

## The Effect of Innovation in Premium Roti Canai Products on Consumer Buying Interest at Al-Fatih Bakery Samarinda

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| KEYWORDS                                                    | ABSTRACT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
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| Product Innovation; Consumer Purchase Interest; Roti Canai. | Competition in the culinary industry is becoming increasingly fierce, necessitating product innovation to enhance competitiveness and attract consumer purchasing interest. This study aims to analyze the effect of <i>Roti Canai</i> product innovation on consumer purchase interest at <i>Al-Fatih Samarinda Bakery</i> . The research employs a quantitative method with a survey approach. The sample consists of 145 respondents who are customers of <i>Al-Fatih Bakery</i> , obtained using the total sampling technique. Data collection was conducted through an online questionnaire containing questions related to product innovation and consumer purchase interest. The data were analyzed using simple regression to examine the relationship between the product innovation variable (X) and consumer purchase interest (Y). The results indicate that product innovation significantly influences consumer purchase interest, with the regression equation $Y = 13.520 + 0.781X$ . The coefficient of determination (R Square) value of 0.844 shows that product innovation explains 84.4% of the variability in consumer purchase interest. The simple regression test yields a t-value of 27.842 with a significance value of 0.000 ( $<0.05$ ), indicating a positive and significant relationship between product innovation and purchase interest. These findings confirm that the higher the level of innovation in the <i>Roti Canai</i> product, the greater the consumer purchase interest in the product. <i>Roti Canai</i> product innovation significantly contributes to increasing consumer purchase interest at <i>Al-Fatih Bakery Samarinda</i> . Therefore, innovation strategies focusing on novelty, uniqueness, material quality, and added value should be continuously developed to maintain competitiveness and attract consumer attention in the premium culinary industry. |

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## INTRODUCTION

Competition in business is inevitable, especially as the increasingly unstoppable flow of globalization intensifies competition. In the context of sustainable development, environmentally sensitive businesses are more likely to adapt and survive in the long term (Dora et al., 2021; Tan et al., 2024; Yuliantoro et al., 2023). Competition between businesses creates conditions that demand high levels of adaptability. MSMEs that are sensitive to changes in the business environment will continue to innovate and develop strategies to maintain and even increase market share. In the food and restaurant industry, MSMEs face several challenges,

such as the rise of imported foods, substitute foods, and processed foods from other regions with varying flavors (Eravia et al., 2015).

*Al-Fatih Bakery Samarinda* is introducing a new product to attract consumers. *Roti Canai* is an innovation that combines Middle Eastern cuisine with a touch of chocolate. This combination creates a unique and exclusive flavor. This product is expected to increase consumer appeal and purchase interest. The unique taste and texture add value for customers. Changing consumer preferences for innovative foods strengthen the product's chances of success (Pratama et al., 2023).

*Roti Canai* has become a viral snack, especially in Samarinda, much sought after by savory food lovers. This snack is known for its combination of *Roti Canai*, a typical Middle Eastern dessert, cheese, and chocolate. This trend is growing in Samarinda, where several shops have begun offering chocolate- and cheese-based dessert variants. *Al-Fatih Bakery* is one shop that has introduced this innovation with a pre-order system via social media and a cash on delivery (COD) service. An article from *Jajanan Samarinda* (2024) stated that *Al-Fatih Bakery* is one of the recommended places to get *Roti Canai* in Samarinda, demonstrating the increasing popularity of the *roti canai* dessert.

Consumer purchasing interest is a key factor in a product's market success (Kotler & Keller, 2016; Rahman et al., 2023). Purchasing interest can be measured through several indicators, including product interest, desire to try, considerations when making a purchase, purchase decisions, and the likelihood of recommending the product to others (Schiffman & Wisenblit, 2019; Haryanto et al., 2020). Products with compelling innovations are more likely to increase consumer purchasing interest (Im et al., 2018; Wijaya & Astuti, 2021).

