

# PURCHASE INTENTION RECIPIENTS OF THE SOCIAL SAFETY NET (JPS) GEMILANG PROGRAM ON PRODUCTS LOCAL MICRO, SMALL AND MEDIUM (MSEs) PROVINCE OF WEST NUSA TENGGARA

## ABSTRACT

This study aims to determine the satisfaction and buying interest of the recipients of the Gemilang Social Safety Net (JPS) program, in this case the incidence of buying interest in the recipient group who are satisfied with local products for Micro, Small and Medium Enterprises (MSMEs) compared to the incidence of buying interest in the group who are dissatisfied with the local products of the JPS Gemilang program. In addition, this study aims to determine whether or not there is a significant difference in buying interest based on the type of work and educational status on local products of the JPS Gemilang MSME program. The population used in this study were recipients of JPS Gemilang, West Nusa Tenggara (NTB) province with stratified random sampling method. Analysis of the data used in this study is the Analysis of Odds Ratio and Analysis of Variance (ANOVA). The results show that based on the Odds Ratio analysis, it can be seen that the dissatisfied recipients of local product assistance for JPS Gemilang MSMEs have an 8,308 times risk of having transactional buying interest, referential interest, preferential interest, explorative interest, low on local products of the JPS Gemilang MSME program. Based on ANOVA analysis, there is no significant difference in transactional buying interest, referential interest and exploratory interest and there is a significant difference in preferential interest based on the type of work of JPS Gemilang recipients towards local MSME products. Furthermore, based on education level, there was no significant difference in transactional buying interest, referential interest, preferential interest and exploratory interest in local products of the JPS Gemilang MSME program based on the education level group of JPS Gemilang recipients.

**Keywords:** *Purchase intention, JPS Gemilang, Micro, Small and Medium*

## 1. INTRODUCTION

The pandemic that has hit the globe since the beginning of 2020 has crippled many sectors, no exception sectors of the economy. Since the increasing number of positive cases in Indonesia, the government has enacted several policies such as Restrictions on Large-Scale Social (PSBB), Imposition of Restrictions on the Activities of the Community (PPKM), PPKM Micro, and PPKM Emergency. These restrictions certainly impact economic activity in particular business sectors, which results in fluctuation in demand and supply.

Based on the Report of Analysis of the Policy control of the Impact of Covid-19 for Micro, Small and Medium Enterprises (SMEs), which published by the Ministry of National Development Planning of the Republic of Indonesia/National Development Planning Agency, an

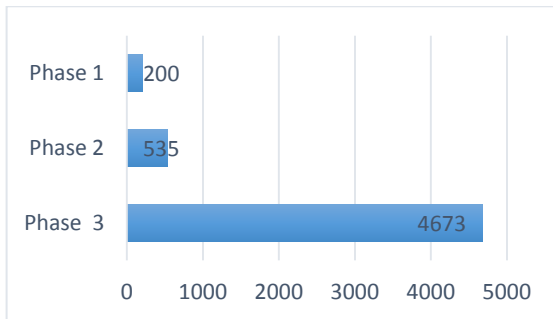
estimated 50% of SMEs have difficulties in business to have to close his business. In addition to the shocks on the supply side and demand, another problem faced by SMEs in the pandemic consists of financial problems and the problem of non-financial. The problem of non-financial such as increased prices and the difficulty of obtaining raw materials, difficulties in distributing the products of the business, and less availability of protected health for workers (ministry of finance.go.id).

Addressing the situation, many of the policies were made by the government, one of which is a program of the National Economic Recovery (PEN). PEN is regulated in Government Regulation Number 23 of the Year 2020. The program is focused on three things, namely health care, social security, and economic recovery. In line with the policies of the central government, the provincial

government of West Nusa Tenggara (NTB) also create a policy to provide stimulus kat SMEs to remain survive during the pandemic covid-19, one of the Social Safety Net (JPS) Gemilang.

The JPS Program a Resounding implemented to help the public community is poor and the vulnerable poor, in addition on one side also to provide stimulus and sustain SMEs to exist when pandemic covid-19. The JPS Program a Resounding implemented by the government of the Province of NTB provide assistance in the form of basic food aid, the aid package supplement, pack help mask non - medical, as well as a package of subsidies and other such packages of subsidies for fuel oil and gas for fishers and package fish/food for the family, is not able to. Product help given to those resulting from products of local SMEs are spread in 10 Regencies/City in the Province of NTB.

The JPS Program a Resounding implemented in three stages and involved SMEs in generating products such assistance. As for the detail SMEs involved, each stage is as follows :



**Graph 1. The stages and the number of SMES involved the JPS program Gemilang**

Source : biroadpim.ntbprov.go.id

In stage I, the government of the Province of NTB involved as many as 200 SMEs, further Phase II increased to 535 SMEs, then Stage III experienced a significant increase reaching 4.673 SMEs. In addition to the expected use of the product SMEs to maintain the existence of SMEs, also as a step, the government NTB introduces the products of local SMEs to the public to attract people's interest in purchasing the products of SMEs.

