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THE INFLUENCE OF PRICE, PERCEPTION OF PRODUCT QUALITY, AND SERVICE QUALITY ON CONSUMER BUYING INTEREST

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Abstract
This study aims to analyze the influence of perception of product quality and service quality on consumer buying interest. Product quality perception reflects consumers' assessment of product excellence and competitiveness, while service quality includes responsiveness, reliability, and empathy from service providers. Buying interest is an early indicator that reflects the likelihood of consumers to make a purchase. The research method used is quantitative with a survey approach, using questionnaires as a data collection tool. The research sample consisted of a number of respondents who had interacted with the products and services studied. The results of the analysis show that both the perception of product quality and service quality have a positive and significant influence on buying interest, both partially and simultaneously. These findings confirm the importance of improving product and service quality in marketing strategies to increase the purchasing potential of consumers.

Keywords: *perception of product quality, service quality, buying interest, consumer behavior*

INTRODUCTION

Economic growth in Indonesia has currently developed a lot in various business sectors from small and medium enterprises to large-scale businesses. Business owners compete with each other to offer the products they create. From products in the field of services and from goods products. The 3 business owners set strategies for each other so that their products are in demand by consumers. With new businesses that develop in the community, it can reduce unemployment in the environment around the business. Musa Hubies said that "in facing the development of the national economy that cannot be separated from the regional and global economies with all forms of opportunities, threats, strengths and weaknesses, it is necessary to create a conducive business climate and special program packages that are designed in an integrated manner, both approaches for individuals and collectives that are in accordance with the stages of development of the problems faced" (Hubis, 2009).

The phenomenon that occurs in several businesses, including micro, small and medium enterprises (MSMEs), is that there are challenges in maintaining competition in terms of price, product quality reception, and service quality. If customers feel that one of the components of the price, product quality reception and service quality is different or there is customer dissatisfaction in service, it will cause a decrease in consumer buying interest to decrease so that MSME actors will suffer losses. This phenomenon can be seen in various industries, where the right combination of price, product quality reception, and service quality is an important strategy in attracting and retaining customers. Companies that are able to balance these three factors usually manage to create a competitive advantage in the market and increase consumer buying interest. This phenomenon is also supported by the development of information technology that allows consumers to more easily compare products and services. Therefore, companies need to be more careful in setting pricing strategies, maintaining product quality, and improving services to win competition in an increasingly dynamic market.

In the context of the Juragan Koi Business in Sanggau Regency, Price is one of the main elements in consumer purchase decisions. In some cases at the Juragan Koi Business in Sanggau Regency, consumers will consider the price of the product as an initial consideration before deciding to buy. If the price offered matches the perception of the product's value, consumers are more likely to make a purchase. Prices that are too high compared to the perceived value can

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reduce buying interest, while competitive prices can encourage an increase in consumer buying interest. However, a price that is too cheap can also cause a negative perception of product quality. In addition to price, the Quality Reception of koi fish products also plays an important role in maintaining customer ratings of satisfaction and loyalty. High-quality products tend to be more in demand because they provide better value for consumers. Consumers who are satisfied with the quality of koi fish products are more likely to make a repeat purchase and recommend the product to others, which ultimately increases consumer buying interest. In addition, consistent quality products will build a positive reputation for the company and help improve competitiveness in the market. Good service quality is also another factor that can affect consumers' purchasing decisions. Friendly, fast, and efficient service can improve the consumer experience in transactions, which in turn will increase customer loyalty. Good after-sales service also plays a role in building consumer trust, so they are more likely to make repeat purchases. With quality services, companies can create closer relationships with consumers and increase buying interest in an ongoing manner. Therefore, it is important for businesses such as Juragan Koi in Sanggau Regency to understand how to compete competitively to increase consumer buying interest.

