

The Influence of Creativity, Price And Product Quality On Consumer Satisfaction in The Bamboo Weaving Craft Business in Loyok Village

Nurlaili^{1*}, Muh. Fahrurrozi^{2*}, Rohaeniah Zain³

^{1*2,3}Pendidikan Ekonomi, Fakultas Ilmu Sosial dan Ekonomi, Universitas Hamzanwadi, Indonesia

*Corresponding Author e-mail: nurlaili2701@gmail.com

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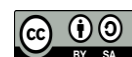
Creativity, Price, Product Quality and Consumer Satisfaction.

Abstract: This research aims to examine the effect of creativity (X1), price (X2) and product quality (X3) partially and simultaneously on consumer satisfaction in the Bamboo woven craft business in Loyok village. This study used a quantitative approach with 90 research subjects. The data collection techniques and instruments used are observation, questionnaires (questionnaires) and documentation. The data from this study were tested using classical assumption tests, multiple linear regression analysis, t tests (partial) and f tests (simultaneous), as for the analytical techniques used, namely quantitative descriptive. The results of this study showed that the creativity variable had a positive and significant effect as much as 0.038, price had a positive and significant effect as much as 0.000 and product quality had a positive and significant effect as much as 0.000. Thus, it can be stated that partially the independent variable affects consumer satisfaction in the bamboo weaving craft business in Loyok Village, because the significant value is < 0.05 . The independent variable simultaneously had a positive and significant influence on the dependent variable with a significant value of 0.000, so it was proven that simultaneously the variables of creativity, price and product quality affected consumer satisfaction in the bamboo woven craft business in Loyok Village with a strong influence of 61% while 39% was influenced by other variables outside this study.

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Introduction

Indonesia is a huge archipelago with shared tribes, cultures and abundant natural resources. Starting from its beautiful beaches, green mountains, historical relics and spiritual trips that can invite attraction for foreign tourists to make Indonesia a tourist destination. In addition to its natural beauty, Indonesia is also famous for its diverse culture and handicrafts which have good quality and have high selling points.

Of the many types of businesses, handicrafts are also businesses that are still developing in the community, According to (Hujaifan, 2015) Craft is a skill passed down from generation to generation by ancestors. Craft is born from human diligent nature, which is

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diligent in the sense of being able to produce something useful for himself and others, and can also be said to be a skill obtained from work skills while according to (Oktriyana, 2017) Crafts are things related to handmade or activities related to goods produced through hand skills (handicrafts), crafts made are usually made of various materials, while woven are fibers that are strung together to form rigid objects, usually to make baskets or household prabots (Nurrohman, 2018). There are various types of woven crafts, one of which is bamboo woven handicrafts. Bamboo has been known by the general public to have excellent properties to be utilized. The important role of bamboo in people's lives can be seen from the many uses of bamboo in equipment and crafts that function to support the needs and activities carried out by the community. In addition to being used alone for domestic purposes, handicraft products from bamboo are also sold. The sale of bamboo in the form of handicraft goods has a higher economic value than the method of selling bamboo directly in the form of bamboo bars, the use of bamboo has been proven to contribute to people's income. Many of them are products from bamboo which have now become export commodities abroad such as furniture, crafts / handycraf, chopsticks and many other products, as well as being art items that have high selling value (Doni et al., 2018)

There is one village that is the center of woven bamboo handicrafts in East Lombok Regency, Sikur District, called Loyok Village. Loyok is a Tourism Village, this is because Loyok Village is famous for the many Art shops that were established, so many local and foreign tourists came. Loyok Village is one of the bamboo woven handicraft production centers in Sikur District which has high handicraft potential and skills, besides that the products produced vary depending on consumer needs and always keep up with the times. Most of the people work as craftsmen, either as additional income or fixed income. The activity as a craftsman was carried out for more than decades, continuing the efforts of their parents that he had obtained for generations. In this day and age, many people do not know the use of bamboo as a large natural resource commodity for handicraft materials with economic value and with high creativity, has not become a concern for the community so that often the bamboo handicraft products produced are of low selling value, in contrast to the people in Loyok Village who have succeeded in attracting foreign and domestic tourists, There are also many consumers from outside the region such as Bali and Java who order woven bamboo handicrafts in large quantities for certain occasions such as traditional or religious ceremonies, even many orders to be used as furniture in hotels and inns. So that this will increase the selling power of bamboo handicraft products which has a much more impact on the economic development of the community itself. Bamboo weaving craftsmen in Loyok Village are very skilled in producing woven bamboo products that have aesthetic value so that they have an impact on the high selling value of these products. With the quantity of human resources and bamboo natural resources, accompanied by good management, it will have an impact on the high creativity and quality of woven bamboo handicraft products that have an impact on the socio-economic progress of the people of Loyok Village (Sukma, 2020).