Product innovation plays a crucial role in shaping consumer purchasing interest. Product innovation must address aspects of novelty, uniqueness, and added value for customers. A study by Wijaya et al. (2022) showed that innovations based on premium ingredients can increase purchasing interest by up to 30%. Products that offer an element of exclusivity are more attractive to consumers. *Premium Roti Canai* is expected to deliver a similar impact with its distinctive flavor combination, not commonly found on the market. This product offers a new experience for premium dessert lovers.

A preliminary study was conducted through customer interviews and social media observations (Creswell & Creswell, 2018). Interviews with 10 regular *Al-Fatih Bakery* customers revealed that 80% were interested in trying the cheese and chocolate variants (Patton, 2015). Seventy-eight percent of respondents stated that the appearance and innovative flavors influenced their purchasing decisions (Spence, 2019; Ares et al., 2020). A post about the premium *Roti Canai* on Instagram received over 1,000 likes and 200 comments within the first week (Alalwan, 2018). Positive comments and requests for pricing information indicated high initial interest (de Veirman et al., 2017; Lou & Yuan, 2019).

Common challenges in product innovation development include a lack of understanding of consumer preferences, challenges in maintaining the quality of premium raw materials, and difficulties in developing effective marketing strategies. Several customers stated that the price of premium products often hinders purchasing decisions. Furthermore, unstable raw material availability can impact production and selling prices. Products with exclusive elements are more likely to attract customer attention. Product uniqueness is a key factor influencing

consumer decisions. The results of this study support the hypothesis that premium *Roti Canai* innovation has a significant impact on consumer purchasing interest.

The urgency of this research lies in the importance of innovation in maintaining business competitiveness. The culinary industry requires continuous innovation to meet customer expectations. Innovation-based marketing strategies are key to increasing consumer loyalty. Products based on premium ingredients are more attractive in a competitive market. *Al-Fatih Bakery* needs to understand the extent to which product innovation can influence consumer purchasing decisions.

This research provides insights for culinary entrepreneurs in understanding the influence of product innovation on purchasing interest. Understanding consumption trends can inform business strategies. The use of premium ingredients and digital marketing techniques are crucial factors in increasing product appeal. Consumer preferences are constantly changing, so innovation strategies must be tailored to market needs. Products that follow emerging trends have greater potential for success. This study aims to determine the influence of *Roti Canai* product innovation on purchasing interest. The benefit of this research is to provide an empirical understanding for culinary business actors regarding the importance of product innovation, as well as to be a reference in the development of effective marketing strategies to increase consumer buying interest in the premium food industry.

## METHOD

This study employed a quantitative method with a survey approach. The sample consisted of 145 respondents, who were customers of AlFatih Bakery Samarinda. The sampling technique used total sampling, where the entire population meeting the criteria was included in the study. Data collection was conducted through an online questionnaire using Google Forms containing questions related to product innovation and consumer purchasing intentions. The study location was AlFatih Bakery Samarinda.

The variables in this study consist of product innovation as the independent variable (X) and consumer purchasing interest as the dependent variable (Y). Product innovation is measured based on indicators of novelty, uniqueness, material quality, and added value for consumers (Susanto et al., 2021). Consumer purchasing interest is measured through indicators of interest, desire to try, purchase consideration, final decision, and likelihood of recommending the product (Kotler & Keller, 2020).

Data analysis used simple regression to determine the effect of product innovation on consumer purchasing interest. A simple regression model was used to test the relationship between independent and dependent variables to determine how much product innovation can influence AlFatih Bakery customers' purchasing decisions.

