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The Influence of Creativity, Price Determination to Publicity and Their Impact to the Purchasing Power of Customers

Adjeng Mariana FEBRIANTI
Sekolah Pascasarjana, Universitas Widyatama,
Bandung, Indonesia
adjengfebriant@gmail.com

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Abstract:

The business world is demanded to be more creative to face increasingly tight competition. By coming into effect of the ASEAN Economic Community (MEA), many global competitors began to target the Indonesian market. The purpose of this research is to know songket development in Sukadana Village, Jonggot Sub-district, Central Lombok. The research method used descriptive verificative method through hypothesis testing, modelling approach using SEM, with the selected samples as many as 150 customers. The results revealed that the ability to weave is not supported by enough science; this ability is obtained in the hereditary, so that indirectly affects the buying interest. The reduction of prices cannot be sure to improve competitiveness with fellow songket weaver. It can be concluded that indirectly price determination influences the buying interest. Creativity has a correlation with price determination: the higher the creativity is created, the higher the price is offered.

Keywords: creativity; price determination; publication; buying interest

JEL Classification: P42; Q21; R53; Z32

Introduction

Sukadana is a small village far from urban areas, but this remote village produces the most famous handicraft of Lombok Songket Woven Cloth. Its location is outside the country road, Jonggot District, Central Lombok. This village can be reached by using public transportation from Bertais to Praya. Just before afternoon the public vehicle arrives at Puyung. Sukadana is about 25 km from the city of Mataram. The journey to this village is very difficult due to the rare public transport therefore to reach this location is easier by using private or rental vehicles. The traditional Songket Woven is made from Lombok people traditionally, using yarn technique, and for the ornament, it is by inserting gold, silver or colourful threads over lint threads. To add the beauty of Lombok Songket Woven Cloth, it is also added the beads, shells, or coins as an additional decoration.

This has become part of the commodity to penetrate the foreign market. The appeal of this village is not only from the results of its charming home industry but also from making woven cloth in a traditional way which is to prepare the manufacture of yarn and dye making. Sukadana village also produces tied Woven cloth of which material is very simple. It is made of cotton. The time to produce it is not as long as of songket Woven production. It is just one day. The artisans of Sukadana are able to produce tied Woven cloth as long as 3 meters. The hallmark of the Lombok Woven Songket Cloth lies in the use of gold threads that are typical of Central Lombok. The materials are usually cotton, but they can be of barks, banana fibres, pineapple fibres and palm leaves.

The color substance consists of 2 color; blue and red. The blue color is obtained from indigo. The Lombok Songket Woven Cloth has various motifs. There are the chicken motifs, the eight flowers motifs, and the four flower motifs. Each motif has its own different meaning. The produced designs are among others: *remawe ngelok* design, of which basic color is essentially grey and motif is red. *Manok* design in which in every picture describes chicken. Besides that, there are also pineapple designs, with green base color combined with yellow gold thread. While the

pinggirang pucuk rebong is very simple without many variations of the picture but it is very beautiful. Ideally the creativity created by the people of Sasak Tribe in Central Lombok should be able to motivate the young generation who are hungry for creativity. In addition, it provides employment as well as to get additional for household finances. Through the creativity, the people will change their welfare.

Although the price set varies depending on the level of complexity but profit remains a priority for the artisans of Lombok Songket Woven Cloth that became the mainstay of the local people. A product, of course, will be known if it is introduced through one of the promotional tool; publication. Moreover, if the product is Lombok Woven Songket Cloth which is from the Sukadana Village, Jonggot District in Central Lombok. Thus the opportunity to get buying interest of the customers of them is getting bigger and bigger.

Continuous creativity developed by creating models that can compete in the marketplace is very important, manifested through the interaction with the cultural background. The creativity for Lombok Songket Woven Cloth, however, is less to be realized perfectly, sometimes it is because the obstacle of the devices and sometimes because it is pointed by the increasing scarcity of human resources which is getting more and more decreased. This is caused by the mindset of young women who began reaching the world of work, so the expertise of their predecessors which was passed on to them received less response from them. As the result, the design creativity created by the women is limited, there has been no development of new designs that can be superior to reach more customers.