Based on the background was interesting to study how customer satisfaction and purchase intention beneficiaries of the Program JPS Resounding. In addition, it is also interesting to know whether there is a difference in purchase intention of beneficiaries based on the type of work and the status of the education of the local products of SMEs NTB.

## 2. MATERIALS AND METHODS

### 2.1.The Jaring Pengaman Sosial (JPS) Gemilang

The JPS (Social Safety Net) Program is one of the programs of the West Nusa Tenggara Provincial Government to help poor and vulnerable people in meeting their needs of life, in addition, it is also intended as local economic empowerment with packages distributed to the community containing products produced by MSMEs in NTB. The Social Safety Net (JPS) is implemented in three stages, where the first stage is held in May 2020, the second stage is held in June and stage three is carried out in July 2020. The goal is to anticipate the socio-economic impact arising from Covid-19, complementing the CENTRAL GOVERNMENT'S JPS. The form of the JPS Gemilang program is the recipient of data-based assistance from villages and villages of poor and vulnerable poor people in Integrated Social Welfare Data (DTKS), while for goods in the JPS Gemilang program comes from local MSME products spread across 10 districts/cities in NTB Province.

### 2.2.Micro, Small and Medium enterprises (SMES)

In Indonesia, the definition of MSMEs is regulated in the Law of the Republic of Indonesia No. 20 of 2008 concerning MSMEs which has been updated in 2021. Article 1 of the Law states that micro-enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises as stipulated in this Government Regulation. The Law on Job Creation which has been ratified has resulted in changes to some of the existing provisions in Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises (UU MSMEs). One of the amended provisions is regarding the criteria of the MSMEs themselves.

The new MSME criteria are regulated in Article 35 to Article 36 of the PP on MSMEs. Based on the article, MSMEs are grouped based on the criteria for working capital or annual sales results. The criteria for working capital are used for the establishment or registration of MSME activities which were established after the PP MSME came into effect. The capital criteria consist of:

- a). Micro Business has a business capital of up to a maximum of Rp. 1,000,000,000.00 (one billion rupiah) excluding land and buildings where the business is located
- b). Small Business has a business capital of more than Rp. 100,000,000.00 (one billion rupiah) up to a maximum of Rp. 5,000,000,000.00 (five billion rupiah) excluding land and building where the business is located.
- c). Medium Enterprises have a business capital of more than IDR 5,000,000,000.00 (five billion rupiahs) up to a

maximum of IDR 10,000,000,000.00 (ten billion rupiahs) excluding land and buildings for business premises.

Meanwhile, for MSMEs that were established before the PP MSME came into effect, the grouping of MSMEs was carried out based on the criteria for annual sales results. The criteria for annual sales results consist of:

- a). Micro Business has annual sales of up to a maximum of Rp. 2,000,000,000.00 (two billion rupiah)
- b). Small Business has annual sales of more than Rp. 2,000,000,000.00 (two billion rupiah) up to a maximum of Rp. 15,000,000,000.00 (fifteen billion rupiah)
- c). Medium Enterprises have annual sales of more than Rp 15,000,000,000.00 (fifteen billion rupiahs) up to a maximum of Rp 50,000,000,000.00 (fifty billion rupiahs).

### 2.3. Purchase Intention

According to Kotler & Keller (2009), purchase intention is a situation in oneself on the dimension of the possibility of subjective which includes the relationship between people's own with some action. According to Ferdinand (2002), which became the indicator of purchase intention of a consumer are as follows, namely:

- a) Interest transactional, that is the tendency of a person to buy the product. This meant that consumers had a strong interest to make a purchase of the desired product.
- b) Interest referential, i.e. the tendency of a person to refer the product to other people. This case intends to consumers who have interest buy will recommend to other people to make a purchase on the same product.
- c) Interest preferential, i.e. interest that describes the behavior of someone who has a major preference on the product. This preference can only be replaced if something happens with the product prefrensinya.
- d) Interest exploratory, this interest describes the behavior of someone who is always looking for information about the products that interest and find information to support the positive properties of the product.

### 2.4. Satisfaction

According to Kotler and Keller (2009) state that consumer satisfaction is feeling happy or disappointed in someone that emerged after comparing the performance (results) product forecast in November of n on the performance (or outcome) that is expected Indicators of consumer satisfaction according to (Rondonuwu 2013) and (Komalig 2013), namely :

- a. The fulfillment of the expectations of consumers
- b. Attitude or desire to wear products
- c. Recommending to another party
- d. Quality of service
- e. Loyal
- f. A good reputation

### 2.5. Method Of Research

he method used in research is the quantitative method. The population used is the recipient of the benefits of the program JPS Resounding in the Province of NTB. A sample calculation is done using the Slovin formula with an

error rate of 10% to obtain 100 samples of beneficiaries JPS Gemilang. The method used in the sample selection was Stratified random sampling to determine the sample based on the number of recipients JPS Gemilang each district/city in the Province of NTB. The Data used in this research is a data primer obtained by distributing questionnaires to beneficiaries JPS Resounding spread in 10 regencies/cities in NTB. The instruments used in this study have been done to test the validity and reliability of the 30 recipients who are recipients of social assistance. All statements are valid with a significant value of  $< 0.05$  and reliable with an average value of Cronbach alpha  $> 0,6$ .

