

Increasing Purchasing Decisions For UMKM Tempe Chips In Banyumas District Through User Interface, Social Media Marketing, Price, And Nutrition Labeling With Purchase Intention As A Mediating Variable

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ABSTRACT. Micro, Small and Medium Enterprises (MSMEs) are one of the economic drivers of society. More than 50% of Indonesian people rely on the wheels of economic rotation by becoming MSME actors. This study aims to examine the influence between user interface; social media; price and nutrition labeling; purchase intention toward purchase decision. By using quantitative research methods, 97 tempeh chips MSME as a respondent 97 respondents were tested. Data analysis using PLS the result of the research are user interface, social media, price and nutrition labeling have a positive effect on purchase intention and purchasing decision. This research also shows that purchasing decision becomes intervening variable between user interface, social media, price and nutrition labeling have a positive effect on purchase decision.

Keyword: User Interface; Social Media; Price; Nutrition Labeling; Purchase Intention; Purchase Decision

JEL Classification: D9, I12, M1

INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are one of the economic drivers of society. More than 50% of Indonesian people rely on the wheels of economic rotation by becoming MSME actors (Widianingsih, et al, 2023). This makes MSMEs have an important role in economic growth in Indonesia because MSMEs are the main livelihood of many citizens. The performance of MSMEs compared to other sectors is more capable of producing an active and productive workforce. According to Son et al. (2016), in a study entitled MSME Performance in the Digital Era, increasing the productivity of the MSME sector is easier to reach because it usually only requires technological improvements to increase the effectiveness and efficiency of the MSME performance.

Based on Wijayanti (2024), Banyumas Regency, based on data from the Central Java provincial Office of Small and Medium Enterprises Cooperatives as of 2023, has 8,549 registered MSMEs, of which around 20% are tempe chip entrepreneurs. Tempe chips are a specialty food of Banyumas district made from soybeans that have been processed into tempeh which is sliced very thinly, then given a flour mixture that has been specially seasoned and fried dry. Tempe chips have been known in various regions in Indonesia and this food is spread almost evenly throughout the Banyumas region. The protein content contained in soybeans as the main basic ingredient in making chips contains a lot of protein and minerals so that tempeh chips are very good for consumption as a daily food. Usually the taste of Banyumas tempe chips is salty with a savory onion aroma. Tempe chips have become a culinary destination for tourists visiting Banyumas, and every holiday and vacation experience an increase in sales and demand.

Based on pre-research to identify business gaps, The tempeh chips MSME facing the various problems. Starting from the problems that occur within the company, the decline in sales of mendoan and tempeh chips which have an impact on monthly and even annual income, resulting in a decrease in business profits. This problem stems from a lack of consumer buying interest which causes consumer purchasing decisions to drop dramatically. The price of soybeans as the basic ingredient for making tempeh also increased in 2022 the price per kilogram of soybeans was Rp. 14.250,00 then in 2023 it increased dramatically at Rp. 27.500,00 per kilogram. The increase in the price of basic ingredients causes an increase in the selling price of tempeh chips products, causing a decrease in buying interest from consumers which has an impact on the decline in consumer purchasing decisions which results in a decrease in sales. Price according to Untari and Rapani (2023), is a sacrifice made by consumers to be able to feel the value and benefits of a product.

Another problem is that many MSMEs have not yet done digital marketing in selling their products. Tempeh chips MSME players have not all utilized a well-managed digital platform to support marketing activities. The results of Hawa (2021), state that the user interface of digital marketing platforms and marketing through social media can encourage consumer purchasing decisions. Increased consumer purchasing decisions will drive increased sales and business profits. The next problem is that most of the tempeh chips MSME players in Banyumas have not added nutrition labels to the packaging. Most pack tempeh products only with plain clear plastic or some only add the names of MSMEs and raw materials. Product packaging that adds nutrition labels has physical and psychological impacts. According to Gunawan and Kunto (2022), when consumers know the nutritional composition of a product, it will increase their consumer purchasing decisions.