The price determination of a Lombok Songket Woven Cloth varies depending on the chosen design and the level of complexity. Interesting enthusiasts of Lombok Songket Woven Cloth are domestic tourists and even foreign tourists. The *rangrang* design is usually favored by officials. It is because it has a classic design and the thread is not used much color. The price of Lombok Songket Woven Cloth ranges from hundreds of thousands rupiah to even millions rupiahs depending on the type of goods. The manufacturing process takes a long time, so the results of the product are limited. Another problem is the price of raw materials and other complementary materials which have increased. As a result, the sale of sheets of Lombok Songket Woven Cloth cannot be used as a measure to get the benefits as expected. Publication required in a sale and purchase transactions for products produced by a company can be known to the people of Indonesia. But the reality in the field is not simple, publications made through social media mouth to mouth that is difficult to measure response. As a result, the publication is less perceived echoes, in fact publication of a region is not just a product of being offered but also the other advantages possessed by regions such as Lombok which is rich of culture and tourist destinations.

Buying interest which is expected to provide per capita income for Central Lombok cannot be fully felt by the people. Domestic and foreign tourists do not always buy Lombok Songket Woven Cloth. Maybe they feel less interesting than what is favoured there such as the beauty of Kuta beach, Senggigi beach and the quiet beach in Gili Nanggu, with several alternative hotels like Lombok Raya Hotel, Lombok Garden Hotel or Grand Legi Hotel become the mainstay of Lombok people to be a tourist attraction. Therefore, it is expected that the increased buying interest towards Lombok will not only lie in Lombok Songket Woven Cloth but also on the value of the resources owned by Lombok and its surrounding areas to increase the income of Sukadana Village, Jonggot Subdistrict, Central Lombok.

1. Library Study and Hypothesis Development

1.1. The Concept of Creativity

Creativity appeals to be a key word for most of the creators of the idea of fashion, as fashion becomes a realm that transforms into a haven of imagination, creativity and style. That is what was said by the world famous designer, Coco Channel: *"Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening."*

While Griffin, Jill (2009) stated that to start a creativity required a new motivation of seriousness, full of spirit, and ready to accept any consequences of success or failure. Creativity is an ability to create original ideas / adaptive functions of its utility in full to evolve by empowering new skills, and forming new combinations of two or more concepts that have been imprinted in mind. Creativity can also provide new good ideas with aptitude features such as fluency, flexibility, and originality and reflection of operational ability creatively, in an effort to engage new and amazing activities by creating new and astonishing innovations. Developing the ability to create a new idea requires intensive training that can add unlimited and ever-changing skills and knowledge, so that output can be obtained through the dimensions of Creativity, according to Longenecker, Moore, Petty (2003):

- science, which is aligned with science which continues to grow;
- technology, continuously evolving related to empowered technology and empowerment;
- service, equipped with communicative and active service.

1.2. The Concept of Price Determination

Principally, the Price Determination is cost-oriented in setting the price of a product which calculates the cost of inventory that will be spent. That is by adding up the cost to be spent by adding (allocation) the excess to get the profit, it can be by marking up, *i.e.* the amount is added to the cost of goods in order to sell it to get profit.

The Price Determination can earn income, other elements are still calculated to generate costs. Companies usually do not set one price but develop a price determination structure that reflects variations in geographic demand and cost, market segment needs, time of purchase, order rate, delivery frequency, warranty, service contracts, and other factors. Because of price cuts, promotional incentives and support, companies rarely realize the same benefits from each unit of sold products.

Dimensions of Price Determination include, (Kotler and Keller 2012):

- price competitiveness, the company provides a reasonable price;
- discount is given by the company from the purchase of the product with the official price which has already determined;
- allowance of payments, policies are granted in relation to the payments to potential customers.

1.3. The Concept of Publication

Publication is a number of information about goods produced by companies that are spread to the public by making news that has a commercial meaning or in the form of other positive representations. Usually, the media is willing to publish a story-shaped product if the material is felt quite interesting or should be used as news. Publication is also an activity undertaken by the company to communicate reliable information to the people, and hope to affect the memory in the decision-making process. Publication plays an important role of informing the product or service in the hope of increasing sales that can provide profit. In addition, publications take the form of activities to introduce products and enhance the company's image. Publication is a communication tool that coordinates with the purpose of providing criteria in the decision-making process and also as an evaluation tool. Kotler and Keller (2012, 658) expresses that publication is also one of the specific communication tasks of the level of success that must be achieved on specific audiences over a specific period. Generally, publications attempt to measure the influence of communication, namely the potential effect on awareness, knowledge, and preference on sales.

