

**THE BEAUTY OF LOMBOK'S IKAT WEAVING IS ABLE TO INVITE THE
CHARM OF FOREIGN TOURISTS TO COME TO INDONESIA(RESEARCH
ON THE CUSTOMERS OF LOMBOK SONGKET WOVEN CLOTH IN
CENTRAL LOMBOK)**

Oleh:

R. Adjeng Mariana Febrianti ¹⁾

Rakhi Naufal Chaerulzaman ²⁾

Universitas Widyatama, Bandung ^{1,2)}

E-mail :

Adjeng.mariana@widyatama.ac.id ¹⁾
rakhi.chaerulzaman@widyatama.ac.id ²⁾

ABSTRACT

The business world is required to be more creative in facing increasingly fierce competition. With the enactment of the ASEAN Economic Community (AEC), many global competitors have begun to target the Indonesian market. The purpose of this study was to determine the development of songket in Lombok. The research method used is descriptive verification method through hypothesis testing, modeling approach using SEM, with a selected sample of 100 customers. The results of the study reveal that the ability of creativity, innovation that has been passed down from generation to generation, may not necessarily influence buying interest directly because the role of publication is predicted to increase competitiveness with fellow songket weavers. The suggestion proposed is that publications play an important role in the sustainability of SME businesses in supporting creativity and innovation that can foster interest in buying songket pelkangga.

Keywords : Creativity, Innovation, Publication, Buying Interest

ABSTRAK

Dunia usaha dituntut untuk lebih kreatif dalam menghadapi persaingan yang semakin ketat. Dengan berlakunya Masyarakat Ekonomi ASEAN (MEA), banyak pesaing global mulai mengincar pasar Indonesia. Tujuan dari penelitian ini adalah untuk mengetahui perkembangan kain songket di Lombok. Metode penelitian yang digunakan adalah metode deskriptif verifikatif melalui pengujian hipotesis, pendekatan pemodelan menggunakan SEM, dengan sampel terpilih sebanyak 100 pelanggan. Hasil penelitian mengungkapkan bahwa kemampuan kreativitas, inovasi yang diturunkan dari generasi ke generasi, belum tentu mempengaruhi minat beli secara langsung karena peran publikasi diprediksi dapat meningkatkan daya saing dengan sesama penenun songket. Saran yang diajukan adalah publikasi berperan penting dalam keberlangsungan usaha UKM dalam mendukung kreativitas dan inovasi yang dapat menumbuhkan minat beli songket pelkangga.

Kata Kunci : Kreativitas, Inovasi, Publikasi, Minat Beli

1. INTRODUCTION

Traditional Lombok Songket woven fabric, by threading techniques, is as decoration by inserting gold, silver or colored threads on top of the warp threads. To add to the beauty of the Lombok Songket Cloth, beads, shells, or coins are added as additional decorations. This has become part of the commodity to influence foreign markets. The attraction of this village is not only from the results of its home industry, the manufacture of woven fabrics in the traditional way is to prepare the manufacture of weft yarn and manufacture of dyes.

Sukadana village also produces *ikat*, a very simple ikat material made of cotton. The production time of ikat weaving is not as long as songket weaving, just one day, Sukarara craftsmen are able to produce 3 meters of *ikat weaving*. The hallmark of the Lombok Songket woven fabric lies in the use of gold thread which is a specialty of Central Lombok. The ingredients are right in addition to cotton, bark, banana fiber, pineapple fiber and palm leaves. The manufacture of the dye consists of 2 colors, which are blue and red; the blue color is obtained from indigo or noni.

Ideally, the creativity created by the Sasak people in Central Lombok should be

able to motivate the younger generation who are thirsty for creativity, in addition to providing employment opportunities as well as to get additional household finances. Through the creativity of the community, it will change the welfare of the surrounding community (William E, Baker, James M, Singkula, 2002). Basically, the essence of entrepreneurship is the ability to create something new and different (create new and different) through creative thinking and innovative action to create opportunities (Dwiyono, 2066).

