

The Influence of Creativity, Promotion, Productivity, and Price on the Demand for UKM Products (Songket Weaving) in Batu Bara Regency in the Islamic Economic Perspective

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ABSTRACT

This study aims to determine the effect of creativity promotion productivity and price on the demand for songket weaving sma and medium enterprises (UKM) in the Batu Bara district from an Islamic economic perspective. This study used quantitative and descriptive methods with data collection techniques using questionnaires and the population and sample in this study were 73 songket weaving employees at Batu Bara. Data were analyzed using the multiple linear regression method with the help of SPSS IBM 26. The results of this study indicate that creativity has a significant effect on product demand for songket weaving small and medium enterprises (UKM), the promotion has a significant effect on product demand for small and medium enterprises (UKM) weaving songket productivity has no significant effect on the demand for songket woven small and medium enterprises (UKM), and prices do not affect the demand for songket woven small and medium enterprises (UKM) in Batu Bara district. And the results of the F test (Simultaneous Test) show that creativity promotion productivity and price simultaneously influence the demand for songket woven small and medium enterprises (UKM).

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INTRODUCTION

Malay culture is one of Indonesia's national cultures, especially in North Sumatra. Malay customs and culture are a set of traits and habits that emerged and developed long ago along with the emergence and development of society and are continuously known, studied, and adopted from generation to generation by the people concerned. All aspects of Malay community life. Songket weaving in its Intergenerational learning system is open to anyone regardless of race. Songket weaving is not exclusive to Malay aristocratic families. From the author's observations in the field, there are not many songket weavers from their Malay aristocrats who are mostly ordinary people (Rigitta, 2021).

In contrast to ordinary weaving, in general, songket weaving uses gold or silver thread, so not all tribes or people make songket weaving. In general, songket weaving comes from areas that have access to foreign nations or traders, so it is not surprising that some of the skills in songket weaving are owned by teenagers who are in coastal areas. In the past, the ability to weave was only possessed by young women of noble descent. This is because it is difficult for them to get cotton thread, gold thread, and silver thread as decorative patterns

in songket. In general, the nobles easily obtained it through the relations of outside traders, because at that time there were only gold and silver threads in won (Malaysia) originating from India. Songket is seen as having high cultural values and showing a high social level for those who wear it (Rigitta, 2021).

In North Sumatra Province there is a district whose area has songket weaving characteristics, namely, Batu Bara Regency which has songket weaving characteristics. Batu Bara songket weaving is a superior craft product in Batu Bara Regency and is found in various sub-districts, one of which is Talawi and Fifty Coastal sub-districts. This small industry is also one of the community livelihood sectors that develops production technology. Currently, the songket weaving industry is growing rapidly. Batu Bara songket is a work of art that requires perseverance and patience. Which in terms of manufacture still uses traditional tools and is done manually. Weaving is an art of the Malay community which has been passed down from generation to generation, as traditional clothing (Wardani 2021).

Songket weaving is a cultural craft that functions as an identity forged by the Malay community. Therefore, songket weaving must be studied as a reference for all Malay people. The Batubara community is also considered to have worked hard to represent the Sumatran songket weaving culture in the Malay world. Clothing usually serves to cover social norms, but sometimes religion encourages modest and respectful dress. Furthermore, clothing embodies the ethical and aesthetic values society is aware of. These clothes are used in various cultural events. For example, it is used for weddings, circumcisions of apostles, and approval of leaders (sultans, lord kadhi, village heads, etc.). Apart from beauty, songket weaving also has meaning for Malay people. Plants and animals are considered important for human life to create songket weaving motifs. Currently, the motifs for songket weaving are increasingly diverse, and the weavers make these motifs themselves, but the quality is still good. Songket weaving is increasingly being preserved, maintaining the quality of the beauty contained in Batubara Malay songket (Rigitta, 2021).

THEORETICAL REVIEW

Product Request

Demand is the amount of goods or services consumers want or can buy at a certain time at different price levels. And the demand curve is a curve that describes the nature of the relationship between the price of a particular item and the amount of that item demanded by buyers (Imsar, 2019).

According to Rahardja and Manurung, demand is the desire of consumers to buy an item at various price levels over a certain period. While Rosyidi defines demand as a desire accompanied by the willingness and ability to buy the item in question. Everyone can just want to do whatever he wants. However, if his desire is not supported by the willingness and ability to buy, his wish will only remain as a wish. Here it is explained that desire does not have any influence on prices, while demand does (Robiatul Adawiyah, 2018). The product demand indicators are as follows:

1. The price of the goods themselves.
2. Tastes or habits.
3. Income level per capita.
4. Forecast the price in the future.
5. Necessity.
6. Income distribution.
7. Total Population (Ansar, 2019).