The dimensions of publication based on Kotler and Keller (2012) include:

- informing, providing accurate information about the segmenting, targeting and positioning markets;
- persuading, Creating demand for the entire product category;
- reminding, affecting consumers to have beneficial attributes;
- adding value to offer includes innovation, quality improvement, perception change.

1.4. The Concept of Buying Interest

Buying interest arises after consumers know the product they want, then evaluate first the brand that can give satisfaction to them. The Consumers' buying interest is something that arises after receiving the stimulus from the product they see then they have interest to try the product, finally they have a desire to buy and get the product (Kotler and Keller 2012, 205).

The desire of the customer to have the product is because the customers are happy to have the product, giving a certain taste that can not be felt by others, elevate self-esteem, honor or praise other people resulting happiness can be achieved.

Dimensions of Buying Interest based on Kotler and Keller (2012), are:

- awareness, consumers' awareness of the need for the product;
- interest, consumers' interest in a product;
- desire, consumers' desire to own the product;
- action, adopting / using the product.

1.5. Hypothesis Development

Conceptually starting from the framework of thought and research model above and the formulation of the problem, it can be formulated that hypothesis in this research are as follows:

- Hypothesis 1: the creativity has an influence to buying interest both partially and simultaneously;
- Hypothesis 2: the Price Determination influences the buying interest partially and simultaneously;
- Hypothesis 3: the Publication influences the buying interest partially and simultaneously;
- Hypothesis 4: the Creativity influences buying interest through publication;
- Hypothesis 5: the Price Determination influences the buying interest through the publication;

- Hypothesis 6: the relationship between the creativity and the price determination.

2. The Research Methodology

The research method used is SEM (Structural Equation Modelling) Method. The characteristics tested in this research are Creativity, Price Determination and Publication which in allegedly have a significant effect on Buying Interest.

The objective of the research is to clarify about the Creativity and Price Determination and Publication that influences Buying Interest. The number of samples which have met the criteria are 150. The research is descriptive, to obtain description about Creativity, Price Determination, Publication and Buying Interest. Zinkmund (2000) Verificative Research is to know the relationship between variables through a hypothesis testing based on data in the field. Nana Sujana (2004, 10). To obtain the data and information for this research, it is done a number of complementary variables with the concept, dimensions, indicators, size and scale.

2.1. The Used Tools

The sample size for the Structural Equation Model (SEM) is adjusted to the relationship between the number of variables and the minimum sample size in the Structural Equation Model. In this research, there are 14 parameters consisting of Creativity 3, Price Determination 3, Publication 4 and Buying Interest 4, using the weight of the numbers ranging from the smallest 1 to the largest number 5. For completeness of the research required accurate information from the artisans of Lombok Songket Woven Cloth based on the dimensions of each Variable.

3. The Results of the Research

3.1. The Validity and Reliability Test Results

The validity testing uses *product moment correlation* (index validity) where the statement is declared valid if the correlation coefficient item statement ≥ 0.30 (Kaplan-Saccuzzo 2005, 141). The Reliability testing uses the *alpha-cronbach* method and the results stated reliably if the reliability coefficient greater than 0.70 (Kaplan-Saccuzzo 2005, 123). The Result of validity test shows that questionnaire is valid. The value of reliability coefficient of four variables is bigger than 0.70, it is concluded that questionnaire have reliability to measure each variable.

3.2. Descriptive Analysis of Respondents' Response Results

Cooper or Schindler (2006, 467) ordinal data / interval data / ratio data has asymmetric distribution, the centralization measure can be done through the distribution of inter quartile ranges. The first quartile equals the 25th percentile, the second quartile (median) equals the 50th percentile and the third quartile equals the 75th percentile. The questionnaire data uses a scale of 1 to 5, where the minimum value is = 1, the maximum value is = 5, the first quartile (Q1) is = 2, the second quartile (Q2) is = 3 and the third quartile (Q3) is = 4, so the average score of the respondent's answer can be categorized *well* if it is between Q3 and the maximum value. It is categorized *sufficient* if the average score of answers is between Q2 and Q3, and it is categorized *less* if the average score of answers is between Q1 and Q2 and it is categorized *poor* if the average score is below Q1.

