

## THE EFFECT OF SATISFACTION AND MOTIVATION ON BUYING INTEREST (CASE STUDY: MADRASAH IBTIDAIYAH TAHFIDZ AL-QUR'AN AL-FURQON PONOROGO)

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**Abstract.** Satisfaction and motivation are thought to have an influence on consumer purchase interest, this is based on the concept that in order to attract customers, the approach to customers must be carried out properly in order to create a comfortable atmosphere for customers to shop. This study aims to determine the effect of satisfaction and motivation on the buying interest of students' guardians to send their children to Islamic Education Institutions at Madrasah Ibtidaiyah Tahfidz Al-Qur'an Al-Furqon Ponorogo. The efforts of data collection in this research by distributing questionnaires to a sample of 97 respondents from a total population of 147. The analysis used was validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression test, and hypothesis testing. The results showed that: satisfaction and motivation have a positive and significant effect on consumer purchase interest. Satisfaction (X1) has a positive and significant effect on consumer purchase interest. Meanwhile, motivation (X2) is also significant, has a positive effect on consumer purchase interest in Madrasah Ibtidaiyah MI Tahfidz Qur'an Al-Furqon Ponorogo education services.

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## **INTRODUCTION**

Currently in Indonesia many private educational institutions have emerged, this condition also occurs in Ponorogo Regency. This situation is perceived by the private sector as a very good opportunity to participate in national development, especially in the field of education, in order to participate in realizing the goals of education. This opportunity is also used to improve the image of an institution or foundation through meeting the needs of the community for quality education. The specialized educational institution is Madrasah Ibtidaiyah (MI). Madrasah Ibtidaiyah (MI) is the most basic level of formal education equivalent to elementary school, which is managed by the Ministry of Religion. One of the madrasas that has developed since 2017 is Madrasah Ibtidaiyah (MI) tahfidz Al-Qur'an Al Furqon in Babadan District, Ponorogo Regency. At a relatively young age, it does not dampen the participation of the public / parents of students to entrust their children's education at Madrasah Ibtidaiyah (MI) Tahfidz Al-Qur'an Al Furqon. This is evidenced by the increasing number of students from year to year significantly.

Madrasah MI Tahfidz al quran al furqon Ponorogo as one of the educational institutions that is already quite advanced, shows good growth seen from the number of new students that increases every year, but with the competition between existing schools, it is possible that schools are no longer in demand by students. student parents. Seeing this phenomenon, it is necessary to know how much influence the satisfaction and motivation of services in education has on the buying interest of parents to send their children to Madrasah MI tahfidz al quran al furqon Ponorogo. In this study, several indicators of consumer satisfaction that will be taken at Madrasah Ibtidaiyah Tahfidz Al-Quran Al-Furqon in Ponorogo are limited, namely confirmation of expectations, interest in repurchasing, and dissatisfaction (Arianty, 2016).

Based on this background, the authors conducted research with the aim of knowing the effect of satisfaction and motivation towards consumer buying interest of students at Madrasah Ibtidaiyah MI Tahfidz Al-Qur'an Al-Furqon Ponorogo.

## **METHODS**

The method in this study uses quantitative methods. In quantitative methods, research data are in the form of numbers and analyzed using statistics (Sugiyono, 2013). Data was collected by distributing questionnaires to respondents. The population in this study were the guardians of Madrasah Ibtidaiyah MI Tahfidz Al-Qur'an Al-Furqon Ponorogo, totaling 147 guardians. As for the number of samples set as many as 97 people from members of the

population, with a simple random sampling technique. The variables used in this study are independent variables, namely satisfaction (X1), motivation (X2), and the dependent variable, namely consumer buying interest (Y). This study uses a questionnaire as a research measuring tool. The measurement scale used in this study is a Likert scale approach.

## RESULTS

### T Uji test

Test statistics (-Test) aims to determine the significant relationship of each independent variable to the dependent variable. Partial hypothesis testing is done by comparing the value of t count with the value of t table. To analyze the effect of the satisfaction variable (X1) and the motivation variable (X2) on buying interest (Y) a statistical method is used with a significance level of  $\alpha = 0.05$ , which means that the error rate is 5%. The hypotheses in this study are:

Hypothesis I:

H0 : Variable satisfaction (customer satisfaction) does not have a positive effect on consumer buying interest.

Ha : Variable satisfaction (customer satisfaction) has a positive effect on consumer buying interest.

Hypothesis II:

H0 : Variable motivation (motivation) does not have a positive effect on consumer buying interest.

Ha : Variable motivation (motivation) has a positive effect on consumer buying interest.