Product demand in the perspective of the Islamic economics of the Word of God QS. Al Maidah: 87 says:

يَتَأْتِيهَا الَّذِينَ ءَامَنُوا لَا تُحْرَمُوا طَيِّبَاتِ مَا أَحَلَّ اللَّهُ لَكُمْ وَلَا تَعْتَدُوا إِنَّ اللَّهَ لَا يُحِبُّ

الْمُعْتَدِينَ

87. O you who believe, do not forbid anything good that Allah has made lawful for you and do not transgress. Verily, Allah does not like those who exceed the limits.

According to Ibn Taimiyah, the request for an item is a desire for something, which is described by the term *raghbah fil*

al-syai. Which is defined as the number of goods demanded. Broadly speaking, demand in Islamic economics is the same as in conventional economics, but certain limitations must be considered by individual Muslims in their wishes. Islam requires to consumption of goods that are *halal* and *tayib*. Islamic rules prohibit

a Muslim from eating unlawful items, except in an emergency where if the item is not eaten, it will affect the health of the Muslim (Handayani, 2019).

In addition, in Islamic teachings, people who have a lot of money are not allowed to spend their money at will. Budget constraints are not enough to limit consumption. Another limitation that needs to be considered is that a Muslim must not be excessive (ishrof), and must prioritize goodness (mashlah). Islam commands those who have reached the nishab to set aside from their budget to pay zakat, infaq, and alms.

Creativity

According to Zimmerer, creativity is explained as the skill to find ideas and create new methods of solving problems and getting opportunities (Hansel and Saortua, 2020).

Creativity is also part of the skills needed in entrepreneurial activities to gain success in starting a business (Agie, 2021). Therefore if one can organize better in a more effective way, everything can be termed as creative action (Kalil & Evant, 2020). The indicators of creativity are as follows:

1. Being challenged against existing conditions (challenges).
2. Always curious (curious).
3. Have high self-motivation (self-motivated).
4. Having a future vision (visionary).
5. Dare to face risks (takes risk) (Dimas Priharti, 2021).

Creativity in an Islamic economic perspective explained that Islam in terms of creativity provides space for its people to be creative with their minds and with their consciences in solving life's problems in it. In managing a business, the success of an entrepreneur lies in the attitude and ability to try, as well as having high morale.

Promotion

According to Tjiptono promotion is a marketing activity that seeks to disseminate information, influence or persuade, or increase the target market for the company and its products so that they are willing to accept, buy, and also be loyal to the products offered by the company concerned (Radha, Tri Inda, 2022).

Promotion is an activity of communicating or informing the benefits of a product and service to consumers to encourage and persuade consumers to buy these products and services (Mutia Maudy, 2022). And also promotion in practice is aimed at increasing the number of sales, namely by informing consumers about a product, both goods and services (Rahmah, 2017). The promotion indicators are as follows:

1. Promotional reach.
2. The quality of delivering messages in the ad serving in promotional media.
3. Promotional creativity (Radha Amalita 2022).

Promotion in the perspective of Islamic economics promotion is an attempt to introduce and offer products to consumers. In Islam carrying out promotions is prohibited from providing excessive information. Rasulullah SAW himself in promoting traded goods never gave excessive information, instead he provided information as it was so that buyers would get clear information about the product before deciding to buy it. The importance of honesty in doing promotions.

Productivity

According to Arfidah, productivity contains a philosophical, work definition, and operational meaning. Philosophically, productivity is a way of life and a mental attitude that always strives to improve the quality of life. By definition, work productivity is a comparison between the results achieved (output) and the overall resources (input) used per unit of time. Input resources can consist of several factors of production, such as land, buildings, machinery, equipment, raw materials, and human resources themselves (Bagus, 2017). The productivity indicators are as follows:

1. Working quantity.
2. Quality of work.
3. Timeliness (Ravianto, 2008).

Productivity in the perspective of Islamic economics productivity that can realize the economic empowerment of society is an expected condition, in which the emphasis is on achieving human welfare. In Islamic teachings, productivity that can create community economic empowerment is an expected condition, in which the emphasis is on achieving the welfare of mankind.

Price

According to Kolter and Armstrong, price is the amount of money charged for a product or service. Or more broadly, price is the sum of all values provided by customers to benefit and own or use a product or service (Cardia, 2019). Price is also one of the most considered factors for consumers to buy a product, or also the price is the amount of money paid in exchange for products and services. And also the amount of money traded for products or services (Maryam Batubara, 2022).