Creativity is measured by using 3 dimensions and operationalized into 6 (six) statement points. Based on the results of responses of 150 respondents, it is obtained the average score of respondents for creativity variables is 3.24 which at intervals 3 - 4 and included in the category *quite adequate*. Likewise, the average score of respondents for each dimension of creativity included in the category of *quite well*.

Price Determination is measured by using 3 dimensions and operationalized into 6 (six) statement points. Based on the results of responses of 150 respondents, it is obtained an average score of respondents for the price determination variable is 3.29 which is at intervals 3 - 4 and included in the category of *quite appropriate*. Likewise, the average score of respondents for each of the price determination dimensions included in the category of *quite appropriate*.

Publication is measured by using 4 dimensions and operationalized into 9 (nine) statement items. Based on the results of responses of 150 respondents, it is obtained the average score of respondents for publication variables is 3.27 which is at intervals 3 - 4 and included in the category of *quite well*. Likewise, the average score of respondents for each dimension of publication generally fall into the category of *quite appropriate*.

Buying interest is measured by using 4 dimensions and operationalized into 9 (nine) statement items. Based on the results of responses of 150 respondents, it is obtained an average score of respondents to buying interest variables is 3.15 which is at intervals 3 - 4 and included in the category of *high enough*. Likewise, the average score of respondents for each dimension of buying interest included in the category of *quite high*.

3.3. Hypothesis Testing

To test the influence of creativity (X1) and price determination (X2) and publication (Y) and their impact on buying interest (Z), the researcher uses Structural Equation Modelling (SEM). In structural equation modelling, there are two types of models that are formed; the measurement model and the structural model. The measurement model describes the proportion of variance of each manifest variable (indicator) that can be explained by a latent variable. Through the measurement model, it is known which indicators are more dominant in reflecting the latent variables. The structural model will then examine the effect of independent latent variables on dependent variable (endogenous latent variable).

3.4. The Goodness of Fit Test

Goodness of fit test is conducted to find out whether the model obtained is correct in describing the relationship between the variables under study so that it can be categorized into a good model. The result of the goodness of fit test using test χ^2 (chi-square) for the model under study obtained a value of 119.63 with p-value <0.001.

According to Hair *et al.* (2006, 746) in the structural equation modelling is not desired p -value is small (smaller than 0.05). Back to the test results obtained p -value smaller than 0.05 indicates that the test χ^2 significant. So, when referring to the test results χ^2 then the model obtained does not meet the criteria of a good model overall.

Then the RMSEA (Root Mean Square Error of Approximation) value is 0.068. A good RMSEA value is debatable, but according to Hair *et al.* (2006, 748) if the RMSEA value is below 0.08, the model is still acceptable. Furthermore, the value of GFI (Goodness of Fit Index) for the model under study of 0.897 shows that the model obtained has not met the criteria, where according to Hair *et al.* (2006, 747) GFI value greater than 0.90 shows the model is acceptable.

Root Mean Square Residual (RMR) in the model under study of 0.044, as well as its standardization value (SRMR) of 0.044. According to Hair *et al.* (2006, 753) the value of Standardized Root Mean Square Residual (SRMR) of less than 0.08 meets the criteria of a good model.

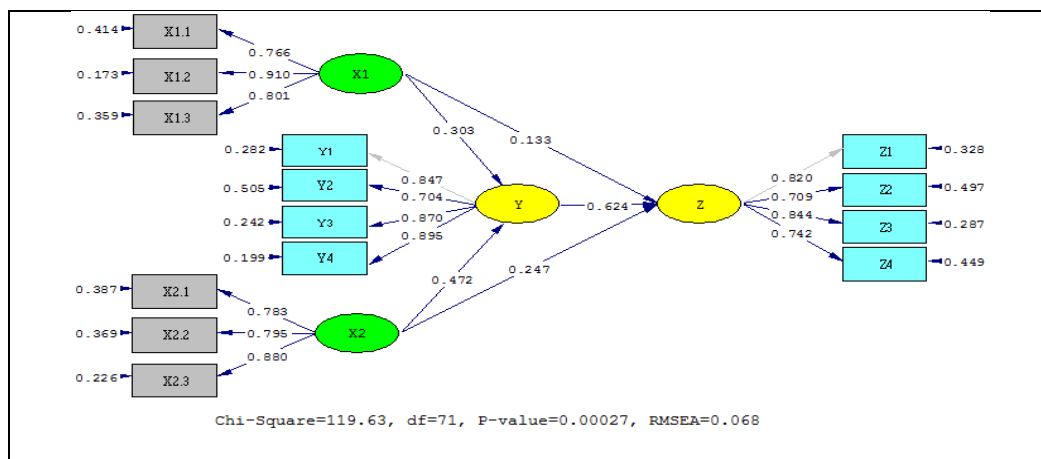
The result of absolute conformity measure shows that the model obtained meets the criteria of goodness of fit on the size of RMSEA (0,068 < 0,08), and SRMR (0,044 < 0,080) so it can be concluded that the model estimation result is acceptable, meaning that the empirical model obtained is suitable to the theoretical model.

