

THE EFFECT OF DIGITAL ENTREPRENEURSHIP AND PRODUCT INNOVATION ON THE PURCHASE INTEREST OF SANGKURIANG LAYERED CAKE (CASE STUDY OF THE COMMUNITY IN BOGOR CITY)

Rosita¹, Sulistiono^{2*}, Danti³, Sandy Wibisono⁴

¹⁻⁴ Institut Bisnis dan Informatika Kesatuan, Indonesia

*Email corresponding author: s1biokewirusahaan@ibik.ac.id

Abstract

This study aims to analyze the influence of digital entrepreneurship and product innovation on buying interest in Sangkuriang Layer Cake in Bogor City. In the era of globalization and rapid development of information technology, it is important for local business actors to understand market dynamics and consumer preferences, especially among the younger generation. The research method used is quantitative with data collection through questionnaires distributed to 100 respondents. The results of the analysis show that all independent variables, namely content-based business, Community-Based Business, online store, matchmaking business, promotion business, and product innovation, have a positive and significant influence on buying interest. In particular, Content-Based Business and product innovation show a strong influence in attracting consumer interest. This study provides recommendations for Kue Lapis Sangkuriang to continue optimizing digital marketing strategies and product innovations to increase product appeal and sales in an increasingly competitive market. The results of this study are expected to be a reference for local entrepreneurs in planning effective and sustainable marketing strategies.

Keywords: Content-based business, Community-Based Business, online store, matchmaking business, promotion business, and product innovation and buying interest

INTRODUCTION

Business competition is inevitable, especially in this rapidly evolving digital age. Entrepreneurs must understand the market, consumer needs, and technology to remain relevant. Local products like Kue Lapis Sangkuriang have great potential in the global market, but the challenge is attracting consumer interest, especially among younger generations. According to (Almira Amelia & JE Sutanto, 2018), product innovation is crucial for expanding the market and reaching various consumer segments.

Digital technology opens new opportunities for local businesses through Content-Based Business, Online Stores, and Promotion Business. Content-Based Business focuses on marketing through engaging and relevant content to enhance customer engagement. According to (Andi, 2023), content-based businesses aim to convey useful information to increase customer awareness and engagement, ultimately driving purchases. Online Stores simplify shopping access, expand markets, and enhance customer experience. Based on data from @katadata.id (2023), internet users in Indonesia reached 78.19% with 58.63 million e-commerce users, indicating significant potential for digital businesses. Meanwhile, Promotion Business utilizes promotional strategies such as discounts and creative campaigns to attract purchasing interest.

According to (Sartono, 2021), digital entrepreneurship enables businesses to grow alongside technological advancements and market preferences. By implementing the right digital strategies, local businesses can gain greater recognition and compete more effectively. This study aims to identify the factors influencing the purchasing interest in Sangkuriang Layer Cake, with the hope that

effective digital marketing strategies can enhance the competitiveness of local products in a competitive market.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

Entrepreneurship

Entrepreneurship comes from the French word entrepreneur, which means intermediary, according to (Hastuti et al. 2021). Entrepreneurship is the ability to create something new that is beneficial to oneself or others. It involves a positive attitude and spirit.

Entrepreneurship means having a mental attitude and spirit that is always active and creative in creating, working hard, and being serious about increasing income from one's business. An entrepreneur is someone who can find business opportunities, gather resources, and take the right steps to achieve profits by turning innovative ideas into reality through creativity. This is done to achieve success and increase income. (Alisyahbana et al. 2020) There are three important things for success in starting a new business, namely:

1. Opportunity.
2. Entrepreneur (team management, if it is a highly potential company).
3. And what is needed to start and run a business.

Digital Entrepreneurship

Digital entrepreneurship, commonly known as digital entrepreneurship, refers to the development of entrepreneurship influenced by digital technology on business and society. Digital entrepreneurship focuses on advancements in practice, philosophy, and education.

Digital entrepreneurship is about creating an online business without needing a physical store, by selling products or services through the Internet. Some types of digital businesses include online courses, online stores, blogs, YouTube channels, and other technological solutions. (Sartono 2021).

Content-Based Business

Content-Based Business is a type of business that prioritizes providing high-quality content to attract the attention of the audience. According to (Allen, 2019) in (Andryanthy 2024), there are 8 indicators of a content-based business, namely:

1. Articles: A written piece discussing a specific topic or issue, typically published in print media, online, or other platforms.
2. Blog: A platform or website containing a series of writings or articles published on a regular basis, typically in a more informal and personal format compared to articles in traditional media.
3. Images: A visual representation of an object, idea, or concept, which can be a photo, illustration, graphic, or digital art.
4. Guides: A document or information source that provides instructions, guidelines, or steps on how to do something or understand a topic.
5. Recipes: Instructions or guidelines explaining how to prepare a dish or beverage.
6. E-book: An e-book, or electronic book, is a digital version of a book that can be read on electronic devices such as computers, tablets, e-readers, or smartphones.
7. Video: A series of moving images combined with audio, used to convey information, stories, or entertainment.