From several previous studies, it can be seen that there are several factors that affect consumer buying interest, including Price by (Fahmi, et al. 2024, Williams, et.al 2019, Burhan, et.al 2022, Retnowulan 2017, Darma 2019), Product Satisfaction Reception (Satria, et.al 2022, Agnes. et.al. 2022, Putra, 2024, Endro, 2015, Maruli, et.al 2021, Nurul, et.al 2023, Arrum, et.al 2023), Service Quality (Ratnawaty, et.al 2024, Hapsari, et.al 2023, Najmi 2021, Linda, et.al 2022, Sinambela 2019, Yusuf, et.al 2022, Syamnarila, et.al 2022).

In addition to the above phenomenon in this study, there is also a research gap. The research gap in this study is a study conducted by yashinta (2020) The results of the analysis of the influence of service quality on repurchase interest obtained a tcal value of 1,470 < ttable 1,984 and a sig of 0.145 > 0.05 showing that the quality of service does not have a significant effect on consumers' repurchase interest in Shopee e-commerce. Furthermore, research conducted by Ramadhan (2017) shows that product quality has a negative effect on repurchase interest. The nature of the effect is not significant, this can be seen in the C.R of -1.981 which is not met by the condition, namely > 1.96 with a p value of 0.798 which is not met by the conditions, which is < 0.05. And research conducted by Kurniawati (2022) states that the price in this study is proven to not affect the buying interest of consumers of Lapis Kukus Tugu Malang.

Musfar (2020:13) stated that price is the amount of money that customers pay to enjoy the product. Tandjung (2004:78) states that price is the amount of money that has been agreed upon by potential buyers and sellers to be exchanged for goods or services in normal business transactions. According to Tjiptono (2006:178), in simple terms, the term price can be interpreted as the amount of money (monetary unit) and/or other aspects (non-monetary) that contain certain utilities/uses needed to obtain a service. Utility is an attribute or factor that has the potential to satisfy certain needs and desires. Price also means the amount of money that consumers have to pay to get a product (Hermann, 2007). From some of the definitions above, it can be concluded that the definition of price is the amount that the buyer must pay to the seller to get the goods desired by According to Alma (2013:12), the product is the central point of marketing activities. This product can be in the form of goods and can also be in the form of services. If there is no product, there is no transfer of ownership, then there is no marketing. All other marketing activities are used to support product activities. One thing to remember is, how great is the promotion, distribution, and price business, if it is not followed by a quality product that is liked by consumers, then this marketing mix business will not succeed.

Armaniah, (2019) stated that service quality is a level of service that is related to the fulfillment of the expectations and needs of customers or users. Utomo (2019) also stated that service quality can be defined as the level of incompatibility between consumer expectations/desires and their perceptions, then Gunawan, (2019) stated that service quality is a measure to assess whether a service already has a useful value as desired or in other words, an item can be said to have quality if its use value or function is in accordance with the desired. Sholeha, (2018) stated that the quality

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of service expected by customers as service recipients expects the level of excellence from each service obtained from the service obtained previously.

Interest is one of the psychological aspects that has a considerable influence on behavior and interest is also a source of motivation that will direct a person in doing what they do, besides that interest can also be interpreted as something personal and related to attitudes, individuals who are interested in an object will have the strength or motivation to do a series of behaviors to approach or get the object (Gunarso, 2005). While buying interest as a consumer's tendency to buy a brand or take actions related to purchases is measured by the level of likelihood of consumers to make a purchase (Kristiana, 2012) Buying interest is obtained from a learning process and a thought process that forms a perception. The interest that arises in making purchases creates a motivation that continues to be recorded in the mind and becomes a very strong activity that in the end when a consumer has a strong desire to fulfill his needs will actualize what is in his mind, while the interest in repurchase is customer behavior where the customer responds positively to the quality of the product/service of a company and intends to re-consume the company's product (Hidayat, 2013) the decision to buy is influenced by the value of the product to be evaluated. If the benefits received are greater than the sacrifice to get it, then the incentive to buy it is higher and vice versa if the benefits received are smaller than the sacrifice, then usually the buyer will refuse to buy and switch to other similar products (Samuel, 2014). **"The Influence of Price, Product Quality Reception, and Service Quality on Consumer Buying Interest in Juragan Koi MSMEs, Sanggau Regency".**