3.5. Measurement Model

The measurement model is a model that connects latent variables and manifest variables. In this study, there are 4 latent variables with the number of manifest variables as many as 14. The latent variable of creativity consists of 3 manifest variables, the latent variable of price determination variable consists of 3 manifest variables. Then the latent publication variable consists of 4 manifest variables and latent variable of buying interest consisting of 4 manifest variables.

The model of goodness of fit test concludes that the model is acceptable, meaning that the model obtained can be used to test the research hypothesis that has been set. Using the *maximum likelihood estimation method*, we get the full lane model diagram of the influence of creativity, price determination and publication on buying interest as shown in Figure 1 below.

Figure 1. Coefficient of Standardization of Structural Equation Modelling



Through the weight factor shown in Figure 1, it can be seen in the latent variable of creativity (X_1), dimension $X_{1.2}$ (Technology dimension) is the strongest in reflecting latent variable of creativity. $X_{1.1}$ (Science dimension) is the weakest in reflecting latent variable of creativity. In the latent variable pricing (X_2), the dimension $X_{2.3}$ (Allowance of payments dimension) is strongest in reflecting the price determination, then followed by dimension $X_{2.2}$ (Discount dimension). In contrast, the dimension of $X_{2.1}$ (Competitiveness dimension) is the weakest in reflecting the latent variable of price determination.

In the latent publication (Y) variable, the Y_4 (Adding Value) dimension is the strongest in reflecting the latent variables of publication, followed by the Y_3 (Reminding) dimension. In contrast, the dimension of Y_2 (Persuading Dimension) is the weakest in reflecting the latent variables of publication. Finally, on the latent variable of buying interest (Z), the Z_3 (Desire dimension) is the strongest in reflecting the latent variable of buying interest, followed by the Z_1 (Awareness dimension). In contrast, the Z_2 (Interest dimension) is the weakest in reflecting the latent variable of buying interest.

Furthermore, to know whether the indicators used to measure the creativity and buying interest have a high degree of compatibility, then the researcher conducts the calculation of construct reliability and variance extracted. Here's the calculation of construct reliability and variance extracted for each latent variable,

Table 1. Construct Reliability (CR) dan Variance Extracted (VE)

Latent Variables	CR	VE
Creativity	0,867	0,685
Price Determination	0,860	0,673
Publication	0,899	0,693
Buying Interest	0,861	0,609

In the latent variables of Creativity, the value of variance extracted by 0.685. It indicates that on average 68.5% of the information contained in each manifest variable can be represented through the latent variable of creativity. Then the value of construct reliability latent variable of creativity (0.867) is still greater than recommended at 0.70. Next on the latent variable of price determination, the value of variance extracted by 0.673. It indicates that on average 67.3% of the information contained in each manifest variable can be represented through the latent variable of price determination. Then the value of construct reliability latent variable of price determination (0.860) is still greater than the recommended at 0.70.

In the latent variables of Publication, the value of variance extracted by 0.693. It shows that on average 69.3% of the information contained in each manifest variable can be represented by the latent variable of Publication. Then the value of construct reliability of the latent variable of Publication (0.899) is still greater than recommended at 0.70. Lastly on latent variables of Buying Interest, the value of variance extracted by 0.609. It indicates that 60.9% of the information contained in each manifest variable can be represented through latent variable of Buying Interest. Then the value of construct reliability of the latent variable of Buying Interest (0.861) is still greater than recommended at 0.70.

3.6. Structural Model

The structural model is a model that connects an exogenous latent variable with an endogenous latent variable. Based on the results of data processing, it is obtained structural equations to be tested as presented in the following table.