Creativity is usually not directly related to a person's high intelligence. (1) Try to put forward original ideas or ideas by making new connections between things that are already known, (2) Pay attention to things that are not expected, (3) Consider personal characteristics such as flexibility and spontaneity in thinking, (4) Work hard to form ideas so that others can see the value in him. There are 3 forms of Regional Innovation regulated in the PP, namely: (a) innovation in local government governance; (b) public service innovation, and; (c) Other Regional Innovations according to Government Affairs. The three forms must also meet the following principles: Improved efficiency, Improved

effectiveness, Improved service quality, do not cause conflict of interest, oriented to the public interest, Open, Meets propriety values.

The generation of ideas individually or in groups/regions will be associated with freedom and various patterns of thought. The characteristics of creative thinking and individuals who are said to be creative are based on (Wang 2003); Regional innovation is all forms of discussion in conducting regional government which aims to improve the performance of the region. Expert opinion says that innovation is all new things that depart from science, and can provide benefits in human life. Science is needed in the development of innovation. Innovation is very useful in all areas of life, therefore, understanding some things related to innovation is indeed necessary. To know more about innovation, merdeka.com has compiled it from liputan6.com and various sources.

In accordance with the characteristics of innovation, it is always new, where ideas that are truly pure and have never been used by anyone and are considered suitable to be used as solutions have characteristics. even if it starts with adoption. gives rise to its own characteristics, planned because it is intentionally made, meaning that

innovation is carried out through a process that is carefully prepared, clear, slowly and has been planned in advance. The most important thing about innovation is that innovation must have a clear goal based on the science used. Science definitely focuses on objects and subjects in development so that innovation will not be right on target and even fail to be implemented (Wang, 2003).

Publication is needed in a buying and selling transaction so that the products produced by a company can be known by the Indonesian people as a whole. But the reality on the ground is not as easy as turning the hand, publications carried out through social media are word of mouth which is difficult to measure the response. As a result, the publicity is less perceived, even though publishing an area is not only a tangible product that is offered but there are still many advantages possessed by an area such as Lombok, which is rich in culture and tourist destinations, inviting the charm of anyone who visits there.

Publication is an important thing that must be conducted by a writer in presenting what he has done. This is a starting point for knowing the extent of the development of science in all fields around the world. Rohmaniyah (2017) said that

publication is an effort made to disseminate useful information in anything, for example writing, videos, photos and other collections of scientific publications. He classified that publication can be used as a means of promoting the goods and services of a company. branding the popularity of certain organizations, Disseminating information about an event (Prakosa, Bagas and Ghozali Imam, 2005)

The buying interest which is expected to provide per capita income in Central Lombok has not been fully felt by the people. Although domestic tourists or from outside the region do not always buy Lombok songket weaving, they may feel less attractive than what is the region's flagship. The beauty of Kuta beach, Senggigi beach and the quiet beaches of Gili Nanggu, with several alternative hotels such as the Lombok Raya Hotel, Lombok Garden Hotel or Grand Legi Hotel., are the mainstay of the Lombok people to become a tourist attraction. It is hoped that increased buying interest in Lombok lies not only in Songket woven fabrics but also in the value of the resources owned by Lombok and its surroundings to increase the income of Sukarasa Village, Jonggot District, Central Lombok.

The declining interest in buying Songket woven fabric customers from Sukadana Village, Jonggot District, Central Lombok, can be seen from the old designs that are still being produced, but there is no new creativity being produced. In addition, it is alleged that innovations that have not seen the difference compared to those sold elsewhere, and publications that are considered less intense, have resulted in decreased buying interest in Songket woven fabrics from this area. Weak increase in sales in the long term, especially Songket woven fabric craftsmen, Small and Medium Enterprises (SMEs) in remote areas, have not been able to run as expected.

