioral intentions in service environments, further supporting the multifaceted nature of repurchase intention

## RESEARCH METHOD

This study aims to investigate the influence of retail shoppers' interest on the development of local industries. The methodology involved an online survey and interviews with relevant respondents. The sample population consisted of retail consumers active in metropolitan and suburban areas. The online survey questions were designed to measure consumer interest in local products, frequency of purchase, favorite store locations, effective sales promotions, and social interactions that influence retail shopping behavior. The survey results were then analyzed using Partial Least Squares Structural Equation Modeling (SmartPLS) to identify the factors that have the most influence on retail shoppers' interest. This analysis included instrument validation, classical tests, multiple linear regression, hypothesis testing through t-test and f-test, and coefficient of determination ( $R^2$ ) analysis. The online survey data was validated using validity and reliability techniques, such as confirmatory factor analysis to ensure the survey questions actually measured what they were intended to measure. Instrument reliability was evaluated through Cronbach's alpha coefficient to ensure the accuracy of the survey questions in measuring the observed variables.

## RESULTS AND DISCUSSION

### A. Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Latent Variable 1	0,802	0,803	0,883	0,717
Latent Variable 2	0,717	0,779	0,840	0,641
Latent Variable 3	0,929	0,932	0,942	0,671

The reliability and validity test results presented show varying performance among the three latent variables. First, for reliability, Cronbach's Alpha was used as an indicator of internal consistency, with values above 0.7 considered adequate. Latent Variable 1 has a Cronbach's Alpha value of 0.802, which indicates that this instrument has good consistency in measuring the construct. Latent Variable 2 has a value of 0.717, which is still within the acceptable threshold, although slightly lower than the first variable. Meanwhile, Latent Variable 3 shows very strong results with a value of 0.929, indicating that the items in this construct correlate very well with each other. In terms of rho\_A and Composite Reliability, the results also support these findings. Rho\_A for Latent Variable 1 is 0.803 and for Latent Variable 2 is 0.779, both indicating good reliability. Latent Variable 3 has the highest Composite Reliability value of 0.942, indicating that this construct is very solid in terms of consistency.

In terms of validity, Average Variance Extracted (AVE) is used to evaluate how well a construct can explain the variance in its items. An AVE value above 0.5 indicates that more than half of the item variance can be explained by the construct. Latent Variable 1 has an AVE of 0.717, which indicates that this construct is able to explain variance well. Latent Variable 2 has an AVE of 0.641, which is still within acceptable limits although slightly lower. Latent Variable 3 has an AVE of 0.671, indicating that although it is not as high as the first variable, it is still quite good at explaining variance. Overall, the results of this test show that the three latent variables have adequate reliability and validity. Latent Variable 1 and Latent Variable 3 performed very well in terms of consistency and ability to explain the variance of their items, while Latent Variable 2 is still acceptable but needs further attention to improve its consistency.

## **B. Discriminat Validity**

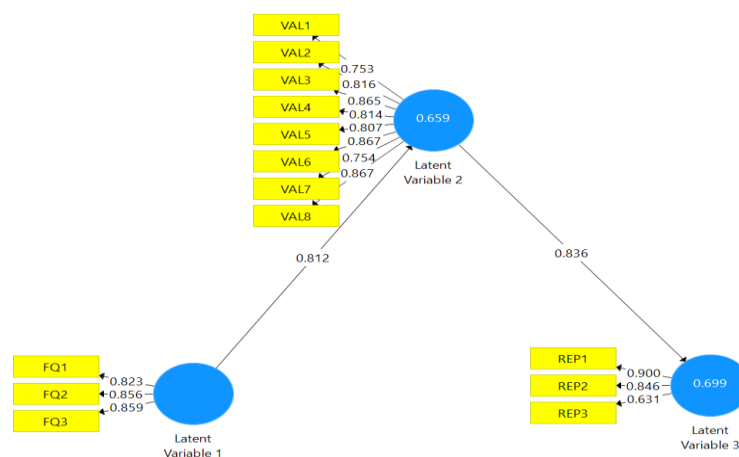
	<b>Latent Variable 1</b>	<b>Latent Variable 2</b>	<b>Latent Variable 3</b>
<b>Latent Variable 1</b>	0,846		
<b>Latent Variable 2</b>	0,812	0,819	
<b>Latent Variable 3</b>	0,737	0,836	0,801

The discriminant validity test results presented show the relationship between latent variables with each other through the correlation coefficient. This analysis aims to ensure that the individual constructs are independent of each other and do not significantly overlap in substance. From the correlation table, some important observations can be drawn:

- **Correlation Coefficient Between Latent Variables:**
  - **LVL 1 & LVL 2:** 0.812, indicating a fairly strong positive relationship between the two. However, this value does not necessarily cross the commonly used critical limit ( $>0.85$ ) to indicate perfect independence.
  - **LVL 1 & LVL 3:** 0.737, indicating a relatively weaker positive relationship compared to the other pairs.
  - **LVL 2 & LVL 3:** 0.836, indicating a fairly strong positive relationship between the two.