Table 2. Structural Equations of Influence Creativity, Price Determination and Publication to Buying Interest

Sub Structure	Lane	Symbol	Coefficient	T _{statistic} *	R-Square
First	$X_1 \rightarrow Y$	$\gamma_{1.1}$	0,303	3,839	0,415
	$X_2 \rightarrow Y$	$\gamma_{1.2}$	0,472	6,202	
Seconnd	$X_1 \rightarrow Z$	$\gamma_{2.1}$	0,133	1,965	0,748
	$X_2 \rightarrow Z$	$\gamma_{2.2}$	0,247	3,256	
	$Y \rightarrow Z$	$\beta_{2.1}$	0,624	8,221	

Note: * $t_{critical} = 1,96$

Through the value of R-square, the creativity and price determination gives 41.5% influence on the publication of Lombok Songket Woven Cloth of Central Lombok. Then Creativity, Price Determination and Publication simultaneously give effect of 60,4% to Buying Interest of Lombok Songket Woven Cloth of Central Lombok. Among the three exogenous variables, Publication is dominant in influencing Buying Interest, on the

contrary Creativity gives the weakest influence to Buying Interest. Furthermore, to prove whether the Creativity, Price Determination and Publication influences the Buying Interest, then it is tested the hypothesis.

3.6.1. The Influence of Creativity

- | | |
|-----------------------------|---|
| $H_0 : \gamma_{2.1} = 0$ | Creativity has no influence on Buying Interest of Lombok Songket Woven Cloth of Central Lombok. |
| $H_a : \gamma_{2.1} \neq 0$ | Creativity has an influence on Buying Interest of Lombok Songket Woven Cloth of Central Lombok. |

Based on the data in table 2, it is seen the $t_{\text{statistic}}$ value of Creativity variables (1.965) and greater than t_{critical} (1.96). Because the $t_{\text{statistic}}$ value is greater than t_{critical} , then the error rate of 5% so it is decided to reject H_0 and H_a is accepted. So, based on the results of the test can be concluded that Creativity has an influence on to Buying Interest of Lombok Songket Woven cloth of Central Lombok. The results of this study provide empirical evidence that the higher the creativity, the higher interest in buying Lombok Songket Woven Cloth.

3.6.2. The Influence of Price Determination

- | | |
|-----------------------------|--|
| $H_0 : \gamma_{2.2} = 0$ | Price determination has no influence on Buying Interest of Lombok Songket Woven cloth of Central Lombok. |
| $H_a : \gamma_{2.2} \neq 0$ | Price Determination influences the buying interest of the Lombok Songket Woven Cloth of Central Lombok. |

Based on the data in table 2, it is seen that the value of $t_{\text{statistic}}$ variable of Price Determination (3.256) and greater than t_{critical} (1.96). Because the $t_{\text{statistic}}$ value is greater than t_{critical} , then the error rate of 5% so it is decided to reject H_0 and H_a is accepted. So based on the test results, it can be concluded that Price Determination influences the interest in buying Lombok Songket Woven Central Lombok. The results of this study provide empirical evidence that the more appropriate Price Determination, the higher Interest of Buying Lombok Songket Woven Cloth of Central Lombok.

3.6.3. The Influence of Publication

- | | |
|----------------------------|--|
| $H_0 : \beta_{2.1} = 0$ | Publications have no influence on buying interest in the Lombok Songket Woven cloth of Central Lombok. |
| $H_a : \beta_{2.1} \neq 0$ | Customer publications influences the interest in buying Lombok Songket Woven Cloth of Central Lombok. |

Based on the data in table 3, the $t_{\text{statistic}}$ value of the Publication variable (8,221) and greater than t_{critical} (1.96). Because the $t_{\text{statistic}}$ value is greater than t_{critical} , then the error rate of 5% it is decided to reject H_0 and H_a is accepted. So, based on the test results, it can be concluded that the Publication influences the interest in buying cloth Lombok Songket Woven Cloth of Central Lombok. The results of this study provide empirical evidence that the better publication, the higher interest in buying Lombok Songket Woven Cloth of Central Lombok.

3.6.4. The Indirect Influence.

To test the indirect influence of creativity and price determination to buying interest it is used the soble test (Kline 2011, 164), which is through error standard multiple lanes that connects.

