



RESEARCH ARTICLE

The Role of Product Innovation in Consumer Purchase Intention at Multi Mart Jaya Store in Hargomulyo Village

Dwi Septianingsih^{1*} | Fitriyaningsih² | Natasya Anggieta Putri³ | Senia Oktaviani⁴ | Murcitaningrum⁵

^{1*2,3,4,5} Sharia Economics Study Program, Faculty of Islamic Economics and Business, Universitas Islam Negeri Jurai Siwo Lampung, Metro City, Lampung Province, Indonesia.

Correspondence

¹ Sharia Economics Study Program, Faculty of Islamic Economics and Business, Universitas Islam Negeri Jurai Siwo Lampung, Metro City, Lampung Province, Indonesia.
Email: dwiseptia600@gmail.com.

Funding information

Universitas Islam Negeri Jurai Siwo Lampung.

Abstract

This study examines the role of product innovation in increasing consumer purchase intention at Multi Mart Jaya Store in Hargomulyo Village. The novelty of this research lies in analyzing product innovation in connection with the use of technology as a supporting factor to enhance purchase intention in a village-scale retail business. The study aims to analyze consumer purchase intention, identify obstacles causing low product innovation, and explain the impact of product innovation on consumer purchase behavior. This field research uses a qualitative approach. Data were collected through observation, in-depth interviews, and documentation. Informants included employees of Multi Mart Jaya who understand the store's operations and consumer behavior trends. Data analysis was conducted descriptively through data reduction, data presentation, and conclusion drawing. The findings indicate that product innovation plays a crucial role in attracting and maintaining consumer purchase intention. However, limited capital, insufficient information about market trends, and low technology utilization have hindered optimal product innovation. This results in limited product variety, infrequent updates, and suboptimal promotion, which reduce consumer purchase intention. From an Islamic economics perspective, product innovation contributes to achieving *masalah* by providing better products and services for consumers. In conclusion, enhancing product innovation supported by effective technology use can be an important strategy to improve business competitiveness and increase consumer purchase intention.

Keywords

Product Innovation; Consumer Purchase Intention; Technology Utilization; Retail Business.

1 | INTRODUCTION

Product innovation is one of the important strategies for increasing business attractiveness and maintaining consumer interest. According to Kotler and Keller, product innovation is an effort to create or develop products so they meet market needs and market developments. In business, innovation can take the form of adding product variations, updating product appearance, improving quality, and using technology in service activities. Through innovation, business actors can increase competitiveness and provide added value to consumers. In addition, the ability to adapt to trends and technological developments is also an important factor in keeping a business attractive to consumers (Elza, 2025). Creativity and innovation are needed so that business actors can create new ideas in facing business competition and changing market needs (Noviani, 2020). Creativity and innovation implemented in a business not only help business actors face competition, but also play a significant role in attracting customer attention. By providing products that are different, high quality, and suitable for market demands, creativity and innovation can increase customer interest in the products offered. This interest can ultimately influence consumer purchase intention.

Consumer interest in a product will eventually affect consumer purchase intention. Purchase intention is an important indicator that shows the tendency of consumers to buy a product. According to Assael, purchase intention is the tendency or plan of consumers to buy certain products and determine the number of products needed within a certain period. Purchase intention reflects the mental statement of consumers that shows their desire and plan to purchase a certain product or brand (Stansyah *et al.*, 2023). In the decision-making process, purchase intention appears after consumers obtain information and evaluate the products offered. Therefore, purchase intention is often used by marketers and researchers as an indicator to predict future consumer purchasing behavior. The higher the consumer's purchase intention, the greater the possibility that the consumer will buy the product. In the context of business competition, consumer purchase intention can be influenced by various factors, one of which is product innovation. Products that have variety, quality, and updates that match market needs and trends tend to attract more consumer attention. On the other hand, a lack of innovation can reduce consumer interest in the products offered. Therefore, product innovation becomes one of the important strategies that business actors can use to increase consumer purchase intention and maintain business competitiveness (Wirayanthi, 2019).