Community-Based Business

A community-based business is a business that is community-based, where the business involves community members in its operations to meet their needs. Typically, this business focuses on interaction and collaboration with community members. According to (Allen, 2019) in (andryanthy 2024), there are two indicators of a community-based business:

1. Discussion forum: A platform or space, either online or offline, where people can discuss, exchange opinions, and share information on various topics.
2. Specific content: Content designed to meet the specific needs or interests of a clear audience or target group.

Online Store

An online store is a place on the internet where businesses can sell services and products directly to customers. According to (Allen, 2019)

in (Andryanthy 2024), there are three indicators of an online store:

1. Cross-selling: A marketing strategy aimed at selling additional products or services to existing customers.
2. Up-selling: A marketing strategy aimed at encouraging customers to purchase more expensive products or services than those they have already selected or a more premium version.
3. Subscription: A business model where customers pay a certain amount periodically (monthly, annually, etc.).

Matchmaking Business

Matchmaking business is a type of business that focuses on bringing together two parties with mutual needs, such as service providers and clients or individuals. According to Allen (2019) in (Andryanthy 2024), there are two indicators of matchmaking business, namely:

1. Subscription fees: Fees paid periodically (usually monthly or annually) to access certain services, products, or content.
2. Transaction fees: Fees charged for conducting a transaction, whether in a financial, commercial, or service context.

Promotion Business

A promotion business is a type of business that focuses on promoting products or services to increase their appeal and sales. According to Allen (2019) in (Andryanthy 2024), there are two indicators of Promotion Business, namely:

1. Coupons.
2. Special offers.

Product Innovation

Product innovation is creating and improving products to suit the desires of consumers who will buy them, improving quality, and offering better features. According to Kotler Amstrong in Maya (Novita Maya 2022), there are three factors for product innovation: product quality, product variety, and product style and design.

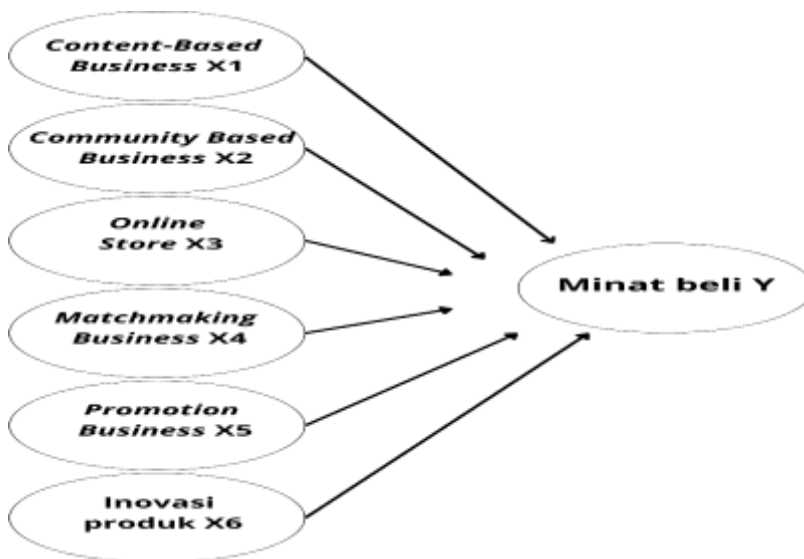
1. Product quality: The ability of a product to perform its functions, such as durability, reliability, and precision.
2. Product variation: The way to differentiate a product is by having a competitive advantage, both in terms of the product itself and compared to competing products.
3. Product style and design: Enhancing value for customers. Focusing on the product's appearance, while design involves a broader concept.

Purchase Interest

Purchase interest is a customer's interest in buying a product or service, influenced by needs, choices, information, and experience. According to Ferdinand (2002) in (Latief 2018), the following are indicators of purchase interest:

1. Exploratory interest: This interest indicates that someone is always curious about products they like and seeks information to support the quality of those products.
2. Preferential interest: This interest reflects a person's preference for a product, as seen in their behavior. Preferences can only be changed if there are changes to the preferred product.
3. Transactional interest: The way someone purchases a product or service.
4. Referential interest: A person's habit of recommending a product to others.