3.6.5. The Influence of Creativity to Buying Interest Through Publication

Hypothesis:

- | | |
|--|---|
| $H_0 : \gamma_{1.1} \times \beta_{2.1} = 0$ | Indirectly through publication, creativity has no influence to buying interest in the Lombok Songket Woven Cloth of Central Lombok. |
| $H_a : \gamma_{1.1} \times \beta_{2.1} \neq 0$ | Directly through publication, creativity influences the interest in buying Lombok Songket Woven Cloth of Central Lombok. |

Table 3. Test Results of indirect Influence of Ccreativity to Buying Interest

T _{statistic}	T _{critical}	Ho	Ha
3,475	1,96	Rejected	Accepted

Based on the test results in Table 3, it can be seen that $t_{\text{statistic}}$ of indirect Influence of Creativity (3,475) greater than t_{critical} (1.96). Because the value of $t_{\text{statistic}}$ is greater than t_{critical} , then with a 5% error rate it is decided to reject H_0 and H_a is accepted. So, based on the test results, it can be concluded that indirectly through publishing, creativity influences the buying interest of Lombok Songket Woven Cloth of Central Lombok.

3.6.6. The Influence of Price Determination to Buying Interest Through Publication

Hypothesis:

H_0 : Indirectly through publication, price determination has no influence on the interest in buying Lombok Songket Woven Cloth of Central Lombok.
 $\gamma_{1.2} \times \beta_{2.1} = 0$

H_a : $\gamma_{1.2} \times \beta_{2.1} \neq 0$ Directly through publication, price determination influences the buying interest of Lombok Songket Woven Cloth of Central Lombok.

Table 4. Test Results of indirect Influence of Price Determination to Buying Interest

T _{statistic}	T _{critical}	Ho	Ha
4,953	1,96	Rejected	Accepted

Based on the test results in Table 4, it can be seen that $t_{\text{statistic}}$ value indirectly influences price determination (4.877) greater than t_{critical} (1.96). Because the value of $t_{\text{statistic}}$ is greater than t_{critical} , then with a 5% error rate it is decided to reject H_0 so that H_a is accepted. So based on the test results, it can be concluded that indirectly through publication, price determination influences to the interest in buying Lombok Songket Woven cloth of Central Lombok.

3.6.7. The Correlation of Creativity and Price Determination

Hypothesis:

H_0 : $\phi_{1.2}$ Creativity is not related to the price determination of Lombok Songket Woven Cloth of Central Lombok.

H_a : $\phi_{1.2}$ Creativity is related to price determination of Lombok Songket Woven Cloth of Central Lombok.

Table 5. The Results of Correlation Test between Creativity and Price Determination

Correlation	$t_{\text{statistic}}$	t_{critical}	Ho	Ha
0,350	4,225	1,96	Rejected	Accepted

Based on the test results in table 5, it can be seen that $t_{\text{statistic}}$ value of correlation between Ccreativity and Price Determination (4.225) is greater than t_{critical} (1.96). Because the value of $t_{\text{statistic}}$ is greater than t_{critical} , then with a 5% error rate, it is decided to reject H_0 so that H_a is accepted. So, based on the test results, it can be concluded that the Creativity has a relationship with the Price Determination of Lombok Songket Woven Cloth of Central Lombok.

Conclusion

The higher creativity will influence the interest in buying Lombok songket Woven Cloth by visualizing how to weave artistically. Although weaving ability is not supported by enough science, the average human resource of weaving craftsmen can be from generation to generation. Based on the results of testing the influence of indirect creativity (3.475) is greater than t_{critical} (1.96), with 5% error rate so it can be concluded that indirectly creativity influences the buying interest through publication.

Price Determination influences buying interest through allowance of payment (discount, etc). Although price reductions cannot be sure to improve competitiveness with fellow songket woven craftsmen. Based on the results of testing the influence of indirect Creativity (3.475) is greater than t_{critical} (1.96), with 5% error rate so it can be concluded that indirectly Creativity influences the buying interest through publication.

Publication influences buying interest if it can provide added value to the products, although songket woven craftsmen in general have not been able to create customer demand for the results of their production. Based on the results of the correlation testing between creativity and the price determination (4,225) is greater than $t_{critical}$ (1.96). With 5% error rate, it can be concluded that the creativity directly has a correlation with the price determination. It means that if the songket woven craftsmen have higher creativity, they can present different image patterns with attractive design and in turn it can impact to the price offered which will be more expensive.