**Table 1.** t-test

Model	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	T Sig.
1 (Constant)	-,796	1,964		-,405 ,686
Satisfaction (X1)	,223	,066	,235	3,367 .001
Motivation (X2)	,713	,074	,677	9,685 ,000

a. Dependent Variable: Purchase Interest (Y)

### Hypothesis Testing I

Based on the results of partial regression testing (t-test) shown in Table 1. it is known that the variable X1 (Satisfaction) has a t count value (3.367) > t table (1.66123) and a sig. of  $0.001 < 0.05$ . This shows that X1 (Satisfaction) is significant at the 5% level, so the decision is  $H_0$  is rejected and  $H_a$  is accepted. The first hypothesis (H1) indicates that the variable of satisfaction (customer satisfaction) has a positive effect on consumer buying interest.

### Hypothesis Testing II

Based on the results of partial regression testing (t-test) shown in table 4.11, it is known that the X2 variable (motivation) has a t-count value (9.685) > t table (1.66123) and a sig. of  $0.000 < 0.05$ . This shows that X2 (motivation) is significant at the 5% level, so the decision is  $H_0$  is rejected and  $H_a$  is accepted. The second hypothesis (H2) indicates that the motivation variable has a positive effect on consumer buying interest.

**Table 2.** Multiple Linear Regression Test

		Coefficients <sup>a</sup>				
		Unstandardized		Standardized		
		Coefficients		Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	-,796	1,964		-,405	,686
	Satisfaction (X1)	,223	,066	,235	3,367	.001
	Motivation (X2)	,713	,074	,677	9,685	,000

a. Dependent Variable: Purchase Interest (Y)

Based on these results, the regression equation is as follows  $Y = a + b_1X_1 + b_2X_2 + e$  or  $Y = -0.796 + 0.223 X_1 + 0.713X_2 + e$

Information:

X1: Satisfaction

X2: Motivation

Y : Buying Interest

e: Interrupting Variable/Error

The multiple regression equation is explained as follows (1)  $a = -0.796$ ; this means that if the independent variables (satisfaction variable X1 and motivational variable X2) are constant, then decision making will reach a value of  $-0.796$ . Assuming that the factors other than in the discussed model are in a constant state or  $= 0$ , (2)  $b_1 = 0.223$ ; this means that the satisfaction variable (X1) has a regression coefficient of  $0.223$ , meaning that this variable has a positive effect on buying interest, and if satisfaction is increased by 1 unit, then buying interest will increase by  $0.223$  units, and other factors outside the model discussed are in a constant state. or  $= 0$ , and (3)  $b_2 = 0.713$ ; this means that the motivation variable (X2) has a regression coefficient of  $0.713$ . This shows that this variable has a positive effect on buying interest, or if the motivation variable is increased by 1 unit, then buying interest will increase by  $0.713$  units, and other factors outside of the model discussed are in a constant state or  $= 0$ .

## DISCUSSION

Buying interest is the tendency of consumers to buy a brand or take action to relate to a purchase which is measured by the level of possibility of consumers to make a purchase. Buying interest can be identified through the following indicators, namely: transactional interest, referential interest, preferential interest, and exploratory interest (Mila et al, 2016).

### **The Effect of Satisfaction on Consumer Purchase Interest in Islamic Education Services at MI Tahfidz Qur'an Al-Furqon Ponorogo**

Satisfaction is the level of customer feelings obtained after the customer has done/enjoyed a product or service (Sari, 2020). The level of consumer satisfaction in this study is seen from three indicators, namely confirmation of expectations, repeat purchases and consumer dissatisfaction. The confirmation indicator contains consumer expectations and consumer responses to the service and quality of Madrasah Ibtidaiyah MI Tahfidz Qur'an Al-Furqon Ponorogo. Based on the results of the distribution of the questionnaire to the respondents, the respondents' answers were quite varied but overall the three indicators of the satisfaction variable of the questionnaire results were dominated by positive responses from the respondents.

Based on the results of the questionnaire, overall all respondents have a good level of satisfaction with educational services at MI Tahfidz Al-Quran Al-Furqon. The first indicator, confirmation of satisfaction shows that the educational services used are in accordance with the standard of respondents' expectations, respondents hope that there are characteristics at MI Tahfidz Al-Quran Al-Furqon and respondents also agree that MI Tahfidz Al-Quran Al-

Furqon must still be able to maintain service quality his education. In the second indicator, namely repeat purchases, respondents agreed to recommend MI Tahfidz Al-Quran Al-Furqon educational services to the next generation, and relatives/friends and friends. Before choosing the educational services of MI Tahfidz Al-Quran Al-Furqon, most respondents compared the quality of services in other SD/MI. Respondents also agreed to buy MI Tahfidz Al-Quran Al-Furqon Education services repeatedly. The third indicator of consumer dissatisfaction, the average respondent agrees to make a complaint if they are not satisfied with the services of MI Tahfidz Al-Quran Al-Furqon Education, and it is also known that MI Tahfidz Al-Quran Al-Furqon provides a vision and mission for its services.