Based on the explanation above, the authors conclude that there are 4 variables studied, namely X1 creativity, X2 innovation, X3 publications and Z buying interest. Based on the problems mentioned above, the problems to be studied can be formulated as follows:

Most of the influence of Creativity, Innovation, Publication on Buying Interest

2. LITERATURE REVIEW

Definition, concept and indicator

Creativity is a mental process by which an individual creates new ideas or

products, or recombines existing ideas and products, in fashion that is novel to him or her.” (Kotler & Keller 2019). In accordance with the notion of creativity put forward by Eggert, A., W. Ulaga, and F. Schultz (2006). Creativity is a problem-solving ability that gives individuals the ability to create original or adaptive ideas for their full usefulness to develop. This is also in accordance with the opinion of Ernani Hadiyati (2012) which states that creativity will express and actualize individual identity in an integrated form between the relationship between oneself, nature, and others, Ernani Hadiyati (2012) The definition of creativity is the ability to determine new relationships by looking at the subject of new perspective.

Interesting creativity is the key word for most of the originators of the idea of fashion, because fashion is a realm that is transformed as a paradise for freedom of imagination, creativity, and style. This is what a world-renowned designer also said, “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, Coco Channel. equipped with communicative and active services. Meanwhile, Griffin, Jill (2009) stated that to start a creativity

requires a new seriousness motivation, full of enthusiasm, and ready to accept all the consequences of success or failure.

Consumer buying interest is not limited to a person's ability to meet their needs, but can be seen from consumer behavior that appears in response to objects that indicate the customer's desire to make a purchase. Consumers wherever and whenever will be faced with a purchase decision to make a purchase transaction. Where consumers will compare or consider one item with another item for their consumption. Several factors shape consumer buying interest. In the end, making a purchase on an alternative that he likes the most or the process that consumers go through to buy an item or service based on Sulistiyani's various considerations. (2013).

H1: Creativity affects Buying Interest

As times change and tastes continue to develop, the views of most people on the pattern of songket have begun to change. Adapting to these changes requires innovation in almost all businesses, to be able to meet changing market demands which are placed on the company's top priority scale. Innovation can also continue to develop through changes in a sustainable manner, present in the rhythm of modern life, and up to date (Febrianti,

2016). Innovation is something new, namely by introducing and carrying out new practices or processes (goods or services) or it can be by adopting new patterns originating from other organizations Hadiyati, E. (2011). Similarly, the opinion of Su'ud (2014) defines that innovation is a creative choice, arrangement and set of new human and material resources or using unique ways that will result in increased achievement of the expected goals.

Innovation development is a step that can be explored continuously and realized into an idea or idea, in the form of a product or service in accordance with market needs, especially responding to changes in customer tastes. This has an impact on positive things that will be received by customers with values and benefits that are felt directly. The role of companies that want change in all fields, Kotler & Keller (2019) where: Main power balances between one's abilities and needs, Materials, adjustment of raw materials and other supporting materials in the implementation of the production process. Machines are needed to help smooth the production process.

Purchase intention (willingness to buy) is part of the behavioral component in the

attitude of consuming. Consumer buying interest is the stage where consumers form their choices among several brands that are incorporated in the choice set, consumer interest grows because of a motive based on attributes according to and their needs in using a product, based on this, an analysis of how the process of interest from within Consumers are very important to do, according to the opinion of Durianto and Liana (2004:44), Purchase interest is something related to consumer plans to buy certain products and how many units of products are needed in a certain period.

Consumer interest grows because of a motive based on attributes according to and their needs in using a product, based on this, an analysis of how the process of interest from within the consumer is very important to do, then the best way to influence is to learn what he thinks, thus will obtained is not just information, of course, how the information process can run and how to use it.