Price indicators are as follows:

1. Affordability.
2. Price according to ability or price competitiveness.
3. Conformity of price with product quality.
4. Price compatibility with benefits (Philip and Garry, 2012).

Prices in an Islamic economic perspective are those where fair prices are prices that do not cause exploitation or oppression to the detriment of one party and benefit the other. The price must reflect the benefits for the buyer and the seller fairly, that is, the seller gets a normal profit and the buyer gets a benefit equal to the price paid.

Small and Medium Enterprises (SMEs)

Small and Medium Enterprises or often abbreviated as SMEs are an important part of the economy of a country or region, as well as the state of Indonesia. Small and Medium Enterprises have an important role in the speed of the community's economy. These small and medium businesses are also very helpful to the state or government in terms of creating new jobs that can support household income. Apart from that, small and medium businesses also have high flexibility when compared to businesses with larger capacities. These small and medium businesses need special attention and are supported by accurate information so that there is a directed business link between small and medium business actors and elements of business competitiveness, namely market networks (Pujjyanti, 2015).

According to the Central Statistics Agency (BPS) the meaning of small and medium enterprises: is based on the quality of the workforce, small businesses are business entities that have a workforce of 20 to 99 people (Central Bureau of Statistics 2022). Meanwhile, medium-sized businesses are productive economic businesses that stand-alone, which are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become part of either directly or indirectly with small businesses or large businesses with a total net worth. or annual sales results as stipulated in the MSME Law No. 20 of 2008.

CONCEPTUAL FRAMEWORK

Uma Sekaran in his book Business Research argues that a framework for thinking is a conceptual model of how theory relates to various factors that have been identified as important issues. (Picture), it can be explained that the variables Creativity, Promotion, Productivity, and Price affect the demand for SME products (songket weaving) (Sugiono, 2018).

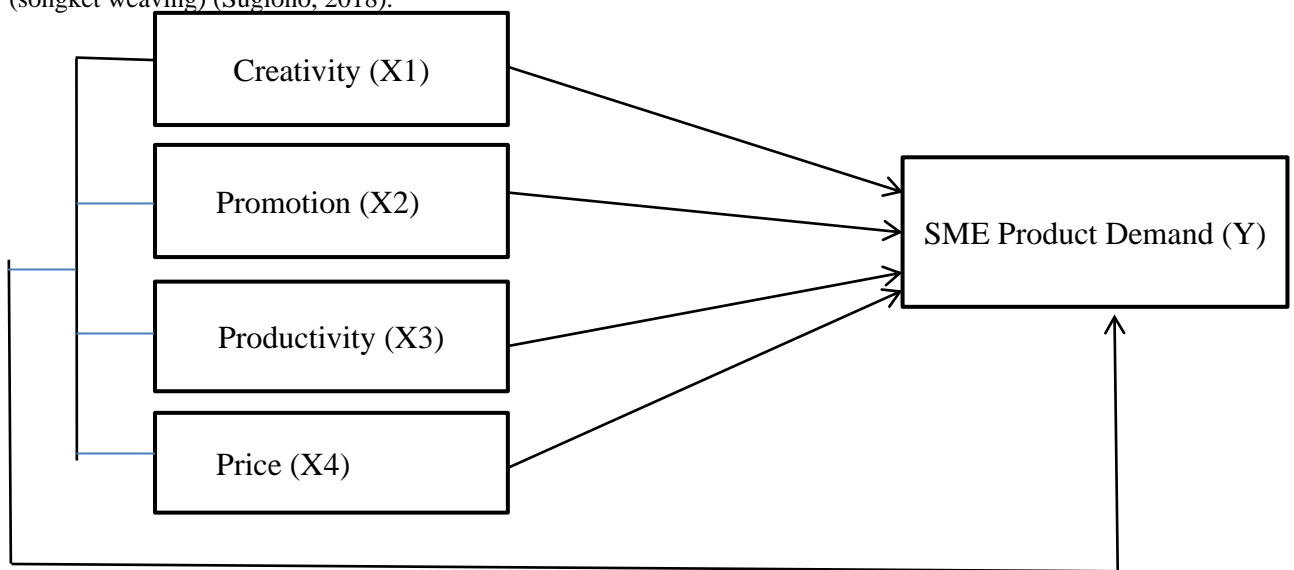


Figure 2.1 Conceptual Framework

RESEARCH METHOD

The approach used in this research is a descriptive quantitative approach. This research was conducted in Batu Bara District. This research was carried out in August 2022 and completed in November 2022. The population in this study were 6 songket weaving companies located in Lima Puluh Pesisir District and Talawi District and having an address in Batu Bara district, totaling 265 weavers. While the sample in this study using the Slovin formula was obtained by 72.6 which was rounded up to 73 respondents of songket weavers in Batu Bara district.