Based on the initial observation at Multi Mart Jaya Store in Hargomulyo Village, the number of buyers has decreased in recent times. The average number of buyers, which previously reached around 30 to 40 people per day, has now decreased to around 10 to 15 people per day. This condition can be seen from store activities that tend to be quieter than before. The decline in purchase intention is caused by a lack of product innovation, such as limited product variety and infrequent product updates according to market trends. The products sold tend to remain the same for a long period, so they are less able to attract consumer attention. In addition, the use of technology in service and marketing has not been optimal, so consumers do not receive enough convenience in making transactions or obtaining product information. One factor suspected to cause the decline in consumer purchase intention is the lack of product innovation carried out by the store. The available product variety is still relatively limited and has not been updated much according to current trends and the changing needs of consumers. Most of the products sold tend to remain the same for quite a long time, causing consumers to feel less interested in making repeat purchases. Furthermore, the lack of new products that are currently in demand by the community causes consumers to prefer shopping at other stores that offer more diverse product choices and follow market developments. Besides that, the use of technology in service and marketing activities is also still not optimal. The store has not fully used digital media as a promotional tool to introduce products to a wider range of consumers.

Information about available products, prices, and promotions is still limited, so not all consumers can easily access it. In terms of service, the absence of a digital ordering or transaction system also makes shopping less convenient for consumers. In today's digital era, consumers tend to want transaction processes that are fast, practical, and easy to access. This condition can reduce the attractiveness of the store amid increasingly tight business competition and ultimately affect consumer purchase intention. This condition shows that product innovation has an important role in attracting consumer purchase intention. When innovation is not carried out optimally, a business will find it difficult to compete and may lose customers. From the perspective of Islamic economics, innovation is also related to the principle of *maslahah*, which means providing benefits and the best service to consumers as long as it does not contradict Islamic law (Suryani and Taufiq, 2023). Based on these problems, this study aims to analyze the role of product innovation in consumer purchase intention at Multi Mart Jaya Store and explain the impact of the lack of product innovation and technology use on the decline in consumer purchase intention.

2 | BACKGROUND THEORY

Based on various previous studies, product innovation has been proven to be one of the important factors that plays a role in increasing consumer purchase intention. Product innovation is not only related to the creation of new products, but also includes quality development, design improvement, the addition of product variations, functional enhancement, and product adjustment to market needs and preferences. These efforts are carried out so that products remain relevant, have added value, and are able to provide a better experience for consumers compared to competing products. The study conducted by Lutfi Hamdan Abdul Gani (2023) shows that product innovation has a positive and significant effect on consumer purchase intention. This finding explains that continuous product development can create positive perceptions among consumers. When a product offers uniqueness, better benefits, or features that suit the needs of society, consumers will be more interested in seeking information, trying the product, and developing the desire to make a purchase. This condition shows that a company's ability to present renewal is one of the important strategies for maintaining market attention.

The results of the study conducted by Alfian Dwi Kurnia (2020) support this finding. The study explains that continuous product renewal can increase product attractiveness in the eyes of consumers. Products that undergo development tend to be viewed as more modern, better in quality, and more capable of meeting changing consumer needs. These advantages encourage consumer interest and increase the possibility of purchase. In other words, innovation becomes a tool for companies to create competitive advantage and differentiate their products from similar products. Similar findings were also presented by Husna (2025), who stated that product innovation can increase consumer purchase intention, which ultimately affects purchasing decisions. Consumers are generally more interested in products that offer new benefits, ease of use, better quality, or a more attractive appearance. The presence of these elements can build consumer trust and confidence in the product, which then encourages the formation of purchase intention. Furthermore, the study by Ramdani *et al.* (2021) on the Aneka Bolu Alam Jaya business shows that product development, the addition of flavor variants, and adjustment to market preferences have a positive impact on consumer interest. The results of the study show that the diversity of choices offered to consumers can create a more attractive shopping experience. In addition, the ability of business actors to understand changes in consumer tastes becomes an important factor in maintaining product competitiveness in the market.

The study conducted by Laili and Subkhan (2024) also strengthens the results of previous studies. They found that a higher level of innovation is followed by an increase in consumer purchase intention. This finding shows that consumers tend to respond positively to companies that actively develop and update the products they market. Through innovation, companies can create greater value, making their products more attractive and more likely to be chosen by consumers. Based on these previous studies, the researcher understands that product innovation is one of the important factors that influences consumer purchase intention. The similarity between previous studies and this study lies in the use of product innovation as a variable that influences consumer behavior. The difference lies in the research object and the focus of the study. This study is conducted at Multi Mart Jaya Store in Hargomulyo Village by adding the aspect of technology utilization as a supporting factor in increasing consumer purchase intention. Therefore, this study is expected to contribute to explaining the importance of product innovation and technology utilization for the development of retail businesses.