H2: Innovation affects Buying Interest

Publication is also an activity carried out by companies in an effort to communicate reliable information to the public, with the hope of influencing memory in the decision-making process. Kotler & Keller (2019) adds that

publication is also one of the specific communication tasks of the level of success that must be achieved for a specific audience in a specific time period. Generally, publications seek to measure the effect of communication, i.e., its potential effect on awareness, knowledge, and preferences on sales.

Publication plays an important role, namely informing products or services in the hope of increasing sales that can provide profits. In addition, publications are in the form of activities to introduce products and improve the company's image. Publication is a communication tool that coordinates with the aim of providing criteria in the decision-making process and also as an evaluation tool. The dimensions of publication based on Kotler & Keller (2019) include: (1) Providing information (informing), providing accurate information about market groups (segmenting), targeting the market (targeting) and positioning the market (positioning), (2) Persuading (persuading) creating demand for all product categories, (3) reminding, influencing consumers to contain favorable attributes, (4) adding value (adding value), providing added value to offers including innovation,

quality improvement, changing perceptions.

Buying interest arises after consumers know the product they want, evaluate first a brand that can provide its own satisfaction for consumers. Consumer buying interest is something that arises after receiving a stimulus from a product that he sees from there, an interest arises to try the product, finally a desire to buy it arises in order to have it (Kotler & Keller 2019). The customer's desire to have the product in question is because the customer feels happy when he has the product, gives a certain taste that cannot be felt by others, raises self-esteem, respects or praises others resulting in the happiness he wants can be achieved. Dimensions of Buying Interest based on the opinion of Kotler & Keller (2019), namely: (1) Awareness, consumer awareness of the need for products, (2) Interest, consumer interest in a product, (3) Desire, consumer's desire to own a product, (4) Action, product adoption/use.

H3: Publication affects Buying Interest

Understanding buying interest according to Kotler & Keller (2012), "Purchase interest is a behavior that appears in response to objects that indicate a consumer's desire to make a purchase".

Purchase intention (willingness to buy) is part of the behavioral component in the attitude of consuming. Consumer buying interest is the stage where consumers form their choice among several brands that are incorporated in the choice set, then in the end make a purchase on an alternative they like the most or the process that consumers go through to buy an item or service based on various considerations (Pramono, 2007).

Buying interest that occurs in each individual consumer is based on the desire of consumers to grow because of a motive based on attributes according to and their needs in using a product, based on this, an analysis of how the process of interest from within consumers is very important to do, (Fandy Tjiptono , (2008) Individual attitudes are formed from a combination of beliefs and evaluations about a consumer's important beliefs, while subjective norms are determined by beliefs and motivations (Mudiantono&Nur, 2005).

Indicators in this study According to Ferdinand (2006), buying interest can be identified through the following indicators: a). Transactional interest The tendency of a person to buy a product. b). Referential interest the tendency of a person to recommend a product to others. c).

Explorative interest that describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive characteristics of the product. When associated with products that have high creativity, continuous innovation and publication of the three variables that have an impact on buying interest.

H4: The Influence of Creativity, Innovation and Publication on Buying Interest

3. METHOD

This method is a tool to measure construction indirectly through indicators and to analyze indicator variables, latent variables, and measurement errors. The analysis provides clarity of the relationship and the magnitude of the influence between the research variables. The characteristics tested in this study are creativity, innovation, and publications which are suspected to have a significant role in publication. The method used in this study is the SEM (Structural Equation Modeling) method with the Partial Least Square (SEM-PLS) approach which analyzes the relationship between the indicator variable and the latent variable

called the measurement equation. others (Hair, 2014). The SEM model with the Partial Least Square SEM-PLS approach was used because the data sample used was relatively small. The sample in this study amounted to 100 SMEs of traditional ikat woven fabrics from Central Lombok.