The State Of Art of this research is taken from the research gap of several previous studies including: Hawa's research (2022), as the chief proposer entitled "User Interface and

Social Media Marketing as Drivers of Purchasing Decisions on E-Commerce 'Tokopedia' the results are that user interface and social media marketing have a positive effect on purchasing decisions, have not examined prices and nutrition labeling on purchasing decisions. Untari and Rapani's research (2023), entitled 'The Influence Of Price Toward Consumer Purchase Decisions At XYX Retail Stores At Bekasi', the result is that price has a positive effect on purchasing decisions. Gunawan and Kunto's research (2022), has examined nutrition labeling on purchasing decisions. Research by Suangkupon et al. (2020), the results of buying interest have a positive effect on purchasing decisions.

From the description of the research above, it is concluded that the state of art of this research is to combine and complement the above studies, namely to create new research that aims to examine the influence between user interface, social media marketing, price, and nutrition labeling on purchasing decisions with purchase intention as a mediating variable in tempeh chips SMEs in Banyumas Regency.

From the description above, the following hypothesis formation in this research are do user interface, social media marketing, price and nutrition labeling have a positive effect on purchasing decisions?, do user interface, social media marketing, price and nutrition labeling have a positive effect on purchase intention?, does purchase intention have a positive effect on purchasing decisions?, does purchase intention mediate the effect of user interface, social media marketing, price and nutrition labeling on purchasing decisions?

METHODS

This research uses a quantitative approach. The research was conducted in the Banyumas district area to examine the influence between user interface, social media marketing, price, and nutrition labeling on purchasing decisions with purchase intention as a mediating variable. This research was carried out in 3 activity stages: (1) Preparation Stage, (2) Observation Stage, and (3) Data Analysis Stage. The first stage, namely the preparation stage, where researchers have conducted research on electronic word of mouth, the results of which are that e-WOM has a positive effect on brand image and purchasing decisions. Then the research conducted by the proposer, Eve (2022) resulted in that user interface and social media marketing have a positive effect on purchasing decisions. Research conducted by the next proposer in 2022 on increasing brand equity, the result of which is that digital services will increase brand equity. This stage also aims to prepare research needs such as literature studies of previous research, making research instruments. Research conducted by Sari (2013) on nutrition states that the existence of information about nutrition and nutrition makes consumers confident to use the product.

The following are indicators or proxies of each variable: (1) indicators of purchasing decisions are needs, wants, stability, price suitability, buying decisions, and repurchase decisions, (2) user interface indicators are clear design, responsive design, attractive appearance, and informative display Hawa (2022), (3) social media marketing indicators are entertainment, interaction, and word of mouth Hawa (2022), (4) price indicators are price affordability, price compatibility with quality, price competitiveness, and price compatibility with benefits, (5) nutrition labeling indicators are interest, complete information, attractive symbols, credible information.

The second stage is observation stage. This stage is to collect secondary data and primary data. Primary data is collected through a questionnaire questionnaire filled out by research respondents. This activity is carried out by distributing research instruments in the form of questionnaire questionnaires to respondents, namely consumers who have used and consumed

Banyumas tempe chips. After the data has been collected, the results of the questionnaire will be scored and analyzed using smartPLS.

The third stage is data analysis stage. This stage will test the validity and reliability of the research instrument. Then data analysis is carried out using smart PLS. The calculation results will be the basis for analyzing and interpreting the actual research results in the field. Appropriate sample selection is essential to ensure the representativeness and generalizability of research findings. The total population of Tempe MSMEs in Banyumas in 2022 will be around 8,561 Tempe MSMEs. By using the Rao Purba formula, a sample of 97 MSME tempeh chips and Consumers was obtained with a confidence level of 10%. A purposive random sampling technique was applied to select a sample of Tempe MSME Actors and Consumers, thereby ensuring good representation of various Tempe MSMEs in Banyumas. To analyze the data and test the research hypothesis, the SEM method was used with the help of Smart PLS software (Ghozali, 2021).

$$n = \frac{Z^2}{4(Moe)^2} \dots\dots\dots 1$$

Description:

n = number of samples

Z = Z value with a significance level of 95%, then the Z table value = 1.96 Moe = Margin Off Error or maximum error is 10% = 0.1