Analysis of the data used in this research analyzes the Odds Ratio. The Odds Ratio (OR) is a measure of the association of exposure (risk factor) with the incidence of specific, in this case, calculated from the incidence of the purchase intention of the recipient in the group of beneficiaries are satisfied with the products of local SMEs compared the incidence of buying interest in a group that is not satisfied on the products of local SMEs program JPS Gemilang. Furthermore, to determine whether or not the mean of inter-group differences significant purchase intention based on the type of work and the educational status of the recipient of the JPS program, a Resounding used Analysis of Variants (ANOVA). ANOVA is a statistical analysis to test the difference in mean between groups. The group here is group work and education.

## 3. RESULTS AND DISCUSSION

### 3.1. Interest Transactional Products of Local SMES Recipient JPS Gemilang

Based on the results of questionnaires given to the recipient program JPS Resounding with a sample of 100 respondents are spread in 10 Regencies/City in the Province of West Nusa Tenggara, with the purpose of research to determine customer satisfaction and purchase intention recipients of the program JPS Resounding against the local products of SMEs. The analysis used is the Odds Ratio analysis, which measures the risk of purchase intention, whether it is attractive transactional, interest referential, interest preferential interest, and exploratory recipient JPS Resounding against the products of local SMEs based on the satisfaction and dissatisfaction of the recipient. As for the details, as follows :

**Table 1. Interest Transactional Recipient JPS Resounding on the products of local SMES**

| The Satisfaction Of | Buying Interest |      | The Number Of |
|---------------------|-----------------|------|---------------|
|                     | Low             | High |               |
| Yes                 | 4               | 54   | 58            |
| No                  | 16              | 26   | 42            |
| Total               | 20              | 80   | 100           |

**Source: Primary Data Processed**

Based on table 1 the results of such processing, it can be seen that 58 recipients are satisfied with the product help local SMEs program JPS Brilliantly, and 42 people are not satisfied. In addition, satisfied beneficiaries have an interest in purchasing transactional low as 4 people and buying interest transactional as high as 54 people. Then the recipient who is not satisfied to have interest in purchasing transactional low as 16 people and buying interest transactional as high as 26 people. Furthermore, to see the risks of buying interest transactional of discontent can be seen in the image below :

|                                |                               |        |
|--------------------------------|-------------------------------|--------|
| Estimate                       | 8.308                         |        |
| ln(Estimate)                   | 2.117                         |        |
| Std. Error of ln(Estimate)     | .608                          |        |
| Asymp. Sig. (2-sided)          | .000                          |        |
| Asymp. 95% Confidence Interval | Common Odds Ratio Lower Bound | 2.524  |
|                                | Upper Bound                   | 27.345 |
| ln(Common Odds Ratio)          | Lower Bound                   | .926   |
|                                | Upper Bound                   | 3.309  |

The Mantel-Haenszel common odds ratio estimate is asymptotically normally distributed under the common odds ratio of 1.000 assumption. So is the natural log of the estimate.

**Image 1. The Results Of Processing The Odds Ratio Interest In Purchasing Transactional**

Based on images 1, may be aware that the recipient of the product help local SMEs JPS Scintillating not satisfied to have the risk of 8,308 times have interest in purchasing transactional low. The value of the Common Odds Ratio Lower Bound and the Upper Bound shows that at least the recipient of the product help local SMEs JPS Resounding who are not satisfied at least is at risk of 2,524 times not to buy products of local SMEs and, most of all more at risk of 27,345 times not to buy products of local SMEs. In addition, if seen from the significance value smaller than 0.05, it can also be concluded that satisfaction influences buying interest transactional products of local SMEs program JPS Gemilang.

**3.2. Interest Referenceal Products of Local SMES Recipient JPS Gemilang**

Interest is referential concerning the tendency of a person to refer the product to other people, in this case, the tendency of the recipient to reference local products MSME program JPS Gemilang. Of course, here in the reference product, a person should be satisfied with the product that will be referenced. As for the details of the data processing as follows :

**Table 2. of Interest Referential Recipient JPS Resounding On the products of local SMES**

| The Satisfaction Of | purchase intention |      | The Number Of |
|---------------------|--------------------|------|---------------|
|                     | Low                | High |               |
| Yes                 | 2                  | 56   | 58            |

| No     | 21 | 21 | 42  |
|--------|----|----|-----|
| Number | 23 | 77 | 100 |

**Source: Primary Data Processed**

Based on table 2 the results of processing at the table, there are 23 the recipient has an interest referential low and 77 have interest referential high. Penerima the help of satisfied have referential interest low as 2 people and interests references high as much ask 56 people. Then the recipient who is not satisfied to have the interest of the referential low as 21 people and interests referential as high as 21 people. Furthermore, to see the risk of interest referential of discontent can be seen in the image below:

|                                |                               |         |
|--------------------------------|-------------------------------|---------|
| Estimate                       | 28.000                        |         |
| ln(Estimate)                   | 3.332                         |         |
| Std. Error of ln(Estimate)     | .783                          |         |
| Asymp. Sig. (2-sided)          | .000                          |         |
| Asymp. 95% Confidence Interval | Common Odds Ratio Lower Bound | 6.035   |
|                                | Upper Bound                   | 129.913 |
| ln(Common Odds Ratio)          | Lower Bound                   | 1.798   |
|                                | Upper Bound                   | 4.867   |

The Mantel-Haenszel common odds ratio estimate is asymptotically normally distributed under the common odds ratio of 1.000 assumption. So is the natural log of the estimate.