METHOD

Based on the formulation of the problem and the research objectives to be achieved, a quantitative approach was chosen as the research design. The quantitative research approach aims to develop and apply mathematical models, theories, and/or hypotheses related to the observed phenomena. . In this study, the koi fish consumer population in West Kalimantan Province where the population is unknown. The recommended sampling technique is *non-probability sampling,* especially *Purposive Sampling.* This technique allowed the researcher to select respondents who were considered to be most representative of the population. For example, you can target consumers who often buy koi fish or who subscribe to certain MSMEs in West Kalimantan. Reason for Use: Purposive sampling is suitable for hard-to-reach populations, where researchers can determine specific criteria for the respondents to be taken. . In this study, Lamesho's Theory was used. Lameshow's theory is often associated with methods of determining sample size in research, especially in the fields of epidemiology and public health. One of the approaches that is often used is the formula **of Lemeshow et al. (1990)** to calculate sample size in population proportion research.

RESULTS AND DISCUSSION

Validity Test

The validity test in this study was carried out by calculating the correlation of the score of each question item with the total score of all question items. Pearson correlation is used to calculate this. A question item is valid if r calculates the product moment > r table with a significant level of 0.05 (5%). Completion of validity testing using the SPSS program *the Battle of the* Windows Release 25.00. The results of the validity test can be seen in the following table:

Table 1
Results of the Validity Test of Research Variables

Yes	r-count				r-table	Sig	Information
	X1	X2	X3	Y			
1	0,539	0,602	0,406	0,558	0.1946	0,000	Valid
2	0,463	0,422	0,597	0,738	0.1946	0,000	Valid
3	0,384	0,440	0,637	0,584	0.1946	0,000	Valid

Source : primary data processed (2025)

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The results of the validity test in the table above conducted on all questions in this study show that all research items can be said to be valid because all question items have a correlation coefficient (r calculation) that is larger than the r table, thus it can be used as an instrument in measuring the variables set in this study.

Reliability Test

Reliability is an index that shows the extent to which a measuring tool is trustworthy or reliable. An instrument can be said to be reliable if it has a reliability coefficient of ≥ 0.6 (Arikunto, 2020). The completion of reliability testing also uses the SPSS *program Windows Release* 25.00. The results of the reliability test for all variables can be seen in the following table:

Table 2
Recapitulation of Reliability Test Results of Research Instruments

Variable	Cronbach's Alpha	Information
Price	0,716	Reliable
Product Quality Perception	0,719	Reliable
Quality of Service	0,784	Reliable
Buying Interest	0,820	Reliable

Source : Extracted from the Appendix

The results of the reliability test presented in the table above show that each reliability coefficient value is greater than 0.6 so that the instrument used is declared reliable Inferential Statistical Analysis

Classic Assumption Test

Assumption tests are a type of test that is prerequisite for statistical regression procedures. This is intended to find out how far the assumptions in the regression model can be fulfilled by the test model.

Normality Test

The normality test is a test that is carried out as a prerequisite for conducting data analysis. The normality test was carried out before the data was processed based on the proposed research models. The data normality test aims to detect the distribution of data in one variable that will be used in the research. Good and feasible data to prove these research models are normal distribution data. The normality test used is the Kolmogorov-Smirnov test. The prediction of the test results is that if the probability that accompanies the value of the Kormogorov – Smirnov coefficient is followed by a significance of > 0.05, then it is said that the data of a variable follows a normal distribution (Santoso, 2018). The results of the normality test of each research variable can be seen in the appendix, and subsequently briefly can be presented in the following table.

Table 3
Summary of Normality Test Results of Research VariableOne-Sample Kolmogorof-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.29625869
Most Extreme Differences	Absolute	.169
	Positive	.169
	Negative	-.154

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Test Statistic	.169
Asymp. Sig. (2-tailed)	.073c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
The table above shows that the results of the normality test of the three variables, namely Price (X1), Product Quality Perception (X2), Service Quality (X3), and Buying Interest (Y1). All of these variables are declared to meet normal assumptions because their significance value is 0.073 which means it is greater than 0.05

Heterokedasticity Test
The purpose of the heterikedasticity test is to test whether in the regression model there is an inequality of variance from residual from one observation to another. If the variance from residual from one observation to another is fixed, then it is called homokedasticity. A good regression model is that heterokedasticity does not occur. The heteroscedasticity test was carried out by the analysis of the Glejser test, which is by correlating the residual absolute value with all independent variables. If, p > α (0.05), then heterokedasticity does not occur.