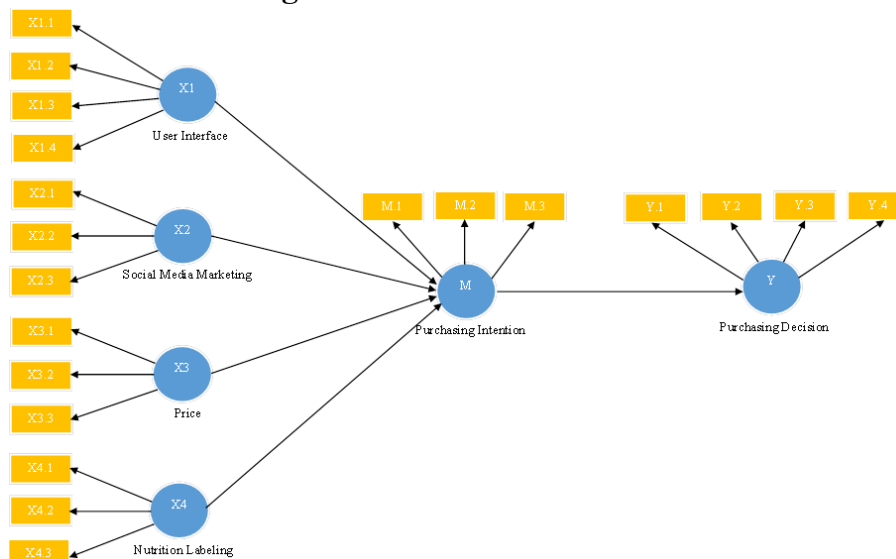
Based on the calculation of determining the sample size above, it can be concluded that the sample taken in this study was at least 97. The respondents in this study were all tempeh chips MSMEs in Banyumas Regency.

RESULT AND DISCUSSION

Result

The analysis model in this study is presented in the following figure:

Figure 1. Picture Research Model



Source : Processed by author

The analysis technique uses Smart PLS to determine the effect of user interface, social media marketing, price and nutrition labeling on purchasing decisions through purchase intention as a mediating variable

Table 1. Validity and Realibility Test

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Avarage Varians Extracted (AVE)
User interface	0.840	0.849	0.903	0.757
Social media	0.839	0.846	0.903	0.757
Price	0.902	0.912	0.927	0.717
Nutrition labeling	0.830	0.847	0.887	0.662

Source : Processed by author

The validity and reliability of all indicators are accepted. Because the output results from Cronbach alpha are more than 0.6. Then the output results of rho_A, Composite Reliability, and average variance construct (AVE) are more than 0.5. So it can be said that all variable indicators in this study PASS the validity and reliability tests. Both discriminant validity and convergent validity as well as Composite Reliability and Cronbach alpha.

Adjusted R Square is commonly used for multiple regression tests, while R Square is used for simple regression.

1. The user interface, social media marketing, price and nutrition labeling are able to influence the purchasing decision variable by 85.5%, while the other 15% is influenced by variables that are not in this research.
2. The user interface, social media marketing, price and nutrition labeling affect the purchasing intention variable by 72.3%. While the other 27.7% is influenced by variables that are not in this reseach.

Table 2. R Square

	R Square	Adjusted R Square
Purchasing intention	0,823	0855
Purchasing decision	0,733	0,723

Source : Processed by author

The t test results are said to have a significant effect if the P values <0.05

Table 3. The Result of Regression Analysis

	Real Sample (O)	Average Sample (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 -> M	-0,111	-0,109	0,041	5,084	0,009
X2 -> M	0,542	0,539	0,039	4,807	0,000
X3 -> M	0,609	0,609	0,073	8,339	0,000
X4 -> M	0,488	0,492	0,036	11,514	0,000
X1->Y	-0,113	-0,111	0,042	2,764	0,032
X2->Y	0,765	0,678	0,069	4,807	0,000
X3->Y	0,651	0,413	0,083	8,339	0,020
X4->Y	0,341	0,21	0,085	10,5142	0,013
	-0,154	-0,176	0,032	13,5142	0,024