So based on these three indicators, it can be concluded that the average respondent who uses MI Tahfidz Al-Quran Al-Furqon Education services has a positive level of satisfaction, this is in accordance with the results of data analysis carried out, as seen from the partial test (T hypothesis test), the value of  $t$  arithmetic ( $3.367$ )  $>$   $t$  table ( $1.66123$ ) and the value of sig. of  $0.001 < 0.05$ , then  $X_1$  (Satisfaction) is significant at the 5% level so that the decision is  $H_0$  is rejected and  $H_a$  is accepted, namely the satisfaction variable has a positive effect on consumer buying interest in Madrasah Ibtidaiyah MI Tahfidz Qur'an Al-Furqon Ponorogo education services.

In Islamic economics, the satisfaction of a Muslim is called qana'ah. Satisfaction in Islam (qana'ah) is a reflection of one's satisfaction both internally and externally. Satisfaction in Islam encourages a Muslim consumer to be fair. The concept of satisfaction in Islam is related to faith that gives birth to gratitude (Anita, 2019). The level of service quality according to an Islamic economic perspective is used by respondents' opinions regarding a friendly attitude in offering goods, being responsible for the arrangement of goods, providing excellent and honest service in delivery (Amifaturrohmah, 2015). With regard to the provision of consumer services, Islam has regulated how to produce quality satisfaction for its visitors, where the basis of the building is sourced from the Qur'an and hadith, and can be formed if there are the following instruments (1) must be based on patience, (2) long term commitment, (3) service quality improvement, and (4) Cooperation and respect/respect for everyone.

### **The Influence of Motivation on Consumers' Purchase Interest in Madrasah Ibtidaiyah Education Services MI Tahfidz Qur'an Al-Furqon Ponorogo**

The level of motivation of respondents in this study is seen from rational and emotional indicators (Zuhriyah, 2020). Motivation appears in two basic forms, namely intrinsic

motivation and extrinsic motivation (Irham, 2011). The results of the questionnaire showed a positive response to the two indicators of the motivation variable. Respondents' answers to the questionnaire were dominated by respondents' approval of the statements given.

Based on the results of the questionnaire according to the motivational variable, respondents were rationally encouraged to send their children to school by using the educational services of MI Tahfidz Al-Quran Al-Furqon because rationally the price of services provided by MI Tahfidz Al-Quran Al-Furqon was very appropriate, MI Education services Tahfidz Al-Quran Al-Furqon provides a foundation of religious knowledge, the quality of MI Tahfidz Al-Quran Al-Furqon Education services is guaranteed, and according to respondents, MI Tahfidz Al-Qur'an Al-Furqon Education services in the implementation of the tahfidz program are going well. Then emotionally, the average respondent agreed that the Tahfidz Al-Quran Al-Furqon Education service had facilities that had been fulfilled and the respondents agreed that the teacher/ustadzah at the MI Tahfidz Al-Quran Al-Furqon service always paid attention to their students.

The results of the questionnaire have shown that the motivation variable has a positive effect on consumer buying interest in the education services of Madrasah Ibtidaiyah MI Tahfidz Qur'an Al-Furqon Ponorogo. This can be seen from the partial test (T hypothesis test), the value of t count (9.685) > t table (1.66123) and the value of sig. of 0.000 < 0.05. Then X2 (motivation) is significant at the 5% level, so the decision is Ho is rejected and Ha is accepted. In the Qur'an and Hadith, various expressions can be found that show encouragement to every Muslim and believer to always study hard. The recommendation to study is accompanied by the urgency of supporting factors in order to further increase the enthusiasm for learning for everyone. One of the main factors is motivation, both motivation that comes from within oneself, as well as motivation that is grown from the role of the social environment (Rusdiansyah, 2019).

## **CONCLUSION**

Based on the research that has been done, it can be concluded that (1) satisfaction variable (X1) has a positive effect on consumer buying interest in the education services of Madrasah Ibtidaiyah MI Tahfidz Qur'an Al-Furqon Ponorogo, and (2) motivation variable (X2) has a positive effect on consumer buying interest in the education services of Madrasah Ibtidaiyah MI Tahfidz Qur'an Al-Furqon Ponorogo.

## RECOMMENDATIONS

It is hoped that the chairman of the foundation and the leaders of Madrasah Ibtidaiyah MI Tahfidz Qur'an Al-Furqon Ponorogo will continue to improve the quality of teaching staff and facilities at the school. For further researchers, in order to use different measurement variables or add samples, so that it can be seen from various indicators that affect public interest in Madrasah Ibtidaiyah MI Tahfidz Qur'an Al-Furqon Ponorogo.

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