Table 4
Summary of Heterokedasticity Test ResultsCoeficientsa

Type	UnstandardizedCoefficients		StandardizedCoefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)Price Product Quality PerceptionService Quality Buying Interest	1.055.024.004 .038 .014	.184.059.05 1.043 .033	.073.013.143 .021	5.721.406.08 7.893 .421	.000.686.93 1.374 .671

Source : Extracted from attachment.
Based on the above data, it is shown that the significance value of all variables is greater than α (0.05) so it can be concluded that among the independent variables involved in this study, heterokedasticity does not occur.

Multicollinearity Test
The multicollinearity test is intended to test the linear relationships between variables that are the regression model. This test is carried out by observing the close relationship between independent variables that show correlation coefficients in the low or significant category. The test method is to compare the tolerance values obtained from multiple regression calculations. If the tolerance value is < 0.1, multicollinearity occurs. The following are the test results of each independent variable:

Table 5.
Summary of MulticollinearityCoeficients Test Results

Type	UnstandardizedCoefficients	Standardized Coefficients	t	Sig	Collinearity Statistics

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	B	Std. Error	Beta			Tolerance	VIVID
1 (Constant)Price Product Quality PerceptionServ ice Quality Buying Interest	1.673.2 12.064 .013 .135	.286.092.0 94.074 .067	.269.078.020 .153	5.840 2.311 .674. 181 .212	.000 .023 .502 .857 .912	.255 .259 .291 .261	8.925 6.862 8.441 6.134

Thus, all independent variables have a tolerance above 0.1, so it can be said that there is no multicollaterality between independent variables. The multicollinearity test can also be done by comparing the VIF (*Variance Infiation Factor*) value with the number 10, If the VIF value is > 10, multicolonarity occurs.

Multiple Regression Analysis

This Multiple Linear Regression Analysis method is used to determine the influence of price variables, Product Quality Perception, and service quality on buying interest. Here are the results of the analysis:

Table 6
ANOVAb

Type	Sum of Squares	Df	Mean Square	F	Sig
1 Regression Residual Total	19.821 8.689 28.510	11 88 99	1.802 .099	18.249	.000b

Table 6 above is a summary of the results of multiple regression analysis involving price-free variables, Product Quality Perception, Service Quality and Buying Interest Thus, it can be explained as follows:

Simultaneously, the influence of price, Product Quality Perception, service quality on buying interest, can be seen from the magnitude of F value and F-Significance. This can be seen from the value of Significance F of 0.000 is less than 0.05 (Significance F < 0.05).

Table 7
Summary of the Results of Coeficientsa
Multiple Linear Regression Analysis

Independent Variables	UnstandardizedCoefficients		Standardized Coefficients	T	Sig
	B	Std. Error	Beta		
Price , Perception, Product Quality , Service Quality Buying Interest	1.673 .212 .113 .139	.286 .092 .074 .062	.269 .020 .586	5.840 2.311 .181 6.305	.000.000 .000

Table 7. The above is a summary of the results of multiple regression analysis involving the price-free variables (X1), perception of product quality (X2), and service quality (X3) to buying interest (Y) thus can be explained as follows:

1. Partially, the influence of price (X1) on buying interest (Y) can be seen from the value of t and the significance t that follows. Where the value of t is 5,840 with the significance of t that follows is 0.000 which means that the price (X1) has a partial effect on buying interest (Y).