Although the correlation values given are not very low, it is important to remember that high correlation values do not automatically signify substance overlapping. The final interpretation depends on the empirical and theoretical context of each study. Therefore, the final evaluation of discriminant validity should be based on a broader analysis including other factors such as the internal reliability of the items as well as the theoretical interpretation of the collected data. These results indicate that there are some significant positive relationships between individual latent variables, but further analysis is needed to ensure optimal independence between the construct

### C. Hypothesis Tenting Result



### D. Outer Loadings

	Latent Variable 1	Latent Variable 2	Latent Variable 3
FQ1	0,823		
FQ2	0,856		
FQ3	0,859		
REP1			0,900
REP2			0,846
REP3			0,631
VAL1		0,753	
VAL2		0,816	
VAL3		0,865	
VAL4		0,814	
VAL5		0,807	
VAL6		0,867	
VAL7		0,754	
VAL8		0,867	

the outer loadings test results show the relationship between the indicator and the latent variable being measured, with the factor loading value reflecting how well each indicator represents its construct. In this analysis, the ideal factor loading value should be greater than 0.7 to indicate good validity. From the data provided, indicators FQ1, FQ2, and FQ3 have factor loading values of 0.823, 0.856, and 0.859 respectively, indicating that these three indicators effectively measure Latent Variable 1. For Latent Variable 3, indicators REP1 and REP2 have excellent factor loadings of 0.900 and 0.846, indicating that they are highly relevant in measuring the construct. However, the REP3 indicator has a lower factor loading of 0.631, which indicates that this indicator is less effective and may need to be considered for removal from the model. Meanwhile, for Latent Variable 2, all indicators (VAL1 to VAL8) showed adequate factor loading values, ranging from 0.753 to 0.867. Overall, these results indicate that the majority of indicators have a good correlation with their respective constructs, although there is one indicator that needs to be further evaluated to improve the accuracy of the measurement model.

#### E. Fath Coefficients

	Latent Variable 1	Latent Variable 2	Latent Variable 3
Latent Variable 1		0,812	

<b>Latent Variable 2</b>			0,836
<b>Latent Variable 3</b>			

In the factor covariance matrix test, the results show the interaction between latent variables with each other through the correlation coefficient. In this context, the correlation coefficient between individual latent variables provides information about the covariance structure between these constructs. The following is a brief description of the covariance factor test results:

- **Interaction Between Latent Variables:**
  - **LVL 1 & LVL 2:** The correlation coefficient of 0.812 indicates that there is a fairly strong positive relationship between these two latent variables. This indicates that there is a common component that contributes to both constructs.
  - **LVL 1 & LVL 3:** There is no specific value for the interaction between LVL 1 and LVL 3 in the given table.
  - **LVL 2 & LVL 3:** The correlation coefficient of 0.836 indicates a fairly strong positive relationship between these two latent variables. As with the previous pair, this indicates that there is a component of commitment that contributes to both constructs.

From these results, we can conclude that there is a significant interaction between some pairs of latent variables. However, due to the unavailability of specific values for the interaction between LVL 1 and LVL 3, it is necessary to conduct further analysis to understand the complexity of the overall covariance structure. These results provide a basis for building more complex and accurate factor models in statistical data analysis.

#### F. Specific Indirect Effects

	<b>Specific Indirect Effects</b>
<b>Latent Variable 1 -&gt; Latent Variable 2 -&gt; Latent Variable 3</b>	0,679

The Specific Indirect Effects test results show how the direct effect of one latent variable to another through a specific mediation path. In this case, we see the effect of the steps from

Latent Variable 1 to Latent Variable 3 through Latent Variable 2. The path coefficient value obtained is 0.679. This means that the direct effect from Latent Variable 1 to Latent Variable 3 through the Latent Variable 2 mediation path is 0.679. This indicates that there is a significant relationship between the three, and Latent Variable 2 serves as an effective mediator in transmitting the effects of Latent Variable 1 to Latent Variable 3. The closer the path coefficient value is to 1, the stronger the mediating effect. Therefore, these results indicate that the mediation path of Latent Variable 2 has sufficient significance in this factorial analysis model, so it can be used to predict the behavior of latent variables in complex systems.

## CONCLUSION

This study demonstrates a strong correlation between retail buyer interest and the development of local industries. By examining the factors influencing consumer purchasing decisions, the research reveals that high interest in local products drives increased demand, leading to expanded production capacity and product innovation within local industries. Furthermore, buyer interest plays a pivotal role in stimulating infrastructure development and job creation in the local economy.

The study highlights that product quality, price, and location accessibility are key determinants of buyer interest. These findings offer valuable insights for stakeholders, enabling them to develop effective marketing strategies that promote local products and foster the growth of local industries. By understanding and addressing consumer preferences, stakeholders can contribute to the overall economic vitality and sustainability of local communities.

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