4. FINDING AND DISCUSSIONS

Data Validity and Reliability Results

The questionnaire data used has passed the Validity and Reliability test. The

validity test uses the product moment correlation value approach (validity index) where the statement item is declared valid if the statement item correlation coefficient 0.30 and the reliability test uses Cronbach's alpha formula where the questionnaire is declared reliable if the alpha coefficient > 0.7 (Barker - Pistrang, 2016 ;70). The test results showed that all the four questionnaire items contained 18 valid statements (rcount > 0.3 and Reliable (alpha > 0.7).

Table 1 Results of Questionnaire Validity and Reliability

| Statement item | Validity index | Realibility coefficient |
|-------------------|----------------|-------------------------|
| Creativity | | |
| X1.1 | 0.673 | ≤ 0,835 |
| X1.2 | 0.674 | |
| X1.3 | 0.711 | |
| X1.4 | 0.696 | |
| Innovation | | |
| X2.1 | 0.716 | ≤ 0,787 |
| X2.2 | 0.663 | |
| X2.3 | 0.584 | |

| Statement item | Validity index | Realibility coefficient |
|------------------------|----------------|-------------------------|
| Publication | | |
| X3.1 | 0.712 | ≤ 0,827 |
| X3.2 | 0.679 | |
| X3.3 | 0.691 | |
| X3.4 | 0.604 | |
| Buying interest | | |
| Y.1 | 0.746 | ≤ 0,798 |
| Y.2 | 0.624 | |
| Y.3 | 0.634 | |

Data Descriptive Score Results

The results of the average response score of 100 respondents for the Creativity variable measured using 4 statement items of 3.07 are in the interval 3-4 and are included in the fairly good category. The results of the average response score of 100 respondents for the Innovation variable which was measured using 3 statement items of 3.10 were in the

interval 3-4 and included in the fairly good category. The results of the average response score of 100 respondents for the Publication variable measured using 4 statement items of 2.89 were in the interval 2-3 and included in the less category. The results of the average response score of 100 respondents for the purchase interest variable measured using 3

statement items of 3.07 are in the interval 3-4 and are included in the fairly good category.

Tabel 2 Descriptive score

| Variable | Indicator | Total Score | Avg. | Information |
|-----------------|-----------|-------------|------|-------------|
| Creativity | 4 | 1229 | 3.07 | Fair |
| Innovation | 3 | 929 | 3.10 | Fair |
| Publication | 4 | 1156 | 2.89 | Poor |
| Buying interest | 3 | 920 | 3.07 | Fair |

Effect Model Results

The results of the full calculation of the hypothesized research model are obtained with Smart PLS 4 rocks as follows:

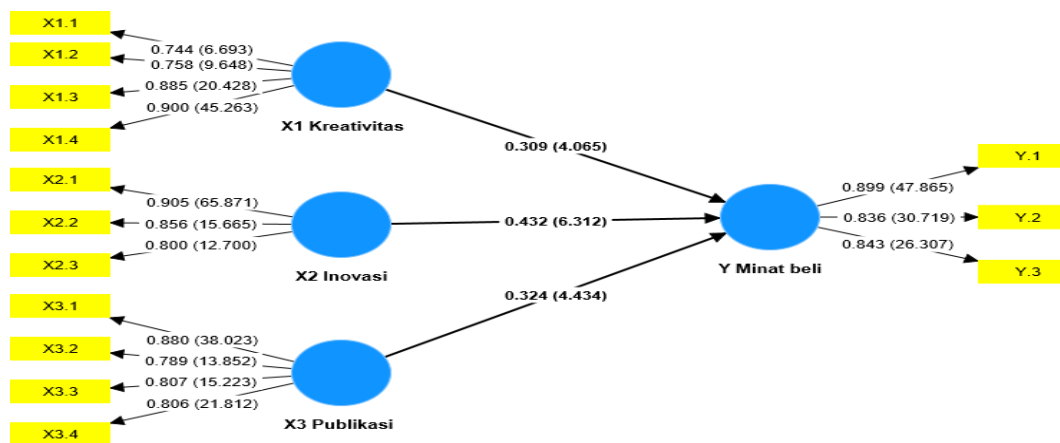


Fig. 1
Flowchart of the approach SEM model *Partial Least Square* (PLS)