This study uses a data collection technique in the form of a questionnaire which is a list of questions that allows a system analyst to collect data and opinions from selected respondents (Ahmadi, 2016). And using a Likert Scale is used as a tool to measure one's opinion about an event or phenomenon. This study uses data analysis techniques descriptive tests, validity tests, reliability tests, classical assumption tests, multiple linear regression tests, and hypothesis testing.

RESULTS AND DISCUSSION

Validity test

Criteria for decision-making product validity test Pearson correlation moment, that is, if the value $r_{count} > r_{table}$, then the instrument is declared valid whereas if the value $r_{count} < r_{table}$, then the instrument is declared invalid. The questionnaire validity test table in this study is as follows:

Table 1. Validity Test Results

| Variable | Statement Items | r_{count} | r_{table} | Information |
|------------------------|-----------------|-------------|-------------|-------------|
| Creativity (X1) | Statement 1 | 0,514 | 0,230 | Valid |
| | Statement 2 | 0,438 | 0,230 | Valid |
| | Statement 3 | 0,622 | 0,230 | Valid |
| | Statement 4 | 0,245 | 0,230 | Valid |
| | Statement 5 | 0,252 | 0,230 | Valid |
| | Statement 6 | 0,379 | 0,230 | Valid |
| | Statement 7 | 0,532 | 0,230 | Valid |
| | Statement 8 | 0,237 | 0,230 | Valid |
| Promotion (X2) | Statement 1 | 0,326 | 0,230 | Valid |
| | Statement 2 | 0,251 | 0,230 | Valid |
| | Statement 3 | 0,289 | 0,230 | Valid |
| | Statement 4 | 0,863 | 0,230 | Valid |
| | Statement 5 | 0,840 | 0,230 | Valid |
| | Statement 6 | 0,846 | 0,230 | Valid |
| Productivity (X3) | Statement 1 | 0,424 | 0,230 | Valid |
| | Statement 2 | 0,506 | 0,230 | Valid |
| | Statement 3 | 0,250 | 0,230 | Valid |
| | Statement 4 | 0,289 | 0,230 | Valid |
| | Statement 5 | 0,340 | 0,230 | Valid |
| | Statement 6 | 0,648 | 0,230 | Valid |
| | Statement 7 | 0,352 | 0,230 | Valid |
| Price (X4) | Statement 1 | 0,368 | 0,230 | Valid |
| | Statement 2 | 0,305 | 0,230 | Valid |
| | Statement 3 | 0,351 | 0,230 | Valid |
| | Statement 4 | 0,314 | 0,230 | Valid |
| | Statement 5 | 0,277 | 0,230 | Valid |
| | Statement 6 | 0,565 | 0,230 | Valid |
| | Statement 7 | 0,486 | 0,230 | Valid |
| | Statement 8 | 0,390 | 0,230 | Valid |
| SME Product Demand (Y) | Statement 1 | 0,302 | 0,230 | Valid |
| | Statement 2 | 0,460 | 0,230 | Valid |
| | Statement 3 | 0,321 | 0,230 | Valid |
| | Statement 4 | 0,694 | 0,230 | Valid |
| | Statement 5 | 0,508 | 0,230 | Valid |
| | Statement 6 | 0,252 | 0,230 | Valid |
| | Statement 7 | 0,414 | 0,230 | Valid |

Source: Primary Data processed by IBM SPSS 26

Based on the calculation of the validity test of all question items from all variables, it can be seen that each question item has a value $r_{\text{count}} > r_{\text{table}}$. So it can be concluded that all statement items on the variables above are declared valid.