Suggestion

To obtain superior and attractive woven products, it is advisable to increase the ability of songket Woven craftsmen, so it is not only stuck to the heritage given by one generation to another generation. High creativity indirectly can be further developed through the role of publication to help to increase the customers' buying interest.

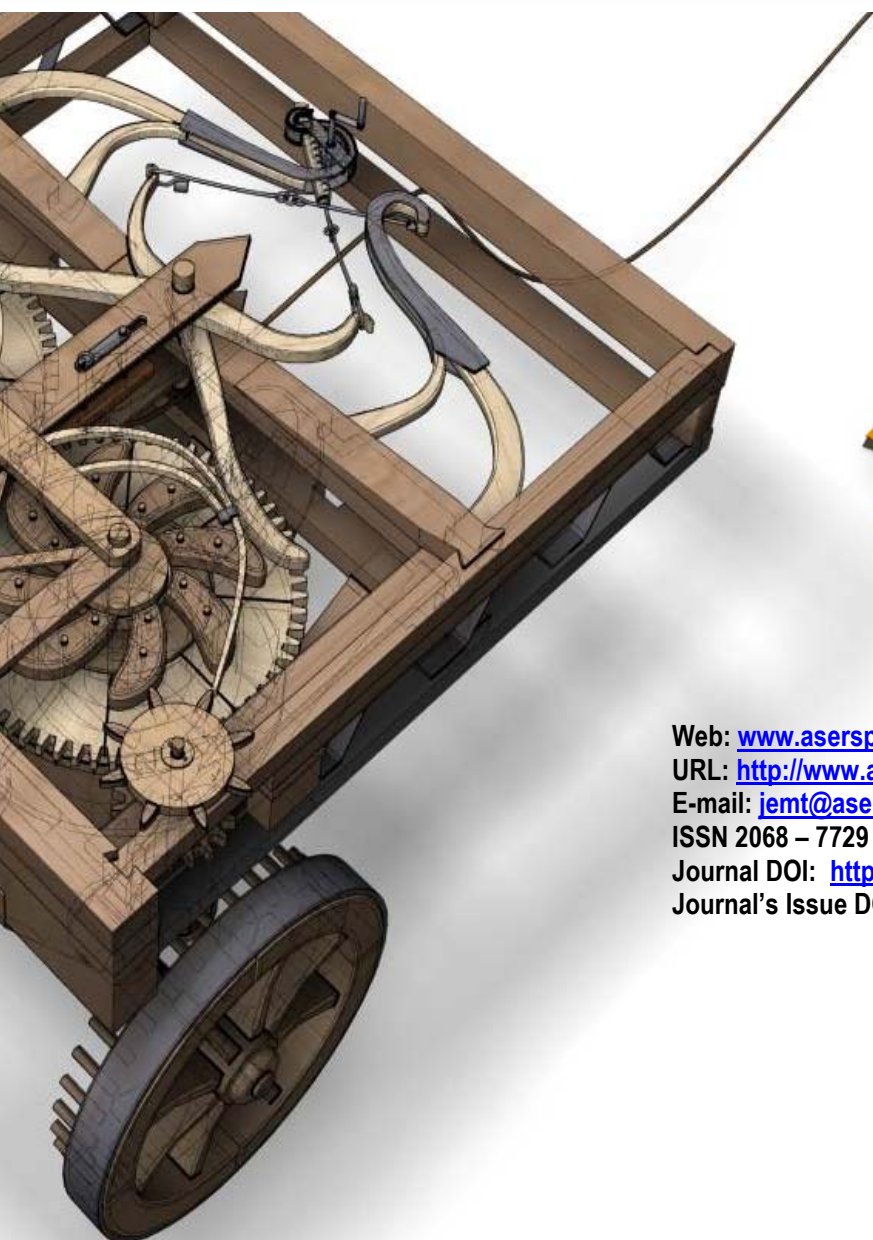
To improve competitiveness with fellow songket Woven craftsmen, it is suggested to implement the price determination strategy which can attract customers to buy the satisfying products. In addition to increase and stimulate buying interest of customers, the price determination strategy in accordance with product quality is required to facilitate the process of buying and selling.

To be widely known publications are advised to increase the effectiveness of targeted publications, with the help of publication used tools. Creativity has a strong correlation with price determination.

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