A. Outer model/measurement models

According to Hair (2017) there are three criteria used in assessing the Reflective outer model/Reflective measurement models, namely 1). Internal consistency Reliability, 2). Convergent Validity and 3). Discriminant

validity. Based on the results of data analysis calculations with the help of SmartPLS 4 software, a summary of the measurement model test results (Reflective Measurement Models) is obtained as follows:

Table 1
Measurement Models Result

| Latent Variable | Indicator | Convergent Validity | | | T statistic | p-value | Internal Consistency Reliability | |
|-----------------|-----------|---------------------|-----------------------|-------|-------------|---------|----------------------------------|------------------|
| | | Loadings | Indicator Reliability | AVE | | | Composite Reliability | Cronbach's Alpha |
| | | (L) | (L ²) | | | | | |
| Creativity | X1.01 | 0.746 | 0.557 | 0,595 | 18.337 | 0.000 | 0.953 | 0.947 |

| | | | | | | | | |
|--|-------|-------|-------|-------|--------|-------|-------|-------|
| | X1.02 | 0.827 | 0.683 | | 25.578 | 0.000 | | |
| | X1.03 | 0.718 | 0.516 | | 17.766 | 0.000 | | |
| | X1.14 | 0.800 | 0.641 | | 14.356 | 0.000 | | |
| Professional Skepticism | X2.01 | 0.829 | 0.688 | 0,725 | 29.443 | 0.000 | 0.974 | 0.971 |
| | X2.02 | 0.921 | 0.849 | | 73.064 | 0.000 | | |
| | X2.03 | 0.818 | 0.669 | | 26.833 | 0.000 | | |
| Publication | Y.1 | 0.771 | 0.595 | 0,583 | 21.778 | 0.000 | 0.893 | 0.857 |
| | Y.2 | 0.779 | 0.607 | | 22.361 | 0.000 | | |
| | Y.3 | 0.750 | 0.563 | | 16.961 | 0.000 | | |
| Ability Internal Auditor Detect Fraud | Z.1 | 0.809 | 0.655 | 0,696 | 24.818 | 0.000 | 0.962 | 0.956 |
| | Z.2 | 0.793 | 0.629 | | 19.787 | 0.000 | | |
| | Z.3 | 0.791 | 0.625 | | 19.556 | 0.000 | | |
| | Z.4 | 0.822 | 0.675 | | 24.581 | 0.000 | | |

The results of the Internal consistency Reliability assessment show that the four latent variables (Creativity, Innovation, Publication and Purchase Interest) have a Composite reliability value greater than 0.7 and Cronbach's alpha value above 0.70. So that the latent variable measurement model in the research model used has a good Internal consistency Reliability. To assess Convergent Validity in the SEM-PLS model, two measures are used, namely Indicator Reliability and Average Variance Extracted (AVE). The calculation results show that the loading value for all indicators of each latent variable (Creativity, Innovation, Publication and Purchase Interest) is greater than 0.7

(ranging from 0.7 to 0.9). Indicator reliability (α^2) for each indicator of the four latent variables) is greater than 0.5. The average variance extracted (AVE) value for each latent variable obtained already meets the criteria, which is greater than 0.5. These results show that the measurement model for each latent variable (Creativity, Innovation, Publication and Purchase Interest) has met Convergent Validity.

Discriminant validity was assessed with Cross Loadings and The Fornell-Larcker criterion. Discriminant validity results by looking at the value of Cross Loadings are obtained in table 2.