The existence of woven bamboo crafts in Loyok Village is important to maintain its existence considering the emergence of various competitions with kitchen tools or modern furniture made of plastic, aluminum and so on which accelerate the business of this craft disappearing from civilization. This also requires craftsmen to have higher knowledge in creating a more attractive variety of woven bamboo ornaments in order to be able to compete

in the midst of the crush of modern home industries. Along with the development of time and changes in economic structure, making bamboo weaving business craftsmen in Loyok Village must be able to compete with other handicraft industries. This causes craftsmen to apply marketing concepts and need to pay attention to things that make consumers satisfied with a handicraft product, (Rufliansah & Daryanto Seno, 2020) according to Kotler in (Sa'diyah, 2018) states that consumer satisfaction is the level to which a person feels after comparing his perceived performance or results with expectations. Measuring customer satisfaction is very important to do because it provides useful information for the company (Sugawara & Nikaido, 2014). Many ways can be achieved by companies to increase consumer satisfaction, including by paying attention to creativity in products. Product creativity has the ability to develop and combine ideas that it already has sourced from the customer so as to form product creativity that can influence competitive advantage and maintain consumer satisfaction (Kurniasari, 2018). Price is also a high consideration for consumers to buy products at a company. Price is the amount of value (in currency) that consumers must pay to buy or enjoy the goods or services offered, (Fahrurrozi, 2017), while according to, (NS Ramadhini, 2022) Price definition from marketing perspective is a unit of currency or unit of measuring instruments (including goods and services) that can be exchanged in order to obtain the right to use or ownership of a good or service. According to Kotler and Armstrong in, (Hidayat, 2019) Price is the amount of money charged for a product or service, and the amount of value exchanged by consumers to get utility or benefits from owning or using a product or service. So, products and prices need to be considered because the value of a creative product cannot be measured just like that from the material used but also in terms of aesthetics, beauty, art and design, (Rufliansah & Daryanto Seno, 2020). High and low prices greatly affect the behavior or failure of a product in the market. Low or affordable prices are a trigger to improve marketing performance. But price can also be an indicator of quality, where a product with high quality will dare to be pegged at a high price as well, (Novita, 2022)

In addition to creativity and price, product quality is also a determining factor for consumer satisfaction. According to Kotler and Armstrong in, (Fadilla, 2021) Product quality is the ability of the product to demonstrate its function, this includes overall durability, reliability, accuracy, ease of operation, and product reparation as well as other product attributes. The quality of handicraft products must be maintained properly, because the better the quality of products in a company, the customer will be interested in buying and even buying repeatedly of products, (Kurniasari, 2018).

Research Methods

The type of research used in this study is quantitative research with a descriptive quantitative type. The population in this study is bamboo weaving craftsmen totaling 754 people and bamboo weaving consumers 120 people, so the total population used is 874 people. The number of samples used is as many as 90 people with a sampling technique, namely purposive sampling where this sampling technique if researchers have certain considerations in sampling. In this study, the sampling of part of the population must meet certain criteria or characteristics, (Sujarweni, 2019). To obtain the data needed in this study, researchers used observation, questionnaires (questionnaires) with alternatives choosing one of the answers

given with a Likert scale from 1 to 5, open interviews to obtain supporting data on data obtained from questionnaires related to research variables and documentation.