Reliability Test

Reliability test in this study by looking at the value of Cronbach's Alpha. If the value Cronbach's Alpha $> 0,60$ then the instrument can be said to be reliable. Vice versa, if the value Cronbach's Alpha $< 0,60$ then the instrument can be said to be unreliable. The reliability test results can be said to be unreliable. The results of the reliability test can be seen in the following table:

Table 2. Reliability test results

| Variable | Cronbach's Alpha | Reliability Standards | Information |
|------------------------|------------------|-----------------------|-------------|
| Creativity (X1) | 0,645 | 0,60 | Reliable |
| Promotion (X2) | 0,681 | 0,60 | Reliable |
| Productivity (X3) | 0,615 | 0,60 | Reliable |
| Price (X4) | 0,608 | 0,60 | Reliable |
| SME Product Demand (Y) | 0,647 | 0,60 | Reliable |

Source: Primary Data processed by IBM SPSS 26

Berdasarkan tabel di atas terlihat bahwa seluruh variabel memiliki nilai Cronbach's Alpha $> 0,60$. Hal ini menunjukkan bahwa semua item pernyataan dari seluruh variabel teruji reliabilitasnya sehingga dinyatakan reliabel.

Classic assumption test

Normality test

The results of the normality of the data have the aim of testing whether the regression model data used, the residual variable has a normal distribution. The method used in testing for normality uses the Kolmogorov-Smirnov Test. The results of the normality test can be seen in the following table:

Table 3. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

| One-Sample Kolmogorov-Smirnov Test | | Unstandardized Residual |
|------------------------------------|--------------------------|-------------------------|
| N | | 73 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 1.50778990 |
| | Most Extreme Differences | |
| | Absolute | .080 |
| | Positive | .045 |
| | Negative | -.080 |
| Test Statistic | | .080 |
| Asymp. Sig. (2-tailed) | | .200 ^{c,d} |

a. Test Distribution is Normal
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance

Sumber: Data Primer yang diolah SPSS IBM 26

Based on the table above, it can be seen that the results of the normality test using the Kolmogorov-Smirnov method show a significant level of $0.200 > 0.05$. It can be concluded that the data is normally distributed.

Multicollinearity Test

The multicollinearity test is used to test whether there is a correlation between exogenous variables in the regression model. Symptoms of multicollinearity can be detected by looking at the tolerance and VIF values. If the tolerance value is < 0.1 and $VIF > 10$ then multicollinearity has occurred. The following is the regression result showing the tolerance and VIF values.

Table 4. Multicollinearity Test Results

| Model | | Coefficients ^a | | | T | Sig. | Collinearity Statistics | |
|-------|--------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
| | | Unstandardized Coefficients | Std. Error | Standardized Coefficients | | | Tolerance | VIF |
| 1 | (Constant) | 25.867 | 4.715 | | 5.486 | .000 | | |
| | Creativity | .404 | .086 | .509 | 4.709 | .000 | .845 | 1.184 |
| | Promotion | .138 | .051 | .276 | 2.729 | .008 | .968 | 1.033 |
| | Productivity | -.146 | .114 | -.140 | -1.279 | .205 | .825 | 1.212 |
| | Price | -.200 | .100 | -.199 | -.992 | .050 | .988 | 1.012 |

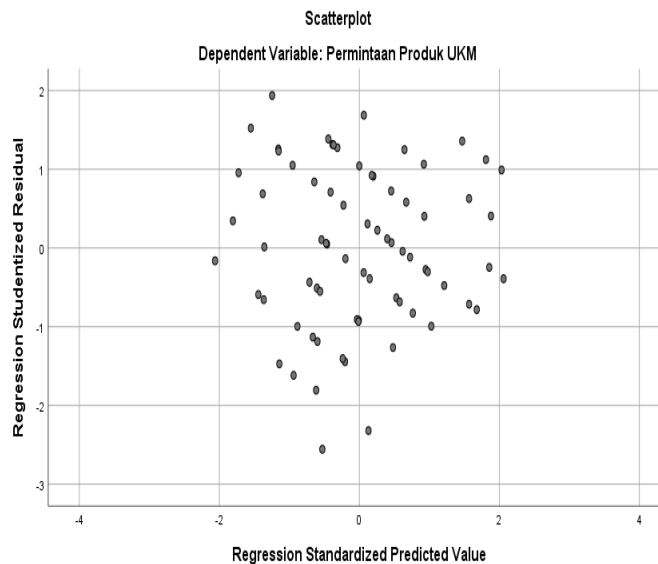
a. Dependent Variable: Permintaan Produk UKM

Source: Primary Data processed by IBM SPSS 26

Based on the table above, it can be seen that the VIF value for all independent variables is < 10 and the tolerance value is > 0.1 . This proves that the regression model used in this study does not have multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test is used to test whether, in the regression model, there is an unequal variance of the residuals from one observation to another. The method used is to look at the scatterplot image patterns. Following are the results of the heteroscedasticity test in this study:



Based on the results of the heteroscedasticity test in the figure above, proves that the data points spread above, below, and around the number 0 or do not collect only above and below, the spread of data points does not form a wavy pattern, widens then narrows and widens returns, and the distribution of data points is not patterned, it can be concluded that in the regression model used in this study, there were no symptoms of heteroscedasticity.