Conceptual Framework



Picture 1. Conceptual Framework

RESEARCH METHODS

- H.1: It is hypothesized that the influence of content-based business (x1) has a positive effect on purchasing interest (y).*
- H.2: It is hypothesized that the influence of community-based business (x2) has a positive effect on purchasing interest (y).*
- H.3: It is hypothesized that the influence of online stores (x3) has a positive effect on purchasing interest (y).*
- H.4: It is hypothesized that the influence of matchmaking business (x4) has a positive effect on purchasing interest (y).*
- H.5: It is hypothesized that the influence of promotion business (x5) has a positive effect on purchasing interest (y).*
- H.6: It is hypothesized that the influence of product innovation (x6) has a positive effect on purchasing interest (y).*

Methods

This study uses an associative method with a quantitative approach, which aims to describe the causal relationship between the variables studied. The sampling technique was carried out using

probability sampling, where the sample size was determined using the Slovin formula with a tolerance level of 10%. The data used in this study consisted of primary and secondary data. Primary data was obtained directly from the main source through the distribution of questionnaires to respondents. These questionnaires covered various aspects, such as respondent behavior data and their views on the indicators of each variable studied. Secondary data, on the other hand, was obtained from previously processed sources, such as previous studies, statistical reports, or official publications that support the research analysis.

Data collection was carried out using a questionnaire technique through the distribution of questionnaires, then the collected data was processed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method with the help of SmartPLS 4 software. This research was conducted in the city of Bogor, with the research period lasting from December 2024 to January 2025.

RESULTS AND DISCUSSION

The Effect of Content-Based Business on Purchase Interest

The results of the study indicate that Content-Based Business has a positive and significant effect on Purchase Interest, with an Original Sample value of 0.471, a t-statistic of 2.224 (>1.645), and a P value of 0.026 (<0.10). Thus,

Hypothesis 1 is accepted. Bootstrapping analysis also shows that this strategy is effective in attracting purchase interest through visual content such as videos, articles, engaging blogs, and high-quality images, which can enhance the appeal of the Kue Lapis Sangkuriang product.

Community-Based Business on Purchase Interest

The research results indicate that Community-Based Business has a positive and significant effect on Purchase Interest, with an Original Sample value of 0.298, a t-statistic of 2.391 (>1.645), and a P-value of 0.017 (<0.10). Therefore, Hypothesis 2 is accepted. Bootstrapping results also confirm the effectiveness of this strategy in attracting consumers through collaboration between Sangkuriang Layer Cake and SMEs, support for tourism and local wisdom, and discussion forums that facilitate interaction. Relevant and specific online content further increases consumer purchase intent.

The Influence of the Online Store on Purchase Interest

The research results indicate that the Online Store has a positive and significant influence on Purchase Interest, with an Original Sample value of 0.380, a t-statistic of 4.881 (>1.645), and a P-value of 0.000 (<0.10). Therefore, Hypothesis 3 is accepted. Bootstrapping results also confirm the effectiveness of online stores in attracting consumer purchasing interest through visually appealing displays, informative product information, and responsive customer service that facilitates the purchasing process, thereby enhancing the consumer shopping experience.

The Influence of Matchmaking Business on Purchase Interest

The research results indicate that Matchmaking Business has a negative and significant influence on Purchase Interest, with an Original Sample value of -0.347, a t-statistic of 2.664 (>1.645), and a P-value of 0.008 (<0.10). Therefore,

Hypothesis 4 is accepted. Bootstrapping results also indicate that Matchmaking Business attracts consumer purchase intent through affordable prices, responsive online services, and economical shipping costs.

Platforms such as WhatsApp, Shopee, and Gojek simplify the purchasing process with comprehensive information, responsive customer service, and secure payment systems, including COD methods, which enhance consumer trust.

The Influence of Promotion Business on Purchase Interest

The research results indicate that Promotion Business has a positive and significant influence on Purchase Interest, with an Original Sample value of 0.135, a t-statistic of 3.937 (>1.645), and a P-value of 0.000 (<0.10). Therefore, hypothesis 5 is accepted. Bootstrapping results also indicate that Promotion Business attracts consumer purchase intent through effective promotional strategies. Information about discount coupons and special offers shared via Instagram @lapisbogor is easily accessible, captures consumer attention, and encourages purchases, especially during major holidays or twin dates each month.

The Influence of Product Innovation on Purchase Interest

The research results indicate that Product Innovation has a negative and significant influence on Purchase Interest, with an Original Sample value of 0.097, a t-statistic of 2.435 (>1.645), and a P-value of 0.015 (<0.10). Therefore, hypothesis 6 is accepted. Bootstrapping results also indicate that Product Innovation attracts consumer purchase intent through various aspects, such as taste quality, product variety, and attractive design. Kue Lapis Sangkuriang Bogor offers delicious taste with diverse variants, which further captures consumer attention. Additionally, the product's attractive appearance further enhances its appeal to consumers.