**Image 2. The Results Of Processing The Odds Ratio Interest Buy Referential**

Based on images 2, may be aware that the recipient of the product help local SMEs JPS Scintillating not satisfied to have the risk of 28 times have purchase intention referential low. The value of the Common Odds Ratio Lower Bound and the Upper Bound shows that at least the recipient of the product help local SMEs JPS Resounding who are not satisfied at least is at risk of 6,035 times not to refer the products of local SMEs and, most of all more at risk of 129,913 fold not prefer products of local SMEs. In addition, if seen from the significance value smaller than 0.05, it can also be concluded satisfaction has an influence on the referential interest products of local SMEs program JPS Gemilang.

**3.3. Interest Preferential Products of Local SMES Recipient JPS Gemilang**

Interest preferential describes the behavior of someone who has preferences main on the product. In this case, the behavior of the recipient of the program JPS Scintillating has a major preference on the products of local SMEs program JPS Gemilang. The results of the analysis to describe interest preferential recipient JPS Resounding are as follows :

**Table 3. of Interest Preferential Recipient JPS Resounding on the products of local SMES**

| The Satisfaction Of | Buying Interest |      | The Number Of |
|---------------------|-----------------|------|---------------|
|                     | Low             | High |               |
| Yes                 | 7               | 51   | 58            |
| No                  | 27              | 15   | 42            |
| Number              | 34              | 66   | 100           |

**Source: Primary Data Processed**

Based on table 3 the results of data processing, there are 34 of the recipient has a preferential interest low, and 66 have interest in preferential high. Beneficiaries who are satisfied have interest in preferential low as 7 and interests preferential as high as 51 people. Then the recipient who is not satisfied to have the interest of preferential low as 27 people and interests preferential high as 15 people. Furthermore, to see the risk of interest preferential of discontent can be seen in the image below:

|                                |                               |        |
|--------------------------------|-------------------------------|--------|
| Estimate                       | 13.114                        |        |
| ln(Estimate)                   | 2.574                         |        |
| Std. Error of ln(Estimate)     | .516                          |        |
| Asymp. Sig. (2-sided)          | .000                          |        |
| Asymp. 95% Confidence Interval | Common Odds Ratio Lower Bound | 4.771  |
|                                | Upper Bound                   | 36.049 |
| ln(Common Odds Ratio)          | Lower Bound                   | 1.563  |
|                                | Upper Bound                   | 3.585  |

The Mantel-Haenszel common odds ratio estimate is asymptotically normally distributed under the common odds ratio of 1.000 assumption. So is the natural log of the estimate.

### Image 3. The Results Of Processing The Odds Ratio Interest Buy Preferential

Based on image 3 the analysis of the odds ratio, it can be seen that the recipient of the product helps local SMEs JPS Scintillating not satisfied to have the risk of 13,114 times have interest in preferential low. The value of the Common Odds Ratio Lower Bound and the Upper Bound shows that at least the recipient of the product help local SMEs JPS Resounding who are not satisfied at least is at risk of 4,771 times do not have a preference on the products of local SMEs and, most of all more at risk of 36,049 times do not have a preference on the products of local SMEs. In addition, if seen from the significance value smaller than 0.05, it can also be concluded that satisfaction influences the preferential interest products of the local SMEs program JPS Gemilang.

### 3.4. Interest Explorative Products of Local SMES Recipient JPS Gemilang

Interest exploratory describes the behavior of someone who is always looking for information about the products that interest and find information to support the favorable properties of the product. In this case, the recipient of the JPS program Scintillating gets product help. Local SMEs will always look for information related to the products of

local SMEs and search for information related to the products of local SMEs. The picture of interest exploratory program beneficiaries JPS Resounding on the products of local SMEs as follows :

**Table 4. of Interest Exploratory Recipient JPS Resounding on the products of local SMES**

| The Satisfaction Of | Buying Interest |      | The Number Of |
|---------------------|-----------------|------|---------------|
|                     | Low             | High |               |
| Yes                 | 8               | 50   | 58            |
| No                  | 26              | 16   | 42            |
| Number              | 34              | 66   | 100           |