Tabel 2
Score of Discriminant validity (Cross Loadings)

| | X1 creativity | X2 Innovation | X3 Publication | Y buying interest |
|------|---------------|---------------|----------------|-------------------|
| X1.1 | 0.744 | 0.023 | -0.027 | 0.219 |
| X1.2 | 0.758 | 0.033 | 0.098 | 0.237 |

| | | | | |
|------|--------------|--------------|--------------|--------------|
| X1.3 | 0.885 | 0.161 | 0.280 | 0.422 |
| X1.4 | 0.900 | 0.253 | 0.266 | 0.510 |
| X2.1 | 0.125 | 0.905 | 0.315 | 0.590 |
| X2.2 | 0.159 | 0.856 | 0.259 | 0.448 |
| X2.3 | 0.184 | 0.800 | 0.266 | 0.469 |
| X3.1 | 0.245 | 0.383 | 0.880 | 0.557 |
| X3.2 | 0.080 | 0.145 | 0.789 | 0.315 |
| X3.3 | 0.115 | 0.157 | 0.807 | 0.355 |
| X3.4 | 0.258 | 0.315 | 0.806 | 0.468 |
| Y.1 | 0.302 | 0.568 | 0.556 | 0.899 |
| Y.2 | 0.456 | 0.455 | 0.434 | 0.836 |
| Y.3 | 0.441 | 0.507 | 0.392 | 0.843 |

Source: Output SmartPLS 4

The loading value for each indicator of each latent variable indicator is greater than the loading value if it is associated with other indicators so that each latent variable indicator has good discriminant validity where the

latent variable does not have a gauge that is highly correlated with other constructs. The results of the Fornell-Larcker calculation criteria obtained are as in the following table:

Table 3
Latent Variable Correlation Value and Discriminant validity (Fornell-Larcker kriteria)

| | X1 creativity | X2 innovation | X3 Publication i | Y buying interest |
|--------------------------|----------------------|----------------------|-------------------------|--------------------------|
| X1 creativity | 0.825 | | | |
| X2 innovation | 0.179 | 0.855 | | |
| X3 Publication | 0.230 | 0.330 | 0.821 | |
| Y buying interest | 0.461 | 0.595 | 0.538 | 0.860 |

Source: Output SmartPLS 4

The results of the correlation between constructs and the AVE root value in table 3 show that the AVE root value for each variable is greater than the correlation value between the constructs of the research

variables. In general, these results indicate that the discriminant validity of latent variables is already high. This shows that all constructs have good consistency.

B. Testing model (Inner Model)

Structural model testing (inner model) is done by looking at the value of R-square and the value of the effect size f².

The value of R² shows the prediction accuracy of the model. (Hair, 2014). R² value equal to 0.25 has a weak effect, 0.5 has a moderate effect and 0.75 has a substantial effect (Chin, 2010). Table 5 is the R-square

result for the research model which is calculated using SmartPLS software.

Tabel 5

R-Square score

| Endogen Variable | R Square | R Square Adjusted |
|---------------------|----------|-------------------|
| Y (buying interest) | 0,574 | 0,561 |

The R-square for the purchase interest variable was obtained at 0.574. These results indicate that 57.4% of the purchase interest variable is influenced by the variables of Creativity, Innovation and Publication. The value of R2 is in the range between 0.5 to 0.75, indicating that the prediction accuracy of the model has a fairly strong (moderate) effect.

The effect size f2 shows the contribution of each construct to purchase intention. The f2 value equal to 0.02, 0.15, 0.35 can be interpreted that the latent variable predictor has a small, medium and large effect (Hair, 2014). The results of the calculation of the effect size f2 are given in table 7.

Table 7

Assessment of Effect Size Structural Model X against Y

| No | Endogenous construct | f Square | information |
|----|----------------------|----------|-------------|
| 2 | X2 Innovation | 0.432 | 0.437 |
| | | 0.068 | 6.312 |
| | | | 0.00 |

| | | | |
|---|----------------|-------|---------|
| 1 | X1 creativity | 0.210 | Average |
| 2 | X2 Innovation | 0.386 | Big |
| 3 | X3 Publication | 0.212 | Average |

The effect size for the influence of Creativity on Creativity (X1) is 0.210 in the medium category. The effect size for the influence of innovation on purchase intention is 0.386 in the large category. The effect size for the influence of publications on buying interest is 0.212 in the medium category.