## RESULTS AND DISCUSSIONS

**Table 1. Respondent Characteristics**

| Characteristics | Frequency | Percentage |
|-----------------|-----------|------------|
| Age             |           |            |
| Age 15-25 years | 24        | 16.6%      |
| Age 26-35 years | 104       | 71.7%      |

| Characteristics                                 | Frequency | Percentage |
|-------------------------------------------------|-----------|------------|
| Age >35 years                                   | 17        | 11.7%      |
| Total                                           | 145       | 100%       |
| <b>Gender</b>                                   |           |            |
| Man                                             | 90        | 62.1%      |
| Woman                                           | 55        | 37.9%      |
| Total                                           | 145       | 100%       |
| <b>Education</b>                                |           |            |
| Junior High School Education                    | 24        | 16.6%      |
| High School Education                           | 92        | 63.4%      |
| College Education                               |           |            |
| Tall                                            | 29        | 20.0%      |
| Total                                           | 145       | 100%       |
| <b>Work</b>                                     |           |            |
| Students                                        | 27        | 18.6%      |
| Civil Servants/Indonesian National Armed Forces | 8         | 5.5%       |
| Self-employed                                   | 26        | 17.9%      |
| Private                                         | 28        | 19.3%      |
| Housewife/Not Working                           | 56        | 38.6%      |
| Total                                           | 145       | 100%       |

Source: Data processed by researchers, 2024

Based on Table 1, the majority of respondents were in the 26-35 years age range (104 people or 71.7%), indicating that the productive age group dominates AlFatih Bakery Samarinda's customers. In terms of gender, there were more male respondents (90 people or 62.1%) than female respondents (55 people or 37.9%), indicating that premium Roti Canai products attract the attention of male consumers. In terms of education level, the majority of respondents had a high school education (92 people or 63.4%), followed by college (29 people or 20.0%) and junior high school (24 people or 16.6%). This indicates that customers come from various educational backgrounds, with a predominance of middle-level. In terms of occupation, the group of housewives or those who are unemployed has the largest proportion (56 people or 38.6%), followed by private employees (28 people or 19.3%), students (27 people or 18.6%), self-employed (26 people or 17.9%), and civil servants/military (8 people or 5.5%). This shows that AlFatih Bakery's customers come from various professions, with a greater tendency towards groups that have time flexibility.

**Table 2. Regression Test Results**

| Model                            | B      | Std. Error | Beta  | t      | Sig.  |
|----------------------------------|--------|------------|-------|--------|-------|
| (Constant)                       | 13,520 | 1,670      |       | 8,095  | 0.000 |
| Innovation Bread Products Rolled | 0.781  | 0.028      | 0.919 | 27,842 | 0.000 |

Source: Data processed by researchers, 2024

Based on the regression test results in Table 2, the regression equation  $Y = 13,520 + 0.781X$  is obtained, which shows that every one unit increase in the premium Roti Canai product innovation variable will increase consumer purchasing interest by 0.781 units. This positive regression coefficient value indicates that product innovation has a positive influence on purchasing interest. In addition, the Sig. value = 0.000 which is smaller than 0.05 indicates that the influence of product innovation on purchasing interest is statistically significant. This means that product innovation offered by AlFatih Bakery contributes significantly to increasing consumer attractiveness and desire to buy.

The t-test results show that the calculated t-value is 27.842, much greater than the t-table, which confirms that premium Roti Canai product innovation has a significant effect on consumer purchasing interest. Beta value = 0.919 indicates that product innovation has a very strong influence on purchasing interest, with a contribution of 12 ampere reaching 92%. Thus, it can be concluded that the higher the innovation in premium Roti Canai products, the greater the consumer purchasing interest in the product.

**Table 3. F Test Results**

| Model | F      | Sig.  |
|-------|--------|-------|
| 1     | 775.26 | 0.000 |

Source: Data processed by researchers, 2024

Based on the F-test results in Table 3, the calculated F-value was 775.26 with a significance value (Sig.) of 0.000. Since the significance value is less than 0.05, it can be concluded that the regression model used in this study is statistically significant. This means that premium Roti Canai product innovation simultaneously influences consumer purchasing interest.

These results indicate that the product innovation implemented by AlFatih Bakery has a strong overall relationship with consumer purchasing interest. Therefore, the better the innovation, the more likely consumers are to be interested in purchasing the product.