Multiple Linear Regression Analysis Test

In the multiple linear regression equation using the following formula:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Information :

| | |
|----------|---------------------------------|
| α | = Constant |
| X1 | = Creativity |
| X2 | = Promotion |
| X3 | = Productivity |
| X4 | = Price |
| Y | = SME Product Demand |
| b1 | = Regression coefficient for X1 |
| b2 | = Regression coefficient for X2 |
| b3 | = Regression coefficient for X3 |
| b4 | = Regression coefficient for X4 |
| e | = Disturbance Factor |

The following are the results of the multiple linear regression analysis test, namely:

Table 5. Multiple Linear Regression Analysis Test Results

| Model | | Coefficients ^a | | T | Sig. | Collinearity Statistics | |
|-------|---------------|-----------------------------|---------------------------|-------|--------|-------------------------|------|
| | | Unstandardized Coefficients | Standardized Coefficients | | | Tolerance | VIF |
| | | B | Std. Error | Beta | | | |
| 1 | (Constant) | 25.867 | 4.715 | | 5.486 | .000 | |
| | Kreativitas | .404 | .086 | .509 | 4.709 | .000 | .845 |
| | Promosi | .138 | .051 | .276 | 2.729 | .008 | .968 |
| | Produktivitas | -.146 | .114 | -.140 | -1.279 | .205 | .825 |
| | Harga | -.200 | .100 | -.199 | -.992 | .050 | .988 |

a. Dependent Variable: Permintaan Produk UKM

Source: Primary data processed by IBM SPSS 26

From the coefficient values above, the multiple regression equation can be compiled as follows:

$$\text{So: } Y = 25,867 + 0,404X_1 + 0,138X_2 + 0,146X_3 + 0,200X_4$$

From these equations, it can be concluded that:

- The constant value (a) = 25.867 means that if the score of the Creativity, Promotion, Productivity, and Price variables is equal to zero, then the Demand for SME Products increases by 25.867.
- When the Creativity variable (X1) is increased by 1%, the SME Product Demand will increase by 0.404 assuming the other independent variables are constant or do not change.
- When the Promotion variable (X2) is increased by 1%, the SME Product Demand will increase by 0.138 assuming the other independent variables are constant or do not change.
- When the Productivity variable (X3) is increased by 1%, the SME Product Demand will increase by 0.146 assuming the other independent variables are constant or do not change.
- When the price variable (X4) is increased by 1%, the SME Product Demand will increase by 0.200 assuming the other independent variables are constant or do not change.

Based on the results of the multiple linear regression equation, it can be seen that the relationship that occurs between Creativity, Promotion, Productivity, and Price with SME Product Demand is positive, whereas when Creativity, Promotion, Productivity, and Price are increased, it will have an impact on SME Product Demand.

Hypothesis testing

T-test

The t-test is used to determine the ability of each exogenous variable to influence the endogenous variable. This test is carried out using a significant level of 0.05 or 5%.

Table 6. T-Test Results (Partial Test)

| Model | Coefficients ^a | | | | |
|-------------------|-----------------------------|------------|---------------------------|--------|------|
| | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| | B | Std. Error | Beta | | |
| 1 (Constant) | 25.867 | 4.715 | | 5.486 | .000 |
| Creativity (X1) | .404 | .086 | .509 | 4.709 | .000 |
| Promotion (X2) | .138 | .051 | .276 | 2.729 | .008 |
| Productivity (X3) | -.146 | .114 | -.140 | -1.279 | .205 |
| Price (X4) | -.200 | .100 | -.199 | -1.992 | .050 |

a. Dependent Variable: Demand for SME Products (Y)

Source: Primary Data processed by IBM SPSS 26

Based on the results of the T-test calculations in the table above, it can be concluded that:

Creativity Variable (X1) can be seen that the calculated t value is 4,709 with a significance of 5%. Because the t count for variable X1 (4,709) is greater than t table (1,994) with a significance value of 0.000 <0.05, it can be said that the Creativity variable (X1) has a partial and significant effect on SME Product Demand (Y), thus proving that Ha1 is accepted and Ho1 is rejected.

Promotion Variable (X2) can be seen that the calculated t value is 2,729 with a significance of 5%. Because the t count for variable X2 (2,729) is greater than t table (1,994) with a significance value of 0.008 <0.05, it can be said that the Promotion variable (X2) has a partial and significant effect on SME Product Demand (Y), thus proving that Ha2 Ho2 is accepted and Ho2 is rejected.