3 | METHOD

This study applies a qualitative approach using a descriptive method. This approach was chosen because the research focuses on understanding the decline in consumer purchase intention at Multi Mart Jaya Store through real conditions found in the field. The main issue examined in this study is the weak product innovation and the low use of technology in store services and marketing. The research was conducted on Wednesday, April 28, 2026, at Multi Mart Jaya Store in Hargomulyo Village. The data used in this study consist of primary and secondary data. Primary data were collected through direct observation and an interview with one store employee. The employee was selected because they understand daily store activities, product changes, consumer behavior, and sales conditions. Secondary data were obtained from books, journals, and other relevant references that support the research discussion. To maintain data credibility, the researcher compared the interview results with the actual situation observed at the store. The researcher also linked field findings with related theories and previous studies. This process helps reduce bias and makes the data more accurate. Through this method, the study can explain how weak innovation and low technology use affect consumer purchase intention at Multi Mart Jaya Store.

4 | RESULTS AND DISCUSSION

4.1 Results

4.1.1 The Condition of Consumer Purchase Intention at Multi Mart Jaya Store

Based on the observation and interview conducted at Multi Mart Jaya Store on April 28, 2026, consumer purchase intention showed a decline compared to the previous period. The informant stated that the number of buyers had decreased sharply. The store, which used to attract many customers, now receives fewer visits. Several consumers still come to the store, but many of them only look at the products without making a purchase. The informant explained that the number of buyers previously reached around 30 to 40 people per day. At present, the number has dropped to around 10 to 15 people per day. This change shows a serious decrease in consumer interest in the products offered by the store. The decline does not only appear in the number of visitors, but also in consumer behavior during their visits. Some consumers show initial interest, yet they do not continue to the purchasing stage. This finding indicates that product innovation plays a key role in attracting consumers and increasing purchase intention at Multi Mart Jaya Store. In consumer behavior theory, purchase intention refers to a person's tendency to buy a product after feeling interested in it. Therefore, the decrease in the number of buyers can be seen as a sign that the products available at the store have not fully met consumer expectations and needs. The store needs to pay closer attention to product variety, product renewal, and consumer preferences so that customer interest can improve.

Table 1. Condition of Product Innovation and Consumer Purchase Intention at Multi Mart Jaya Store

No.	Observed Aspect	Research Findings
1	Product Variety	The available products are still limited and rarely updated.
2	New Products	New products have not been added regularly.
3	Technology Utilization	Product promotion is still simple and has not used social media optimally.
4	Number of Buyers	The number of buyers decreased from around 30 to 40 people to 10 to 15 people per day.
5	Consumer Purchase Intention	Consumers tend to only look at the products without making a purchase.

The data indicate that low product innovation is linked to the decline in consumer purchase intention. The more limited the product variety, the smaller the chance for consumers to find products that meet their needs and preferences. Interview results also revealed that limited capital is a major obstacle to product innovation. This limitation prevents the store from expanding product variety effectively. In addition, insufficient information about market trends makes it difficult for the store to determine which products are currently in demand. Regarding technology use, the informant stated that technological implementation in business activities is still basic. Digital promotion has not been fully utilized, and transactions are still largely conducted using conventional methods. This situation restricts the store's ability to reach a broader consumer base and limits service convenience. According to the informant, the lack of product innovation directly affects consumer purchase intention. Products are less varied and rarely updated, which leads consumers to lose interest and prefer shopping at other stores that offer more complete selections and follow market trends. These findings demonstrate that product innovation and technology utilization play a critical role in increasing business attractiveness and sustaining consumer purchase interest.

4.1.2 Barriers to Product Innovation at Multi Mart Jaya Store

According to the informant, several obstacles have made product innovation at Multi Mart Jaya Store run less effectively. One of the main obstacles is limited business capital. This condition reduces the store's ability to add new stock and expand product choices. As a result, the store tends to focus more on selling existing products rather than developing new product variations. Another obstacle is the lack of information about market trends and changes in consumer preferences. This makes it difficult for the store to identify products that are currently in demand. As a result, the products offered often do not fully match consumer needs and market changes. In addition, the use of technology to support product innovation is still not optimal. Technology can be used to monitor market trends, promote products through digital media, and collect information about consumer needs. However, the store has not used these tools effectively. This condition makes it harder for the store to develop innovation strategies that match the growth of modern retail businesses.

4.1.3 Utilization of Technology to Support Product Innovation

The use of technology in business activities at Multi Mart Jaya Store remains at a basic level. Marketing activities are still largely based on word-of-mouth promotion and have not been fully supported by digital tools, which could effectively introduce new products, provide information about promotions, and reach a wider range of consumers. In terms of service, technology has not been fully utilized to enhance consumer convenience. Transactions are still conducted manually, which

limits the ease and speed of service for consumers who prefer fast and practical purchasing processes. Furthermore, online ordering services are not yet available, preventing consumers from checking product availability remotely. Therefore, improving technology utilization is an essential step to support product innovation and strengthen the store's competitiveness. Integrating digital marketing, online ordering, and automated service systems can help the store attract more consumers and respond more quickly to changing market demands.