**Table 4. Results of the Determination Coefficient Test**

| Model | R     | R Square |
|-------|-------|----------|
| 1     | 0.919 | 0.844    |

Source: Data processed by researchers, 2024

Based on the results of the determination coefficient test in Table 4, the R value was obtained at 0.919 and R Square at 0.844. The R Square value (0.844) indicates that premium Roti Canai product innovation is able to explain 84.4% of the variability in consumer purchasing interest, while the remaining 15.6% is influenced by other factors outside this study.

The high R-square value indicates that product innovation plays a significant role in determining consumer purchasing interest at AlFatih Bakery Samarinda. This reinforces the finding that creative and attractive product development can be a key factor in improving customer purchasing decisions.

The results of the study indicate that premium Roti Canai product innovation significantly influences consumer purchasing interest at AlFatih Bakery Samarinda. The majority of respondents are from the productive age group (26-35 years old) with a male predominance. The results of the regression test show a positive and significant relationship between product innovation and purchasing interest, where each increase in innovation contributes directly to an increase in purchasing interest. The R Square value of 0.844 indicates that product innovation explains 84.4% of the variability in purchasing interest, which means innovation plays a major role in consumer decisions.

These results support the theory of Kotler & Keller (2020), which states that product innovation increases purchasing interest by providing unique added value to consumers. Furthermore, these findings align with research by Wijaya et al. (2022), which emphasizes that products based on premium ingredients have greater market appeal. The exclusivity provided by the use of premium cheese and chocolate as primary ingredients is a key factor in increasing consumer appeal and purchasing decisions.

The findings of this study are supported by a study by Susanto et al. (2021), which stated that product novelty and uniqueness are dominant factors in attracting consumer attention. The innovations developed in premium Roti Canai have been shown to create a new experience for customers, thereby increasing purchase intention. However, this finding contradicts the research by Rahmawati et al. (2023), which found that price is a more dominant factor than innovation in influencing purchasing decisions.

In this study, price was not the main obstacle, which shows that the AlFatih Bakery market segment prioritizes product quality and uniqueness over price aspects.

Researchers assume that the appeal of premium Roti Canai lies in the innovation it offers, including the unique flavor combination of premium cheese and chocolate. This product not only offers a new taste but also creates a perception of exclusivity among consumers. Furthermore, the high purchasing interest reflected in the research results indicates that social media-based marketing strategies are effective in attracting the attention of the target market. Another assumption is that AlFatih Bakery consumers are more sensitive to innovation than price, which can be the basis for developing future marketing strategies.

Although the research results show a significant influence of innovation on purchase intention, this study did not consider other external factors such as market trends, competitor strategies, and the influence of influencer recommendations. The implication of this research is that culinary businesses, especially in the premium pastry and dessert sector, must continue to innovate to maintain customer interest. Future research could expand the scope of variables by considering other aspects such as customer loyalty, the effectiveness of digital promotions, and psychological factors that influence purchasing decisions.

This analysis confirms that product innovation is a key factor in determining a product's success in the market. Premium Roti Canai has a competitive advantage because it combines novelty, exclusivity, and a unique sensory experience, all of which contribute to high consumer purchasing interest.



## CONCLUSION

Based on the research results, premium *Roti Canai* product innovation significantly influences consumer purchasing interest at *Al-Fatih Bakery Samarinda*, with regression analysis showing that increases in innovation positively drive purchasing interest. The high coefficient of determination ( $R^2 = 0.844$ ) indicates that product innovation accounts for most of the variation in consumer buying decisions, confirming its importance as an effective strategy to boost consumer engagement. Consequently, culinary businesses, especially in the premium pastry and dessert sectors, should continuously innovate to sustain market appeal and competitiveness. Future research could explore the impact of specific innovation types or marketing channels on consumer behavior to develop more targeted strategies.

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