**Source: Primary Data Processed**

Based on table 4 the results of data processing, there are 34 of the recipient has an interest explorative low, and 66 have any interest explorative high. Beneficiaries who are satisfied have interest explorative low as 8 people and interests explorative high sebanyak 50 people. Then the recipient who is not satisfied to have the interest of explorative low as 26 people and interests explorative as high as 16 people. Furthermore, to see the risk of interest explorative of discontent can be seen in the image below:

|                                |                               |        |
|--------------------------------|-------------------------------|--------|
| Estimate                       | 10.156                        |        |
| ln(Estimate)                   | 2.318                         |        |
| Std. Error of ln(Estimate)     | .496                          |        |
| Asymp. Sig. (2-sided)          | .000                          |        |
| Asymp. 95% Confidence Interval | Common Odds Ratio Lower Bound | 3.842  |
|                                | Upper Bound                   | 26.846 |
| ln(Common Odds Ratio)          | Lower Bound                   | 1.346  |
|                                | Upper Bound                   | 3.290  |

The Mantel-Haenszel common odds ratio estimate is asymptotically normally distributed under the common odds ratio of 1.000 assumption. So is the natural log of the estimate.

### Image 4. The Results Of Processing The Odds Ratio Interest Buy Preferential

Based on image 4 the analysis of the odds ratio, it can be seen that the recipient of the product helps local SMEs JPS Scintillating not satisfied to have the risk of 10,156 times have interest explorative low. The value of the Common Odds Ratio Lower Bound and the Upper Bound shows that at least the recipient of the product help local SMEs JPS Resounding who are not satisfied at least is at risk of 3,842 times has no interest in exploration on the products of local SMEs and, most of all more at risk of 26,846 times do not have interest in exploration on the products of local SMEs. In addition, if seen from the significance value smaller than 0.05, it can also be concluded that satisfaction influences the interest explorative products of local SMEs program JPS Gemilang.

Furthermore, to determine whether there is a difference of interest transactional, interest referential,

interest preferential interest, and exploratory based on the jobs and education program beneficiaries, JPS Resounding used the ANOVA test (Analysis of Variance). ANOVA test is a comparative test that is used to test the difference in the average of more than two groups.

### 3.5. The difference in purchase intention Products of Local SMES based on the type of work

The difference in purchase intention Products of Local SMEs based on the type of work.

The JPS Program, a Resounding implemented by the government, basically as one of the efforts to increase people's interest in purchasing local products of SMEs in the Province of West Nusa Tenggara. Buying interest here consists of interest transactional, interest referential, interest preferential interest, and exploratory, not only. It is interesting to note that there is no difference in buying interest is based on the type of work. Type of work program beneficiaries JPS Resounding consists of menial Workers and the most hygiene, most professional, Most administrative Services and Sales in Stores and Markets, and Most Agricultural Enterprises and Farms. Generally speaking, a rough and labor hygiene consists of workers, casual laborers, scavengers, and Hodge, the professional staff consists of teachers, the teacher of the koran and temporary employees, personnel administration services, and in-store sales and market consists of traders in the market, grocer, masseuse, courier food, motorcycle and security, and energy agriculture, and animal husbandry consists of farmers and ranchers. The test results can be seen in the table below :

**Table 5. Description to buy interest transactional based on the type of work**

|                                  | N   | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |             |
|----------------------------------|-----|------|----------------|------------|----------------------------------|-------------|
|                                  |     |      |                |            | Lower Bound                      | Upper Bound |
| for Rough Work                   | 29  | 8,48 | 1,617          | ,300       | 7,87                             | 9,10        |
| professional                     | 6   | 9,00 | ,000           | ,000       | 9,00                             | 9,00        |
| Services and the Sale of         | 30  | 8,53 | 1,889          | ,345       | 7,83                             | 9,24        |
| Agriculture and animal husbandry | 35  | 9,17 | 1,317          | ,223       | 8,72                             | 9,62        |
| Total                            | 100 | 8,77 | 1,575          | ,158       | 8,46                             | 9,08        |

Source: Primary Data Processed

Based on table 5 the type of employment, interest transactional mean the highest on the type of work most agricultural enterprises and farms with a mean value of 9,19 following professionals with the mean from 9.00 to the type of work most administrative services d's sales in the store and market with the value of the mean 8,53 and mean low on the type of work wrja rough and labor hygiene with a mean of 8,48.

Furthermore, to see whether there is a difference buying interest transactional from the four group types, such work canon look at the table of ANOVA, the details are as follows:

**Table 6. of the results of the ANOVA test interest in purchasing transactional based on the type of work**

|                | Sum of Squares | df | Mean Square | F     | Sig. |
|----------------|----------------|----|-------------|-------|------|
| Between Groups | 10,031         | 3  | 3,344       | 1,362 | ,259 |
| Within Groups  | 235,679        | 96 | 2,455       |       |      |
| Total          | 245,710        | 99 |             |       |      |

Source: Primary Data Processed

From the table 6, in the column sig. Obtained P-value (P-value) = 0,259 dith actual level of = 0.05, so that can be concluded is not there is a difference that is significant average interest transactional based on the fourth group of such work.