4.1.4 Analysis of the Role of Product Innovation on Consumer Purchase Intention

Product innovation at Multi Mart Jaya Store plays a significant role in influencing consumer purchase intention. Limited product variety, infrequent updates, and low adoption of technology reduce consumer interest, leading to fewer purchases. When the store introduces new products, improves quality, and aligns offerings with current market trends, consumers are more likely to engage and make purchases. Additionally, effective use of digital tools for promotion and information sharing can enhance awareness and convenience, further stimulating purchase intention. This analysis highlights that consistent innovation and technology integration are essential for maintaining consumer interest and supporting store competitiveness.



Figure 1. Condition of Product Shelves at Multi Mart Jaya Store

Based on the observed condition of the product shelves at Multi Mart Jaya Store, a variety of merchandise is available. However, the product arrangement appears simple, and the variety remains limited. Most displayed products have been sold for a long time and have not been updated to match current market trends. This limits consumer choices and may reduce their interest in making purchases. Additionally, the shelf layout is not optimized, which affects visual appeal and makes it harder for consumers to find desired products. The limited variety contributes to a decline in purchase intention, as consumers have fewer options compared to stores offering more diverse selections. The absence of new products also reduces the sense of novelty when visiting the store. In retail, offering new and trend-aligned products attracts consumer attention and encourages purchase decisions. Simple shelf arrangements also influence shopping behavior. Products that are not displayed attractively often fail to capture consumer attention, leading many customers to browse without buying. This indicates that the current product appeal is insufficient to drive purchasing decisions. Therefore, enhancing product innovation, expanding product variety, improving technology use, and optimizing shelf arrangement are necessary steps to increase consumer purchase intention at Multi Mart Jaya Store.

4.2 Discussion

The research findings indicate that consumer purchase intention at Multi Mart Jaya Store has declined, as evidenced by a decrease in daily buyers compared to previous periods. This trend suggests that the store's appeal to consumers is weakening. One key factor identified is the insufficient implementation of product innovation. Available product variety is limited, and updates are not carried out consistently, reducing the range of options offered to consumers. As a result, customers rarely encounter new products that could stimulate their interest in purchasing. This demonstrates that Multi Mart Jaya has not adapted effectively to technological advances and modern market demands (Kawalo *et al.*, 2022). Limited product innovation and low technology utilization directly affect consumer purchase intention. Monotonous products that are rarely updated make consumers less interested, prompting them to shop elsewhere where selections are more diverse and aligned with current trends. Furthermore, limited product variety and suboptimal shelf arrangements reduce the overall shopping experience. Ineffective display strategies make potentially attractive products less visible to consumers (Istiono & Kurniasih, 2022). These findings align with Kotler and Keller's theory that product innovation involves creating or developing products to meet market needs and developments. Innovation includes adding variety, improving quality, updating appearances, and adjusting to changing consumer preferences (Widiyani & Zahara, 2026). Without regular updates, the store's ability to meet market demands declines, weakening competitiveness.

The study also highlights limited capital as a factor restricting product development (Hayati & Simahatie, 2025). This constraint leads the store to prioritize existing stock over new products. Limited access to market trend information means

product selection often relies on experience and direct consumer requests, reducing responsiveness to changing market needs. This supports Noviani's (2020) assertion that creativity and innovation are essential for generating new ideas to address competition and shifting consumer demands. The better a business adapts to these changes, the greater its ability to maintain consumer interest. In addition, technology use in operations and services remains minimal. Promotional activities rely on manual methods, preventing product and sales information from reaching a wider audience, despite the advantages offered by digital tools for marketing, customer communication, and product introduction. Previous studies support these findings: Lutfi Hamdan Abdul Gani (2023) showed that product innovation positively affects purchase intention, while Alfian Dwi Kurnia (2020) found that continuous product updates increase product appeal and stimulate consumer buying.

Consequently, low product innovation at Multi Mart Jaya contributes to declining consumer purchase intention. Technology use is also underdeveloped, with limited digital promotion reducing outreach to both new and existing customers (Nasoba & Adrian, 2022). Therefore, the store should implement strategies to enhance product innovation, including regular updates, expanding product variety in line with market trends, and optimizing shelf layout to improve visibility and attractiveness. Additionally, integrating technology through online promotion, digital payment systems, and consumer trend monitoring is essential to boost consumer purchase intention.