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This can be seen from the significance value of 0.000 which is smaller than 0.05 (Significance t < 0.05).
2. The effect of Product Quality Perception (X2) on buying interest (Y) can be seen from the value of t and the significance t that follows. Where the value of t is 2.311 with the significance of t that follows is 0.000 which means that the perception of product quality (X2) has a partial effect on buying interest (Y). This can be seen from the significance value t of 0.000 which is smaller than 0.05 (Significance t < 0.05).
3. The effect of service quality (X3) on buying interest (Y) can be seen from the value of t and the significance of t that follows it. Where the value of t is 0.181 with the significance of t that follows is 0.000 which means that the quality of service (X3) has a partial effect on buying interest (Y). This can be seen from the significance value t of 0.000 which is smaller than 0.05 (Significance t < 0.05).
4. Of the three predictors (independent variables) included in the multiple regression analysis model in a row, the partial regression coefficients are as follows:
   b1 = 0.212 Price Variable
   b2 = 0.113 Product Quality Perception Variable
   b3 = 0.139 Service Quality Variable
   By obtaining a regression constant of 1,673, finally the equation of the Multiple Regression Function is obtained as follows:
   Y = 1.673 + 0.212X1 + 0.113 X2 + 0.139X3 + e

Information:
Y : Employee performance
A : constant, amounting to 1,673
b1 : the price regression coefficient (X1) of 0.212 states that every addition of 1 unit of good price will increase buying interest by 0.212.
B2: The regression coefficient of personal quality perception (X2) is 0.113 This states that every addition of 1 employee engagement unit will increase employee job satisfaction by 0.113.
B3 : Service Quality Regression Coefficient (X3) of 0139 This states that every addition of 1 unit of organizational commitment will increase employee job satisfaction by 0.139.
e : Disruptive error, which is the cause of variations in bound variables that cannot be explained by independent variables.

Table 8 Model Summaryb

Type	R	R Square	Adjusted R Square	Std. Error ofThe Estimate	Durbin Watson
1	.954a	.732	.776	21.982	1.718

The homepage regression coefficient (R) of 0.954 shows that together there is a fairly positive and one-way relationship between price (X1), Product Quality Perception (X2) and service quality (X3) to buying interest (Y) of 95.4%. This relationship can be categorized as strong, 96 as it is known that a relationship is said to be perfect if the correlation coefficient reaches 100% or 1. In addition, it can also be said that the R Square value of 0.732 shows that the contribution of the influence caused by the three independent variables to buying interest is 73.2%. Thus, the remaining 26.8% is a contribution caused by other variables that are not included in the model.

Autocorrelation Test

This test is to find out that between observations in each independent variable there is no correlation. This test can be done using the Durbin Watson test (DW-test). An observation is said to have no autocorrelation if the value is between dL and dU. From Durbin Watson's table for n = 100 and k = 4 (the number of independent variables) it is known that the dL value is 1.612 and the dU is 2.388. And from the regression calculation obtained a Durbin Watson test value of 2,266

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which is located between 1,612 and 2,388, it can be concluded that the assumption of no autocorrelation has been fulfilled.

Table 9
Summary of Autocorrelation Test Results
Model Summaryb

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.834a	.695	.657	.314	2.266

a. Predictors: (Constant), Price, Product Quality Perception, Service Quality, Buying Interest
b. Dependent Variable: Y1.1
Thus, from the regression calculation, the Durbin Watson test value of 2,266 was obtained which was located between 1,612 and 2,388, so it can be concluded that the assumption of no autocorrelation has been fulfilled

Partial Test (t-test)
The t-test is used to determine the influence of the free variable on the partially bound variable. The independent variables in question are price, perception of product quality, service quality and buying interest turned out to have a significant influence on the variable, where this test compares the probability level t with a significant 5% (0.05). Where in the calculation the calculated t value will be compared with the t value of the table. The coefficients of the t-value of the table with α = 0.05 and df(n)-k-1 = df(n) which means is 100-4-1 = 95 with a t-table value of 2.02108.