Productivity Variable (X3) can be seen that the value of t count is -1. 279 with a significance of 5%. Because the t count for variable X2 (-1,279) is smaller than t table (1,994) with a significance value of 0.205 <0.05, it can be said that the Productivity variable (X3) partially has no effect and is not significant on SME Product Demand (Y), thus proving that Ha3 is rejected and Ho3 is accepted.

The price variable (X4) can be seen as the calculated t value is -1,992 with a significance of 5%. Because the t count for variable X4 (-1,992) is smaller than t table (1,994) with a significance value of 0.050 - 0.05, it can be said that the Price variable (X4) has a partial and significant effect on SME Product Demand (Y), so prove that Ha4 is rejected and Ho4 is accepted.

F test

The f test is a test of all independent variables as a whole and together in a model. This test aims to see whether the independent variables as a whole have a significant effect on the dependent variable. The provisions in the F test are if $F_{count} < F_{table}$ then the hypothesis is rejected and if $F_{count} > F_{table}$ then the hypothesis is accepted the value of Ftable in this study is:

Tabel 7. Hasil Uji F (Uji Simultan)

| | | ANOVA ^a | | | | |
|-------|------------|--------------------|----|-------------|-------|-------------------|
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 79.984 | 4 | 19.996 | 8.307 | .000 ^b |
| | Residual | 163.687 | 68 | 2.407 | | |
| | Total | 243.671 | 72 | | | |

a. Dependent Variable: Permintaan Produk UKM (Y)

b. Predictors: (Constant), Harga (X4), Kreativitas(X1), Promosi(X2), Produktivitas (X₃)

Sumber: Data Primer yang diolah SPSS IBM 26

From the calculation results it can be seen that the significant value is 0.000 and the Fcount value is 8,307. The basis for decision-making is if the significant value is less than 0.05 (Sig <0.05) then the conclusion is significant. It can be seen in the table above that the significance value (0.000) is less than 0.05. Then the decision is significant. This means that Ha5 is accepted and Ho5 is rejected which shows simultaneously (simultaneously) all independent variables have a significant influence on the dependent variable.

For the Fcount value in this equation of 8,307 while for the Ftable value of 2.51, Fcount (8,307) is greater than Ftable (2.51) so that the decision Ha5 is accepted and Ho5 is rejected, which means that all independent variables consist of Creativity variables, Promotion, Productivity, and Price simultaneously have a significant effect on the dependent variable, namely SME Product Demand.

Determinant Coefficient Test (R²)

The coefficient of determination is the value used to measure the contribution of all independent variables in the model to the variation of the dependent variable.

Table 8. Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. The error in the Estimate |
|-------|-------------------|----------|-------------------|--------------------------------|
| 1 | .661 ^a | .436 | .398 | 1,45158 |

Source: Primary Data processed by IBM SPSS 26

Based on the test of the coefficient of determination R² in the table above, an R Square of 0.436 or 43.6% is obtained. This shows that the variables Creativity, Productivity Promotion, and Price have an effect of 43.6% on SME Product Demand while the remaining 56.4% is influenced by other variables not included in this study.

RESEARCH DISCUSSION

1. The Effect of Creativity on the Demand for Songket Weaving SME Products.

Based on the tests carried out, the table in the t-test above shows the creativity variable (X1) it can be seen that the calculated t-value is 4,709 with a significance of 5%. Because the t count for variable X1 (4,709) is greater than t table (1,994) with a significance value of 0.000 <0.05, it can be said that the Creativity variable (X1) has a partial and significant effect on SME Product Demand (Y), thus proving that Ha1 is accepted and Ho1 is rejected.

From these results, it can be seen that creativity affects the demand for songket weaving SMEs products. Because the higher the level of creativity of songket weaving made by weavers, the demand for SME products for songket weaving will also increase. The creativity produced by weavers is very important for consumers to see, where consumers buy a product they want, they will see the creativity such as the motif, and the neatness of the songket weaving, if the creativity of the songket weaving is good, and luxurious, consumers will be interested in buying the songket weaving product. The resulting creativity influences the demand for songket woven products.

2. The Effect of Promotion on the Demand for Songket Weaving SME Products.

Based on the tests carried out on the t-test above, it shows the promotion variable (X2) that it can be seen that the t value is 2,729 with a significance of 5%. Because the t count for variable X2 (2,729) is greater than t table (1,994) with a significance value of 0.008 <0.05, it can be said that the Promotion variable (X2)

has a partial and significant effect on SME Product Demand (Y), thus proving that Ha2 is accepted and Ho2 is rejected.