**Table 7. Description of the interest referential based on the type of work**

|                                  | N   | Mean    | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |             |
|----------------------------------|-----|---------|----------------|------------|----------------------------------|-------------|
|                                  |     |         |                |            | Lower Bound                      | Upper Bound |
| for Rough Work                   | 29  | 5,41    | ,946           | ,176       | 5,05                             | 5,77        |
| professional                     | 6   | to 5,67 | ,816           | ,333       | 4,81                             | 6,52        |
| Services and the sale of         | 30  | 5,57    | 1,251          | ,228       | 5,10                             | 6,03        |
| Agriculture and animal husbandry | 35  | 6,03    | ,985           | ,166       | 5,69                             | 6,37        |
| Total                            | 100 | 5,69    | 1,070          | ,107       | 5,48                             | 5,90        |

Source: Primary Data Processed

Based on the table 7, the mean interest referential based on the fourth group type of work, the highest in the group work of agriculture and animal husbandry with a mean 6,03 following professionals with the mean to 5.67 then power services business and sales with mean 5,57

and the mean of the lowest in the group work menial workers and labor hygiene with mean and 5.41. Furthermore, to see whether there are differences in the interest of the referential of the four group types, such work can onlooker the ANOVA table, the details are as follows:

**Table 8. of the results of the ANOVA test interest referential based on the type of work**

|                | Sum of Squares | df | Mean Square | F     | Sig. |
|----------------|----------------|----|-------------|-------|------|
| Between Groups | 6,684          | 3  | 2,228       | 2,004 | ,118 |
| Within Groups  | 106,706        | 96 | 1,112       |       |      |
| Total          | 113,390        | 99 |             |       |      |

**Source: Primary Data Processed**

Based on table 8 the test results, in the column sig. Obtained P-value (P-value) = 0,118, dith actual level of =0.05, so it can be concluded there is no difference that is significant average interest referential based on the fourth group of such work.

**Table 9. Description of interest preferential based on the type of work**

|                                  | N   | Mean    | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |             |
|----------------------------------|-----|---------|----------------|------------|----------------------------------|-------------|
|                                  |     |         |                |            | Lower Bound                      | Upper Bound |
| for Rough Work                   | 29  | 8,28    | 1,306          | ,243       | 7,78                             | 8,77        |
| professiona l                    | 6   | of 8,33 | 1,033          | ,422       | 7,25                             | 9,42        |
| Services and the Sale of         | 30  | 8,13    | 1,676          | ,306       | 7,51                             | 8,76        |
| Agriculture and animal Husbandry | 35  | 9,11    | 1,530          | ,259       | of 8,59                          | 9,64        |
| Total                            | 100 | 8,53    | 1,534          | ,153       | 8,23                             | 8,83        |

**Source: Primary Data Processed**

Based on the table 9, the mean interest preferential based on the four-group type of work, the highest in the group of agricultural work and animal husbandry with a mean 9,11 furthermore, professionals with a mean of 8.33, work menial workers and labor hygiene with a mean 8,28, then the power of business sales and services with a mean 8,13. Furthermore, to see whether there is a difference of interest preferential of the four group types such work can onlooker the ANOVA table, the details are as follows:

**Table 10. of the results of the ANOVA test interest in preferential based on the type of work**

|                | Sum of Squares | df | Mean Square | F     | Sig. |
|----------------|----------------|----|-------------|-------|------|
| Between Groups | 18,774         | 3  | 6,258       | 2,806 | ,044 |
| Within Groups  | 214,136        | 96 | 2,231       |       |      |
| Total          | 232,910        | 99 |             |       |      |

**Source: Primary Data Processed**

Based on table 10 the results of the test, to see there or no difference can be seen on the column sig. Obtained P-value (P-value) = 0,044, dith actual level of =0.05, so it can be concluded there is a difference that is significant average interest preferential based on the fourth group of such work.

**Table 11. Description of the interest exploratory based on the type of work**

|                                  | N   | Mean    | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |             |
|----------------------------------|-----|---------|----------------|------------|----------------------------------|-------------|
|                                  |     |         |                |            | Lower Bound                      | Upper Bound |
| for Rough Work                   | 29  | 7,93    | 1,462          | ,272       | 7,37                             | 8,49        |
| profession al                    | 6   | 8,17    | 1,169          | ,477       | 6,94                             | 9,39        |
| Services and the Sale of         | 30  | 7,97    | 1,810          | ,330       | Of 7,29                          | To 8,64     |
| Agriculture and animal Husbandry | 35  | 8,83    | 1,505          | ,254       | 8,31                             | 9,35        |
| Total                            | 100 | to 8,27 | 1,607          | ,161       | 7,95                             | of 8,59     |

**Source: Primary Data Processed**

Based on the table 11, the mean interest exploratory based on the four-group type of work, the highest in the group of agricultural work and animal husbandry with a mean 8,83 following professional with mean 8,17, then the power of business sales and services with a mean 7,97 and mean low work menial workers and labor hygiene with a mean 7,93, Furthermore, to see whether there are differences in the interest of explorative of the four group types such work can onlooker the ANOVA table, the details are as follows:

**Table 12. of the results of the ANOVA test interest exploratory based on the type of work**

|                | Sum of Squares | df | Mean Square | F     | Sig. |
|----------------|----------------|----|-------------|-------|------|
| Between Groups | 17,077         | 3  | 5,692       | 2,290 | ,083 |
| Within Groups  | 238,633        | 96 | 2,486       |       |      |
| Total          | 255,710        | 99 |             |       |      |

**Source: Primary Data Processed**

Based on table 12 the test results, to see there or no difference can be seen on the column sig. Obtained P-value (P-value) = 0,083 dith actual level of =0.05, so it can be concluded not there is a difference that is significant average interest exploratory based on the fourth group of such work.