CONCLUSION

Based on the results of the research and data analysis conducted, the following conclusions can be drawn:

1. Content Business (X1): Content-based marketing strategies have a positive impact on consumer purchasing interest. To increase appeal, Kue Lapis Sangkuriang needs to regularly evaluate the effectiveness of its content, follow current trends, and develop creative ideas that are relevant to the target market. Engaging content increases consumer involvement, making them more interested in learning more about the product, and ultimately driving purchasing decisions, both online and offline.
2. Community Business (X2): Building a strong community can enhance consumer loyalty and purchasing interest. Kue Lapis Sangkuriang can collaborate with other SMEs to support tourism and local culture in Bogor City. Additionally, creating discussion forums or online interaction spaces, such as on the website or social media, can help gather feedback from consumers. This approach fosters closer relationships with customers, making them more trusting and interested in purchasing the product.
3. Online Store (X3): Having a professional and easily accessible online store can increase consumer interest in purchasing. Kue Lapis Sangkuriang needs to ensure that information about the purchasing process is clear and easy to understand. Additionally, the responsiveness of customer service in addressing customer inquiries is a crucial factor in the online shopping experience. Offering exclusive promotions on online platforms can also be an effective strategy to attract customer attention and boost sales.
4. Matchmaking Business (X4): A marketing strategy based on matching products with consumer needs can increase appeal and purchasing interest. Kue Lapis Sangkuriang can offer attractive bundling promotions, such as a package containing several flavor variants at a more affordable price. Additionally, improving customer service by providing more comprehensive information and ensuring responsive customer service is also important. Offering more affordable shipping costs can be an attractive added value for consumers to purchase products online.
5. Promotion Business (X5): Effective promotions have a significant impact on increasing purchasing interest. Sangkuriang Layer Cake can offer discounts or special offers during specific occasions, such as New Year's or double dates, which typically attract the attention of many consumers. Additionally,

leveraging social media to spread information about promotions can expand market reach. With easy access to promotional information, consumers are more likely to recommend products to friends or family, thereby expanding the customer base.

6. Product Innovation (X6): Developing product innovations is crucial for maintaining competitiveness and attracting consumer interest. Kue Lapis Sangkuriang can continue to improve product quality, introduce new unique flavors, and enhance packaging design to make it more appealing. More modern and visually appealing packaging can increase consumer appeal, making them more interested in purchasing, whether for personal consumption or as a unique souvenir from Bogor.

Based on the results of testing and data analysis conducted, the researcher provides several suggestions that can be used as material for evaluation, namely:

1. For Future Researchers

It is hoped that they can incorporate a more diverse range of supporting theories to deepen understanding of Digital Entrepreneurship, product innovation, and purchasing intent. With a broader theoretical framework, research can analyze the factors influencing consumer decisions and the role of digital strategies in enhancing product appeal.

2. For Companies

Companies need to conduct regular evaluations of digital entrepreneurship, product innovation, and purchasing interest. Specifically, online store management should be optimized to enhance the consumer shopping experience. With better digital strategies, companies can attract more customers, expand their market, and enhance their competitiveness.

REFERENCES

- Alisyahbana, A. N. Q. A., Hasan, M., Dinar, M., Tahir, T., & Ahmad, M. (2020). The effect of economic literacy and parents socio-economic status on entrepreneurial intention in Economic Education student Universitas Negeri Makassar. *International Journal of Scientific & Technology Research*, 9(5), 15-17.
- Andryanthy, zalfa azizah. 2024. ANALISIS PENGARUH DIGITAL ENTREPRENEURSHIP DAN BRAND AWARENESS TERHADAP KEPUTUSAN PEMBELIAN.
- Hastuti, P., Nurofik, A., Purnomo, A., Hasibuan, A., Aribowo, H., Faried, A. I., ... & Simarmata, J. (2020). Kewirausahaan dan UMKM. *Medan: Yayasan Kita Menulis*.
- Latief, A. (2018). Analisis pengaruh produk, harga, lokasi dan promosi terhadap minat beli konsumen pada warung wedang jahe (Studi Kasus Warung Sido Mampir di Kota Langsa). *Jurnal Manajemen Dan Keuangan*, 7(1), 90-99.
- Novita, M. (2022). *Pengaruh Inovasi Produk, Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Pada Usaha Kerajinan Rotan (Studi Kasus Usaha Rotan Ibu Emi Di Kecamatan Rumbai)* (Doctoral dissertation, Universitas Islam Riau).
- Sartono, S. (2021). Kewirausahaan Digital. *BENEFIT*, 8(2), 105-113.