Source : Processed by author

1. User interface in purchasing intention has has a P value of $0.009 < 0.05$ and t count $> t$ table ($5.084 > 1.97$) which means that it has a POSITIVE and SIGNIFICANT effect.
2. Social media on purchasing intention has has P values of $0.000 < 0.05$ and t count $> t$ table ($4.807 > 1.97$) which means it has a POSITIVE and SIGNIFICANT effect.
3. Price on purchase intention has P values of $0.000 < 0.05$ and t count $> t$ table ($8.339 > 1.97$) which means it has a POSITIVE and SIGNIFICANT influence.
4. Nutrition labeling on purchasing intention has has P values of $0.000 < 0.05$ and t count $> t$ table ($11.5142 > 1.97$) which means it has a POSITIVE and SIGNIFICANT effect.
5. User interface in purchasing decision has a P value of $0.032 < 0.05$ and t count $> t$ table ($2.764 > 1.97$) which means that it has a POSITIVE and SIGNIFICANT effect.
6. Social media on purchasing decisions has P values of $0.000 < 0.05$ and t count $> t$ table ($4.807 > 1.97$) which means it has a POSITIVE and SIGNIFICANT effect.
7. Price on purchase decision has P values of $0.020 < 0.05$ and t count $> t$ table ($8.339 > 1.97$) which means it has a POSITIVE and SIGNIFICANT influence.
8. Nutrition labeling on purchasing decisions has P values of $0.013 < 0.05$ and t count $> t$ table ($10.5142 > 1.97$) which means it has a POSITIVE and SIGNIFICANT effect.
9. Purchasing intention on purchasing decisions has P values of $0.024 < 0.05$ and t count $> t$ table ($13.5142 > 1.97$) which means it has a POSITIVE and SIGNIFICANT effect.

Based on calculations using smart PLS, the following results are obtained:

1. The effect of user interface on consumer purchasing decisions through purchasing intention, obtained a P value of $0.015 < 0.05$ and t count $> t$ table, $3.202 > 1.97$, which means that purchasing intention mediates the influence between user interface on consumer purchasing decisions.
2. The effect of social media on consumer purchasing decisions through purchasing intention, obtained a P value of $0.015 < 0.05$ and t count $> t$ table, $5.302 > 1.97$, which means that purchasing intention mediates the influence between social media on consumer purchasing decisions.
3. The effect of price on consumer purchasing decisions through purchasing intention, obtained a P value of $0.037 < 0.05$ and t count $> t$ table, $2.902 > 1.97$, which means that purchasing intention mediates the influence between price on consumer purchasing decisions.
4. The effect of nutrition labelling on consumer purchasing decisions through purchasing intention, obtained a P value of $0.000 < 0.05$ and t count $> t$ table, $6.002 > 1.97$, which means that purchasing intention mediates the influence between social media on consumer purchasing decisions.

Discussion

User Interface

From the results of research conducted using smart PLS data analysis, it states that user interface has a positive effect on purchasing intention. User interface in purchasing intention has has a P value of $0.009 < 0.05$ and t count $> t$ table ($5.084 > 1.97$) which means that it has a positive and significant effect. Based on the results of the research that has been carried out, it shows that the hypothesis confirms that user interface has a positive effect on purchasing intention. User interface will increase purchasing intention for consumers and potential consumers. This is in line with research conducted by Watulingas (2020), which states that the use of good user interface can increase purchasing intention. These results are also in line with research conducted by Suh and Chang (2018), that state user interface have positive effect on purchasing intention. By the result user interface also have a positive effect on purchasing

decision. According to research by Chung, et al (2018), user interface have a positive effect on purchasing decision.

User interface is a visual element that is useful for connecting users with technology systems. The system in question is generally related to applications, websites, video games, software and hardware. With the user interface, it will make it easier for consumers to get information and products so as to increase intent to buy. User interface designed to influence purchasing intention should be intuitive, visually appealing, and optimized for a seamless user experience. User interface use high-quality images, videos, and descriptive content to showcase the products or services. It also has highlight key features and benefits to capture the user's attention and generate interest and also decision. Incorporate trust signals such as customer reviews, security badges, and a transparent return policy to build trust and confidence in the purchase decision. By focusing on these elements, a well-designed user interface can effectively influence purchasing intention and drive purchasing decision.

Social Media

From the results of research conducted using smart PLS data analysis, it states that social media has a positive effect on purchasing intention. Social media on purchasing intention has P values of $0.000 < 0.05$ and $t_{count} > t_{table}$ ($4.807 > 1.97$) which means it has a positive and significant effect. Based on the results of the research that has been carried out, it shows that the hypothesis confirms that social media has a positive effect on purchasing intention. Social media will increase purchasing intention for consumers and potential consumers. This research is according to Balakrishnan et al. (2014), which states that the well-designed social media can increase purchasing intention. These results are also in line with research conducted by McClure and Seock (2020), that state social media have positive effect on purchasing intention. By the result social media also have a positive effect on purchasing decision. According to research by Ahmed (2020), user interface have a positive effect on purchasing decision.