### 3.6. The difference in Interest buy Products of Local SMES based on the level of education

The recipient of the JPS program, a resounding, consists of several levels of education, ranging from not school, Elementary School (SD), junior high school (SMP), High School (SMA), and Stratum 1 (S1). In this research, also to see whether there is a difference in transactional interest, referential interest, interest in preferential, and explorative interest products of local SMEs based on education status in the receiver of the JPS Gemilang program. To see mean buying interest and whether there is a significant difference Test was used ANOVA, the details are as follows :

**Table 13. Description of the interest of transactional based on the status of education**

|             | N   | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |             |
|-------------|-----|------|----------------|------------|----------------------------------|-------------|
|             |     |      |                |            | Lower Bound                      | Upper Bound |
| No School   | 9   | 9,44 | 1,667          | ,556       | 8,16                             | 10,73       |
| SD          | 48  | 8,42 | 1,748          | ,252       | TO 7,91                          | 8,92        |
| JUNIOR      | 19  | 9,11 | 1,100          | ,252       | 8,57                             | 9,64        |
| high SCHOOL | 19  | 8,95 | 1,580          | ,363       | 8,19                             | 9,71        |
| S1          | 5   | 9,00 | ,000           | ,000       | 9,00                             | 9,00        |
| Total       | 100 | 8,77 | 1,575          | ,158       | 8,46                             | 9,08        |

**Source: Primary Data Processed**

Based on table 13 the test results, the interest of transactional products of local SMEs in the mean highest level of education no school with a mean value of 9.44 then the level of JUNIOR high school education have a mean value 9,11. Education level S1 has a mean value of 9,00

and the mean on the level of education high school 8.95 and the lowest at the level of elementary education. Then to see whether or not the difference is significant interest in transactional can be seen on the road to t in the following table:

A table of the results of the ANOVA test the interest of transactional-based on the level of education

**Table 14 of the results of the ANOVA test the interest of transactional based on the level of education**

|                | Sum of Squares | df | Mean Square | F     | Sig. |
|----------------|----------------|----|-------------|-------|------|
| Between Groups | 13,084         | 4  | 3,271       | 1,336 | ,262 |
| Within Groups  | 232,626        | 95 | 2,449       |       |      |
| Total          | 245,710        | 99 |             |       |      |

**Source: Primary Data Processed**

Based on table 14 the test results, the value of sig. Obtained P-value (P-value) = 0,262 is smaller than 0.05, so it can be concluded there is a difference that is significant average interest transactional-based on five groups of educational level.

**Table 15. Description of the interest referential based on the status of education**

|             | N   | Mean         | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |             |
|-------------|-----|--------------|----------------|------------|----------------------------------|-------------|
|             |     |              |                |            | Lower Bound                      | Upper Bound |
| No School   | 9   | from 6.00 to | 1,118          | ,373       | 5,14                             | 6,86        |
| SD          | 48  | 5,50         | 1,203          | ,174       | 5,15                             | 5,85        |
| JUNIOR      | 19  | TO 5.89      | ,459           | ,105       | TO 5.67                          | 6,12        |
| high SCHOOL | 19  | 5,74         | 1,240          | ,285       | 5,14                             | 6,33        |
| S1          | 5   | To 6.00      | ,000           | ,000       | 6,00                             | 6,00        |
| Total       | 100 | 5,69         | 1,070          | ,107       | 5,48                             | 5,90        |

**Source: Primary Data Processed**

Based on table 15 the test results, the interest of referential products of local SMEs means the highest on the education level S1 and the school with the mean value of the same, namely to 6.00 then the level of education of JUNIOR high school has a mean value to 5.89. Level of education high SCHOOL has the value of the mean 5,74 and mean low on the level of education of the SD with a mean of 5.50. Then to see whether or not the difference is significant, interest referential can be seen on the road to t in the following table:

**Table 16 of the results of the ANOVA test interest referential based on the level of education**

|                | Sum of Squares | df | Mean Square | F    | Sig. |
|----------------|----------------|----|-------------|------|------|
| Between Groups | 3,916          | 4  | ,979        | ,850 | ,497 |
| Within Groups  | 109,474        | 95 | 1,152       |      |      |
| Total          | 113,390        | 99 |             |      |      |

**Source: Primary Data Processed**

The results of the ANOVA test on the table 16 showed no significant difference in interest referential products of local SMEs because of the value of sig. 0,497 greater than 0.05. It can be concluded there is a difference that is significant average interest referential based on the five groups of educational level.