The tests used in this study are classical assumption tests, multiple linear regression tests and coefficient of determination tests (R^2 Guidelines for giving the interpretation of the coefficient of determination are as follows:) because they use three independent variables, namely creativity (X_1), price (X_2) and product quality (X_3) and one dependent variability, namely consumer satisfaction (Y), the regression equation is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information:

Y = Customer satisfaction

α = Constant

β = Coefficient

X_1 = Creativity

X_2 = Price

X_3 = Product Quality

The determination test is used to calculate the magnitude of the influence of the independent variable on the dependent variable. The value of R^2 indicates how large a proportion of the total variation of the non-free variable can be explained by the explanatory variable. According to (Sugiyono, 2017) Guidelines for giving the interpretation of the coefficient of determination are as follows:

Table 1. Interpretation of the Coefficient of Determination

Coefficient Interval	Relationship Level
0,80-1,000	Very powerful
0,60-0,799	Strong
0,40-0,599	Moderately Strong/medium
0,20-0,399	Low
0,00-0,199	Very low

Source: *sugiyono, 2017*

Results and Discussion

Multiple Linear Regression Test

Based on the results of multiple linear regression tests, the equation can be determined as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 4,334 + 0,332X_1 + 0,586X_2 + 0,437X_3$$

Interpretation of regression equations:

1. Based on the results of multiple linear tests, it is known that the value of α (constant) has a positive value of 4.334 indicating that without the influence of creativity (X_1), price (X_2) and product quality (X_3), consumer satisfaction is 4.334
2. Creativity (X_1) has a positive regression coefficient of 0.332. This means that if product creativity is increased, consumer satisfaction will increase. Thus, the creativity variable shows a positive influence on consumer satisfaction.

3. Price (X2) has a positive regression coefficient of 0.586. This means that if the price increases then consumer satisfaction will decrease and vice versa if the price decreases then consumer satisfaction with the product will increase. Thus the price variable shows a positive influence on consumer satisfaction.
4. The calculation of the product quality variable (X3) shows a beta coefficient value of 0.437. This means that if the quality of the product has increased, consumer satisfaction will increase. Thus, product quality variables show a positive influence on consumer satisfaction.

The calculation of the price variable (X2) shows a beta value in the multiple regression coefficient of 0.586 which is greater when compared to the creativity variable (X1) of 0.332 and the product quality variable (X3) of 0.437, this shows that the price variable is more dominant in affecting consumer satisfaction in the bamboo weaving licensing business in Loyok Village.

Partial Test (Test t)

Based on partial testing, the following results were obtained:

Table 2. Partial Test Results (t test)

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.334	4.496		.964	.338
	Creativity	.332	.158	.184	2.104	.038
	Price	.586	.155	.324	3.777	.000
	Product Quality	.437	.103	.407	4.249	.000

a. Dependent Variable: Customer Satisfaction

Source: *SPSS Processed Products (2023)*

Partial testing based on the results of the t-test calculation above can be explained that:

The Effect of Creativity (X1) on Consumer Satisfaction (Y)

Creativity has a positive and significant effect on consumer satisfaction with a GIS value smaller than the alpha value of $0.038 < 0.05$, meaning that the more creative the products produced by craftsmen, it will increase consumer satisfaction. Furthermore, it can be seen from the results of t calculate $> t$ table, which is $2.104 > 1.988$ This means that H_0 is rejected and H_a is accepted. So that with the creativity in products carried out by craftsmen, it will encourage to achieve consumer satisfaction of woven bamboo in Loyok Village. The results of this study are reinforced by theories according to, (Suryana, 2003) Product creativity has the ability to develop and combine new ideas and ideas that have been sourced from consumers so as to form product creativity that affects consumer satisfaction. The results of this study are also in line with the research researched by (Auliyani, 2019), with the title The Effect of Product Innovation, Creativity and Product Quality on Consumer Satisfaction of Burnt Batik (Case

Study in the Batik Industry Tulis Yuliati Warno). The results of this study show that there is a partial positive and significant influence between creativity and consumer satisfaction in the batik industry, Yuliati Warno wrote. So H1 states that creativity affects consumer satisfaction.