Social media's impact on purchasing intention and decision-making is substantial, as it serves as a platform for product discovery, social proof, influencer marketing, engaging content, customer service, and targeted advertising, all of which influence consumers throughout the purchasing journey. Social media plays a significant role in influencing purchasing intention and decision-making for consumers. Social media platforms serve as a powerful tool for product discovery. Engaging content, influencer recommendations, and targeted ads can pique consumer interest and lead to the formation of purchasing intentions.

User-generated content, reviews, and recommendations on social media can influence purchasing intentions by providing social proof and building trust in a product or brand. Engaging and informative content on social media can help consumers make informed purchasing decisions. This includes product demonstrations, tutorials, and comparison posts that aid in the decision-making process. Many brands provide customer support through social media, which can address consumer concerns and provide the necessary information to finalize a purchase decision. Personalized ads based on consumer behavior and interests can nudge consumers towards making a purchase decision by showcasing relevant products at the right time.

Price

From the results of research conducted using smart PLS data analysis, it states that price has a positive effect on purchasing intention. Price on purchase intention has P values of $0.000 < 0.05$ and $t_{count} > t_{table}$ ($8.339 > 1.97$) which means it has a positive and significant influence.

Based on the results of the research, it shows that the hypothesis confirms that price has a positive effect on purchasing intention. Well-being pricing strategy will increase purchasing intention for consumers and potential consumers. This research is according to Bhutto et al. (2020), which states that the well-being pricing strategy can increase purchasing intention. These results are according to Benhardy (2022), that state social media have positive effect on purchasing intention. By the result price also have a positive effect on purchasing decision. According to reseach by Chaerudinand Syafarudin (2021), user interface have a positive effect on purchasing decision.

The price is a crucial factor that influences both purchasing intention and purchasing decision. It is one of the most important variables in the marketing mix, as it directly affects the demand for a product or service. Purchasing intention refers to the likelihood that a consumer will buy a product or service. It is a mental state that precedes the actual purchase and is influenced by various factors, including price. If the price is perceived as too high, it may negatively impact purchasing intention, as consumers may feel that the product is not worth the cost. On the other hand, if the price is perceived as reasonable or even low, it may increase purchasing intention, as consumers may feel that they are getting a good deal.

Purchasing decision, on the other hand, is the actual act of buying a product or service. It is the final step in the consumer decision-making process and is influenced by various factors, including price. If the price is perceived as too high, it may lead to a delay in the purchasing decision or even prevent the purchase altogether. Conversely, if the price is perceived as reasonable or even low, it may expedite the purchasing decision, as consumers may feel that they are getting a good deal. The price plays a significant role in both purchasing intention and purchasing decision. It can either positively or negatively influence these factors, depending on how it is perceived by the consumer.

Nutrition Labeling

From the results of research conducted using smart PLS data analysis, it states that nutrition labeling has a positive effect on purchasing intention. Nutrition labeling on purchasing intention has has P values of $0.000 < 0.05$ and $t \text{ count} > t \text{ table} (11.5142 > 1.97)$ which means it has a positive and significant effect. Based on the results of the research, it shows that the hypothesis confirms that nutrition labeling has a positive effect on purchasing intention. Adding nutrition labeling will increase purchasing intention for consumers and potential consumers. This result is according to De Temmerman et al. (2021), which states that the adding nutrition labeling can increase purchasing intention. These results are according to Ducrot (2016), that state nutrition labeling have positive effect on purchasing intention. By the result price also have a positive effect on purchasing decision. According to reseach by Azman and Sahak (2014), price have a positive effect on purchasing decision. According to the Bandara et al. (2016), also show that price have a positive effect on purchasing decision.

Nutrition labeling can have a significant impact on consumers' purchasing decisions and intentions. When consumers are provided with clear and accurate information about the nutritional content of a product, they are better equipped to make informed decisions about what they eat and drink. Research has shown that nutrition labeling can influence consumers' purchasing decisions in several ways. For example, when consumers are presented with information about the calorie, fat, sugar, and salt content of a product, they are more likely to choose healthier options. Additionally, nutrition labeling can help consumers compare products and make more informed choices based on their individual dietary needs and preferences.