**Table 17. Description of the interest preferential based on the status of education**

|             | N   | Mean      | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |             |
|-------------|-----|-----------|----------------|------------|----------------------------------|-------------|
|             |     |           |                |            | Lower Bound                      | Upper Bound |
| No School   | 9   | 9,33      | 1,936          | ,645       | 7,84                             | to 10,82    |
| SD          | 48  | 8,10      | 1,491          | ,215       | OF 7,67                          | 8,54        |
| JUNIOR      | 19  | OF 8,95   | ,848           | ,195       | 8,54                             | AT 9,36     |
| high SCHOOL | 19  | from 8,74 | 1,910          | ,438       | Of 7,82                          | 9,66        |
| S1          | 5   | To 8,80   | ,447           | ,200       | 8,24                             | At 9,36     |
| Total       | 100 | 8,53      | 1,534          | ,153       | 8,23                             | 8,83        |

**Source: Primary Data Processed**

Based on table 17 the results of processing these data, the mean value of the highest in the level of education of school with a mean 9,33 then the level of education of JUNIOR high with a mean of 8,95, education level S1 with a mean to 8,80, the level of education of high SCHOOL with the mean value from 8,74 and the mean low level of education of the SD by the mean of 8,10. Furthermore, to see whether or not the difference is significant interest in preferential can be seen in the following table:

A table of the results of the ANOVA test interest referential based on the level of education

**Table 18 of the results of the ANOVA test interest referential based on the level of education**

|                | Sum of Squares | df | Mean Square | F     | Sig. |
|----------------|----------------|----|-------------|-------|------|
| Between Groups | 18,999         | 4  | 4,750       | 2,109 | ,086 |
| Within Groups  | 213,911        | 95 | 2,252       |       |      |
| Total          | 232,910        | 99 |             |       |      |

**Source: Primary Data Processed**

Based on table 18 the ANOVA test, the value of sig. By 0.086 greater than 0.05 so it can be concluded there is no difference in interest in preferential program beneficiaries JPS Resounding on the products of local SMEs based in the group of such education.

**Table 19. Description of the interest exploratory based on the status of education**

|             | N   | Mean                 | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |             |
|-------------|-----|----------------------|----------------|------------|----------------------------------|-------------|
|             |     |                      |                |            | Lower Bound                      | Upper Bound |
| No School   | 9   | compositions is 8,56 | 1,667          | ,556       | 7,27                             | 9,84        |
| SD          | 48  | 7,81                 | 1,697          | ,245       | 7,32                             | 8,31        |
| JUNIOR      | 19  | OF 8,95              | ,780           | ,179       | 8,57                             | AT 9,32     |
| high SCHOOL | 19  | 8,58                 | 1,805          | ,414       | 7,71                             | 9,45        |
| S1          | 5   | 8,40                 | 1,342          | ,600       | To 6,73                          | 10,07       |
| A Total Of  | 100 | To 8,27              | 1,607          | ,161       | 7,95                             | Of 8,59     |

**Source: Primary Data Processed**

Based on table 19 the test results, the explorative interest products of local SMEs mean strict configuration on the education level JUNIOR high with a mean value of 8,95 then the level of high SCHOOL education have a mean value 8,58. The level of education no school has a mean value of compositions is 8,56. The mean on the education level S1 with mean 8,40 and the lowest at the ELEMENTARY education level with a mean value of 7,81. Then to see whether or not the difference is significant interest explorative can be seen in the following table:

**Table 20. of the results of the ANOVA test interest exploratory based on the level of education**

|                | Sum of Squares | df | Mean Square | F     | Sig. |
|----------------|----------------|----|-------------|-------|------|
| Between Groups | 21,396         | 4  | 5,349       | 2,169 | ,078 |
| Within Groups  | 234,314        | 95 | 2,466       |       |      |
| Total          | 255,710        | 99 |             |       |      |

**Source: Primary Data Processed**

The results of the ANOVA test on the table 20 showed no significant difference in interest referential products of local SMEs because of the value of sig. To 0.078 greater than 0.05. It can be concluded there is a difference that is significant average interest exploratory based on the five groups of educational level.

#### 4. CONCLUSION

Based on the results of the study, using Analysis of the Odds Ratio obtained results that the recipient of the product help local SMEs JPS Scintillating not satisfied to have the risk of 8,308 times have interest in purchasing transactional low, 28 times have referential interest low, 13,114 times have interest in preferential low and 10,156 times fold has an explorative interest low against the products of local SMEs program JPS Gemilang. Based on the analysis of ANOVA, there was no difference in significant buying interest transactional, interest referential, and interest explorative, and there are significant differences in the interest of preferential based on the type of work of the recipient JPS Resounding against the local products of SMEs. Furthermore, based on the level of education, there is no difference in significant buying interest transactional, interest referential, interest preferential interest, and exploratory on the products of local SMEs program JPS Resounding based on the level of education of the recipient JPS Gemilang.

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