The effect of price (X2) on Consumer Satisfaction (Y)

Price has a positive and significant influence on consumer satisfaction with a sig value smaller than the alpha value of $0.000 < 0.05$ and can be seen from the calculated t results of $3.777 > t$ table 1.988. This means that the more affordable the price of the products offered, it will increase consumer satisfaction with woven bamboo handicraft products in Loyok Village. The results of this study are also in line with research conducted by (Isfahila et al., 2018) with the title The Effect of Price, Design, and Product Quality on consumer satisfaction of Umah Sayu Wiwit Banyuwangi Batik handicrafts, with the results of the study saying that price variables have a significant effect on consumer satisfaction. The results of this study show that if the price offered is affordable, it will increase consumer satisfaction.

The Effect of Product Quality (X3) on Consumer Satisfaction (Y)

Product quality has a positive and significant influence on consumer satisfaction with a GIS value smaller than the alpha value of $0.000 < 0.05$ and a calculated t result of $4.249 > t$ table 1.988. This means that the better the quality of handicraft products provided by the company to consumers, it will increase consumer satisfaction with woven bamboo products in Loyok Village. The results of this study are also in line with research conducted by (Minullah, 2022) entitled The Effect of Product Quality, Price and Location on Consumer Satisfaction in UD Kerang Murah Jaya Penarukan Shell Crafts, Sitobondo Regency. The results of this study show that the product quality variable (X1) has a significant effect on the consumer satisfaction variable (Y).

Simultaneous Test (Test F)

Based on simultaneous testing obtained the following results:

Table 3. Simultaneous Test Results (Test F)

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	799.328	3	266.443	47.217	.000 ^b
	Residual	485.295	86	5.643		
	Total	1284.622	89			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Product Quality, Price, Creativity

Source: SPSS Processed Products (2023)

Creativity, price and product quality are important to achieve and increase consumer satisfaction. From the results of simultaneous calculations obtained F count of $47.217 > F$ table 2.71 with a sig value of 0.000. This means that the independent variables (creativity, price and product quality) together (simultaneously) have a significant influence on the dependent

variable (consumer satisfaction) on bamboo woven handicraft business products in Loyok Village.

Test Coefficient of determination (R^2)

Based on testing the coefficient of determination, the following results are obtained:

Table 4. Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.789 ^a	.622	.609	2.375

a. Predictors: (Constant), product quality, price, creativity

Source: *SPSS Processed Products (2023)*

From the results of the coefficient of determination test in the table above, it shows that in the Adjusted R square pool, it is known that the total percentage of variation in the table of bound variables is 0.609 or 61%. This means that the level of relationship between the independent variable (creativity, price and product quality variables) to the dependent variable (consumer satisfaction) is strong at 61%. While the rest (100%-61%=39%) were influenced by other variables that were not studied.

Conclusion

Based on the results of the study and some of the descriptions that have been explained, it can be concluded that, Partially shows that creativity variables have a positive and significant effect on consumer satisfaction, price variables have a positive and significant effect on consumer satisfaction and product quality variables have a positive and significant effect on consumer satisfaction. Thus, each independent variable affects consumer satisfaction with a strong level of relationship. This means that the Ha1 hypothesis is accepted that partial independent variables (creativity, price and product quality) have a positive and significant effect on the dependent variable (consumer satisfaction) in the bamboo weaving craft business in Loyok Village. Simultaneously shows that the independent variables (creativity, price and product quality) together have a positive and significant influence on the dependent variable (consumer satisfaction). This means that the Ha2 hypothesis is accepted with a strong level of relationship so that the independent variable affects the dependent variable in the bamboo weaving craft business in Loyok Village.

Recommendation

Based on the results of the research obtained in this study, the following suggestions can be put forward: 1) for village governments it is expected to be more sensitive to the problems faced by bamboo weaving rainers. Such as the lack of cooperation between entrepreneurs and village governments in branding their products and craftsmen do not yet have a place to introduce their handicraft products. 2) for the owner of a bamboo woven handicraft business in Loyok Village to continue to increase new creativity in accordance with

market demand by changing shapes, colors, patterns, and models so as to attract consumers in purchasing handicraft products

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