Furthermore, nutrition labeling can also influence consumers' purchasing intentions. When consumers are aware of the nutritional content of a product, they may be more likely to purchase it in the future, particularly if they perceive it to be a healthier option. This can be particularly important for consumers who are trying to make positive changes to their diet and lifestyle. Nutrition labeling can play an important role in helping consumers make informed decisions about what they eat and drink. By providing clear and accurate information about the nutritional content of products, consumers can make healthier choices and feel more confident in their purchasing decisions.

Intervening Variabel

From the results of research conducted using smart PLS data analysis, it states that purchase intention becomes a mediating variable between user interface, social media, price, and nutrition labeling toward purchasing decision has P values of $0.024 < 0.05$ and t count $> t$ table ($13.5142 > 1.97$) which means it has a positive and significant effect. User interface, social media marketing, price, and nutrition labeling can all influence a consumer's purchasing decision, with purchase intention as a mediating variable. Here's a breakdown of how each factor can impact the decision-making process. The design and functionality of a product's user interface can significantly influence a consumer's decision to purchase. A user-friendly interface can make the product more appealing and easier to use, leading to a higher likelihood of purchase. Social media platforms are increasingly being used for marketing purposes, and they can have a significant impact on consumer behavior.

Positive reviews and recommendations from friends and family on social media can increase the likelihood of a consumer making a purchase. Price is a crucial factor in the purchasing decision process. Consumers often compare prices across different brands and retailers before making a decision. A competitive price can make a product more attractive and increase the likelihood of purchase. Nutrition labeling provides consumers with information about the nutritional content of a product, which can influence their purchasing decision. Consumers may be more likely to purchase products with healthier nutritional profiles, as this information can help them make informed decisions about their diet. Purchase intention is a mediating variable in this context, as it represents the consumer's decision to buy a product.

The factors mentioned above can all influence purchase intention, either positively depending on the consumer's preferences and needs. user interface, social media marketing, price, and nutrition labeling can all impact a consumer's purchase intention, which is a crucial factor in the decision-making process. By understanding these factors and how they interact, businesses can develop effective marketing strategies to influence consumer behavior and increase sales.

CONCLUSION

The result of this reseach is user interface has a positive and significant effect on purchasing intention. Social media has a positive and significant effect on purchasing intention. Price has a positive and significant effect on purchasing intention. Nutrition labeling has a positive and significant effect on purchasing intention. User interface has a positive and significant effect on purchasing decision. Social media has a positive and significant effect on purchasing decision. Price has a positive and significant effect on purchasing decision. Nutrition labeling has a positive and significant effect on purchasing decision. Purchae intention becomes intervening variabel between user interface, social media, price, and nutrition labeling on prchasing decision.

User-generated content, reviews, and recommendations on social media can influence purchasing intentions by providing social proof and building trust in a product or brand. Engaging and informative content on social media can help consumers make informed purchasing decisions. This includes product demonstrations, tutorials, and comparison posts that aid in the decision-making process. Many brands provide customer support through social media, which can address consumer concerns and provide the necessary information to finalize a purchase decision. Personalized ads based on consumer behavior and interests can nudge consumers towards making a purchase decision by showcasing relevant products at the right time.

The factors mentioned above can all influence purchase intention, either positively depending on the consumer's preferences and needs. user interface, social media marketing, price, and nutrition labeling can all impact a consumer's purchase intention, which is a crucial factor in the decision-making process. By understanding these factors and how they interact, businesses can develop effective marketing strategies to influence consumer behavior and increase sales.

Managerial advice for MSMEs is first to use Social Media as a Marketing Platform: MSMEs must actively use social media platforms such as Facebook, Instagram and Twitter to promote their products. With the right marketing strategy, social media can be an effective tool for reaching a wider audience and building relationships with potential customers. Second is a competitive pricing strategy: MSMEs must conduct careful market research to set competitive but profitable prices. Setting the right price can influence the perception of product value by consumers and lead to increased purchasing decisions.

Suggestions for future research are to first carry out social media sentiment analysis about brands and MSME products of tempeh chips which can help in understanding consumer views in more depth. This research can provide insight into how social media use influences brand perceptions and consumer purchases. Second, comparing the effectiveness of traditional offline marketing strategies (e.g., trade shows, direct promotions) with online marketing strategies (e.g., social media, online advertising) in increasing MSME sales of tempeh chips can provide a better understanding of which is more effective in a given context.

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