C. Hypothesis Testing

To test the proposed hypothesis, the t-statistic value can be seen. The limit for rejecting and accepting the proposed hypothesis is if the t-value is greater than t-table or the p-value is smaller than 0.05, the hypothesis will be rejected or accept the null hypothesis (H0). The value of t table is 1,984.

Table 8

Significance Test Results

| No | Original Sample Mean (O) | Standard Deviation (STDEV) | T Statistic (O/STDEV) | P Values | | |
|----|----------------------------------|----------------------------|-------------------------|----------|-------|------|
| 1 | X1 creativity -> buying interest | 0.309 | 0.305 | 0.076 | 4.065 | 0.00 |

| | | | | | |
|-----------|--|--|--|--|--|
| -> buying | | | | | |
|-----------|--|--|--|--|--|

| | | | | | |
|---|-------|-------|-------|-------|------|
| interest | | | | | |
| X3 Publicatio 3-> buying interest | 0.324 | 0.324 | 0.073 | 4.434 | 0.00 |

Source: PLS result

- a. Based on the results of the calculation of the coefficient of the influence of Creativity on Purchase Interest of 0.309 with a t-test statistic of 4.065 and a significance value of 0.000. The tcount value of = 4.065 is greater than the positive value of ttable = 1.984, then the results of the Ho test are rejected. The test significance value of 0.000 is smaller than 0.05, so the conclusion of the test is significant. So creativity affects buying interest, where the better the creativity, the higher the buying interest. The magnitude of the direct influence of creativity on purchase intention is $(0.309 \times 0.309 \times 100\%) = 9.6\%$.
- b. The value of the coefficient of the influence of innovation on buying interest is 0.432 with a t-test statistic of 6.312 and a significance value of 0.000. The tcount value of = 6.312 is greater than the positive value of ttable = 1.984, then the results of the Ho test are rejected. The test significance value of 0.000 is smaller than 0.05, so the conclusion of the test is

significant. So innovation affects buying interest, where the better the innovation, the higher the buying interest. The amount of direct influence of innovation on purchase intention is $(0.432 \times 0.432 \times 100\%) = 18.7$

- c. The value of the coefficient of the influence of publications on buying interest is 0.324 with a t-test statistic of 4.434 and a significance value of 0.000. The tcount value of = 4.434 is greater than the positive value of ttable = 1.984, then the results of the Ho test are rejected. The test significance value of 0.000 is smaller than 0.05, so the conclusion of the test is significant. So the publication has an effect on buying interest, where the more appropriate the publication, the higher the buying interest. The magnitude of the direct influence of publications on buying interest is $(0.324 \times 0.324 \times 100\%) = 10.5\%$.

5. CONCLUSION

1. Based on the results of statistical calculations, it turns out that creativity has an effect on buying interest where the better the product produced by MSME actors, the higher consumer buying interest in the product, both in terms of product design and the resulting image pattern. It is recommended that MSME actors further increase their imagination

power through creativity, both in image designs and in varied yarn colors and adapted to the dynamic market sclera.

2. Likewise, the influence of innovation on buying interest shows good results, this can be seen from MSME actors who are continuously developed based on market tastes, automatically all designs in woven fabrics in Lombok must follow innovative trends. It is recommended to further increase innovation both from raw materials, materials and tools used to help smooth the traditional production process.
3. Publication plays a role in every transaction, the more intensively goods are published, the expectations of loyal consumers are interested in buying, the impact on purchases is increasing. It is recommended that publications be more intensive with the help of today's sophisticated communication technology, either through Instagram, Facebook or WA or follow the Craft event which is always held in Jakarta every year.

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