These results can be explained that promotion affects the demand for songket weaving SMEs products. Good promotion in the eyes of consumers is very necessary for owners of songket weaving SMEs because it can affect the demand for the product of the songket weaving SMEs, promotion can also help songket weaving SME owners reach the target market. If the promotion is good in the eyes of consumers, consumers will be loyal to the demand for these songket woven products. One of the methods used by songket weaving business owners in carrying out promotions is participating in exhibitions, and using social media to encourage consumers to make purchases. If the promotions carried out by the owners and weavers of songket weaving are good, the demand for SME products for songket weaving will increase.

3. Effect of Productivity on Product Demand for Songket Weaving UKM.

Based on the tests carried out on the t-test above, it shows that the productivity variable (X3) can be seen that the calculated t value is -1.279 with a significance of 5%. Because the t count for variable X2 (-1,279) is smaller than t table (1,994) with a significance value of $0.205 > 0.05$, it can be said that the Productivity variable (X3) partially has no effect and is not significant on SME Product Demand (Y), thus proving that Ha3 is rejected and Ho3 is accepted.

The results of this study indicate that productivity does not affect the demand for SME products. Because a lot or a little productivity is produced by songket weavers it is not a problem for consumers, where consumers do not see the number of products produced but if they have a lot of money and the promotions carried out by sellers are good and consumers like their products they buy them.

4. Effect of Price on Product Demand for Songket Weaving UKM.

Based on the tests carried out on the t-test above, it shows that the price variable (X4) can be seen that the calculated t value is -1,992 with a significance of 5%. Because the t count for variable X4 (-1,992) is smaller than t table (1,994) with a significance value of $0.050 > 0.05$, it can be said that the price variable (X4) partially has no effect and is not significant on SME Product Demand (Y), thus proving that Ha4 is rejected and Ho4 is accepted.

And the results of this study indicate that prices do not affect the demand for songket woven SME products. This is because songket weaving is in great demand by those with middle to upper incomes such as those working in offices and officials. They buy, regardless of how expensive the songket woven is, as long as the woven is good, the promotions are good and it makes them interested in buying. Therefore, they do not mind how expensive the songket is.

5. The Influence of Creativity, Promotion, Productivity, and Price on Product Demand for Songket Weaving UKM.

Based on the calculation results of the F test, it can be seen from the four independent variables, namely Creativity, Promotion, Productivity, and Price that the significant value is 0.000 and the Fcount is 8,307. The basis for SME product demand is that if the significant value is less than 0.05 (Sig <0.05), the conclusion is significant. It can be seen in the table above that the significance value (0.000) is less than 0.05. Then the decision is significant. This means that Ha5 is accepted and Ho5 is rejected which shows simultaneously (simultaneously) all independent variables have a significant influence on the dependent variable.

CONCLUSION

Based on the results of the research and discussion, conclusions can be drawn according to the formulation of the problem as follows:

1. Creativity has a significant effect on the demand for songket weaving UKM products in Batu Bara Regency from an Islamic economic perspective.
2. The promotion has a significant effect on the demand for songket weaving UKM products in Batu Bara Regency from an Islamic economic perspective.
3. Productivity has no significant effect on the demand for songket weaving SMEs in Batu Bara Regency from an Islamic economic perspective.
4. Prices do not have a significant effect on the demand for songket weaving UKM products in Batu Bara Regency from an Islamic economic perspective.
5. Creativity, Promotion, Productivity, and Price simultaneously influence the demand for songket weaving UKM products in the Batu Bara district from an Islamic economic perspective.

Suggestion

Based on the results of the research that has been done and the existence of several limitations in this study, the researcher provides several suggestions, namely as follows:

1. For Songket Weaving UKM Owners

It is better if the company looks back at the prices set and so does productivity so that consumers are more interested in songket weaving and the influence on the demand for songket weaving products also increases. If prices are stable and productivity is increased, songket woven products are widely enjoyed and the demand for the product itself increases.

2. For Academics

This research can be used as reference material and documentation for the campus in addition to the existing journals and books. In addition, the campus must always improve the quality of research work for all students.

3. For Further Researchers

For further research, it is hoped that this research can be used as a reference relating to the influence of creativity, promotion, productivity, and price on the demand for songket woven SME products. In addition, it is suggested to develop independent variables that influence product demand.

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