Table 10
T Test Results

Variable	t count	t table	Sig	Information
Price	3,17698	2,02108	0,000	Significant
Product Quality Perception	2,54436	2,02108	0,000	Significant
Quality of Service	4,54241	2,02108	0,000	Significant

Based on table 10 regarding the results of the t-test above, it can be explained that the variables consisting of price, perception of product quality, service quality and partial buying interest have a significant influence. This can be proven by the following explanation for the degree of freedom (DK) of 100, at an error rate of 5% then t table based on t-Table is : 2.02108, then the hypothesis that states:

1. The price partially affects the customer's buying interest is proven and true. This is due to the t-count > T-table (3.17698> 2.02108). This can also be seen at a significant level, namely 0.000 which is below the tolerance value of 5% or 0.000 < 0.05,
2. The perception that product quality partially affects customer buying interest is proven and correct. This is due to the t-count > T-table (2.54436 > 2.02108). This can also be seen at a significant level, namely 0.000 which is below the tolerance value of 5% or 0.000 < 0.05.
3. The quality of service partially affects the customer's buying interest is proven and correct. This is due to the t-count > T-table (4.54241 > 2.02108). This can also be seen at a significant level, namely 0.000 which is below the tolerance value of 5% or 0.000 < 0.05.

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Simultaneous Test (F Test)

The simultaneous test / F test is a comprehensive test to find out whether simultaneously the regression coefficient of independent variables (X) consisting of price (X1), product quality perception (X2), service quality (X3) simultaneously has an effect on customer buying interest (Y). To test this hypothesis, it can be done by observing the results of multiple regression analysis which can be seen in the following table:

Table 11. Simultaneous Tests
F Test Results

VariableIndependent	Bound Variables	R Square	R	Calculation	Sig
Y	X1, X2, X3	0,695	0,834	18.249	0,000

F tables are calculated in the way F (k; n – k), k is an independent variable, n is the sum of data. So F (4; 100-4) or F (4; 96) that results in a table F of 2.83. Thus, for the F value of 29,317 with the number of respondents as many as 44 at an error rate of 5%, based on the F-Test Table, it was found that the F value of the table was 2.46. So that F calculates > F table (18.249 > 2.83) so that the hypothesis that the price, perception of product quality, and service quality simultaneously affect customer buying interest is proven and true. This can also be seen at a significant level, namely 0.000 (0%) which is well below 5%.

Overall, the simultaneous correlation coefficient (R) is 0.834 (83.4%) which means that simultaneously the price, perception of product quality, and service quality have a very strong relationship (because it is above 50%) to customer buying interest. As for the simultaneous determination coefficient (R Square) of 0.695 (69.5%), it means that the variation in the level of customer buying interest is determined by 69.5% by variables in the pricing model, perception of product quality, and service quality, while only 30.5% is determined by variables outside the model.

Dominant Variable Test

The analysis used to determine the dominant variable has an influence on the bound variable is by looking at the results of the largest *standardized beta coefficient* of each independent variable.

Table 12
Summary of the Results of Coeficientsa
Multiple Linear Regression Analysis

Independent Variables	Standardized Coefficients
	Beta
Price , Perception, Product Quality , Service Quality Buying Interest	0.2690.780.020 0.586

From table 12, it can be explained that:

a. Price has a standardized beta coefficient of 0.269 (26.9%), this means that Price contributes 26.9%, to the variation of Juragan Koi's Buying Interest.
b. Product Quality Perception has a standardized beta coefficient of 0.78 (78%), this means that Product Quality Perception contributes 78% to the variation in Juragan Koi's Buying Interest.

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c. Service Quality has a standardized beta coefficient of 0.020 (2%), this means that the organization's commitment contributes 2% to the variation in the fluctuation of Service Quality and Buyer Interest variation. then the most dominant variable affects the perception of product quality J to the buying interest of koi traders. which is 78%, which is greater than other independent variables, Price is 26.9%, and Service Quality is 2%. Thus, the hypothesis that the price has a dominant effect on the buying interest of Juragan Koi is not proven and rejected

DISCUSSION

In this discussion, the magnitude of the influence of these variables will be stated both simultaneously and partially with various arguments based on the previous description, as follows:

1. The first hypothesis that states that "prices have a partial effect on consumer buying interest in Juragan Koi MSMEs in Sanggau Regency" is proven and true. This is because the price has a larger T-count than the T-table (3.17698 > 2.02108). This can also be seen at a significant level, namely 0.000 which is below the tolerance value of 5% or 0.000 < 0.05. This means that the balance between the price and the buying interest of consumers of Juragan Ikan Koi.
   The results of research on the influence of price on consumer interest have been carried out by several previous researchers, including Fahmi, et.al 2024, Williams et.al 2019, Burhan, et.al 2022, Retnowulan 2017, and Darma 2019. The results of their research prove that prices have an effect on consumer buying interest.
2. The second hypothesis that states that "product quality has a partial effect on consumer buying interest in Juragan Koi MSMEs in Sanggau Regency" is proven and true. This is due to the fact that the quality of the product has a T-count > T-table (2.54436>2.02108). This can also be seen at a significant level, namely 0.000 which is below the tolerance value of 5% or 0.000 < 0.05.
   This means that product quality has a significant influence on consumer buying interest when viewed individually (partially). In other words, the higher the quality of the product, the greater the buying interest of consumers in Juragan Ikan Koi.
   Research on the effect of Product Quality reception on consumer buying interest in Sales has been conducted by several previous researchers, including Satria Adika, et.al 2022, Agnes, et.al 2022, A. Maulidah, et.al 2024, Endro, et.al 2015, Maruli, et.al 2021, Nurul, et.al 2023, Arrum, et.al 2023. The results of their research prove that the perception of Product Quality has an effect on consumer interest.
3. The third hypothesis that states that "service quality has a partial effect on consumer buying interest in Juragan Koi MSMEs in Sanggau Regency" is proven and true. This is due to the fact that professionalism has a T-count > T-table (4.54241 > 2.02108). This can also be seen at a significant level, namely 0.000 which is below the tolerance value of 5% or 0.000 < 0.05. This means that the quality of service has a significant influence on consumer buying interest when viewed separately or individually (partially). In other words, the higher the quality of service to consumer buying interest in Juragan Koi MSMEs in Sanggau Regency.
   Research on the influence of Service Quality on consumer buying interest has been conducted by several previous researchers, including Rikh, et.al, Hapsari, et.al 2023, Najmi, 2021, Linda, et.al 2022, Rendhy, et.al 2019, Yusuf, et.al 2022, Ayu, et.al 2022. The results of their research prove that Service Quality affects consumer buying interest.
4. The fourth hypothesis that states that "Price, Product Quality Perception and Service Quality simultaneously affect consumer buying interest in Juragan Koi MSMEs in Sanggau Regency" is proven and true.
   This is because Price, Perception of Product Quality and Quality of Service have a greater F count than the F table F count > F table (18.249 > 2.83). This can also be seen at a significant level, namely 0.000 which is below the tolerance value of 5% or 0.000 < 0.05.

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This means that the balance between price, perception of product quality and service quality together has a significant influence in increasing consumer buying interest in Juragan Koi MSMEs in Sanggau Regency. In other words, the better the price, perception of product quality and service quality, the higher the buying interest of Juragan Koi consumers.

5. The fifth hypothesis that states that "prices have a dominant effect on consumer buying interest in Juragan Koi MSMEs in Sanggau Regency" is unproven and rejected. This is because from the results of the standardized *beta coefficient calculation*, the product quality perception variable has the *largest standardized beta coefficient*, which is 78%, which is greater than other independent variables. Thus, the dominant influence on consumer buying interest in Juragan Koi MSMEs in Sanggau Regency is the perception of product quality.
   Thus, the perception of product quality, not price, is the most dominant factor influencing consumer buying interest in Juragan Koi MSMEs in Sanggau Regency.

CONCLUSION

Product quality has a partial effect on consumer buying interest in Juragan Koi MSMEs in Sanggau Regency, The quality of service has a partial effect on consumer buying interest in Juragan Koi MSMEs in Sanggau Regency, Price, Product Quality Perception and Service Quality have a simultaneous effect on consumer buying interest in Juragan Koi MSMEs in Sanggau Regency, The price has a dominant effect on consumer buying interest in Juragan Koi MSMEs in Sanggau Regency is unproven and rejected. Product quality perception has a dominant effect on consumer buying interest in Juragan Koi MSMEs in Sanggau Regency.

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