5 | CONCLUSIONS AND FUTURE WORK

This study reveals that a business's ability to develop its products is one of the factors that influences consumer interest in shopping at Multi Mart Jaya Store in Hargomulyo Village. The low level of product renewal and the limited choice of available goods have reduced the store's appeal, as shown by the decline in the number of consumers who make purchases. This condition indicates that adjusting products to market needs and preferences is necessary to maintain consumer interest. The findings also show that the effectiveness of product innovation is not only determined by the availability of new products. It is also influenced by the store's ability to access market information and use technology to support business activities. Limited resources have caused product development to run less effectively, making it harder for the store to improve its competitiveness. Therefore, continuous efforts are needed to expand product variety, follow changes in consumer needs, and improve the use of technology in marketing and service. These steps can help the store maintain its business presence and attract more consumers amid growing retail competition.

REFERENCES

- Alfian Dwi Kurnia, R. (2020). *Pengaruh electronic word of mouth dan inovasi produk terhadap minat beli konsumen: Survey pada followers Instagram McDonald's Indonesia*, 4(1).
- Elza, P. (2025). *Peran inovasi produk dalam meningkatkan daya saing industri kreatif di Indonesia*, 1(1).
- Hayati, I., & Simahatie, M. (2025). *Pengaruh keterbatasan modal, produk, harga, tempat, dan promosi terhadap keberhasilan UMKM Aceh Utara*.
- Husna, D. N. R. (2025). *Pengaruh inovasi produk terhadap keputusan pembelian melalui minat beli konsumen Athaya Sorghum*, 11(1).
- Istiono, D., & Kurniasih, N. (2022). Pengaruh inovasi produk dan brand image terhadap minat beli. *J-Aksi: Jurnal Akuntansi dan Sistem Informasi*, 3(1), 229–240. <https://doi.org/10.31949/j-aksi.v3i1.2138>
- Kawalo, O. R., Wenas, R. S., & Rogi, M. H. (2022). *The influence of electronic word of mouth, price, and product quality on consumer purchase intentions: Study of Etsuko Kitchen Manado*, 10(4).
- Laili, I. R., & Subkhan, M. (2024). Pengaruh inovasi dan promosi produk terhadap keputusan pembelian dengan minat beli sebagai variabel mediasi: Studi kasus Buketnanaa_Jogja. 9(2), 159.
- Lutfi Hamdan Abdul Gani, H. (2023). Pengaruh electronic word of mouth (e-WOM) dan inovasi produk terhadap minat beli konsumen: Studi pada pengguna smartphone Xiaomi di Kota Garut. 2(1), 39–50.

- Nasoba, N. N., & Adrian, Q. J. (2022). Implementasi teknologi augmented reality sebagai media promosi interaktif pada Toko Sunny Meubel di Kota Metro berbasis Android. *Jurnal Informatika dan Rekayasa Perangkat Lunak*, 2(4), 570–583. <https://doi.org/10.33365/jatika.v2i4.1614>
- Noviani, L. (2020). Pengaruh inovasi produk, kreativitas produk, dan kualitas produk terhadap keunggulan bersaing. 02(01).
- Ramdani, S., Danial, R. D. M., & Norisanti, N. (2021). Minat beli berdasarkan creative promotion dan inovasi produk. *Budgeting: Journal of Business, Management and Accounting*, 2(2), 462–469. <https://doi.org/10.31539/budgeting.v2i2.1755>
- Stansyah, M. R., Choirunnisa, R., Tegar, M., & Putri, S. S. A. (2023). Analisis pengaruh minat beli konsumen terhadap pembelian makanan dan minuman melalui aplikasi Go Food. *Jurnal Pendidikan Tata Niaga (JPTN)*, 11(1), 43–49. <https://doi.org/10.26740/jptn.v11n1.p43-49>
- Suryani, Z., & Taufiq, M. (2023). Penerapan konsep masalah dalam konsumsi untuk mencapai maximum utility. *Jurnal Riset Rumpun Ilmu Ekonomi*, 2(1), 208–219. <https://doi.org/10.55606/jurrie.v2i1.1233>
- Widiyani, A., & Zahara, A. E. (2026). Analisis kreativitas dan inovasi produk dalam meningkatkan daya saing pada Tisya Bakery Sungai Bahar, 3(1).
- Wiryanthy, N. (2019). Pengaruh harga, citra merek dan kualitas terhadap minat beli produk private label. 2(1), 87–96. <http://ejournal.stiedewantara.ac.id/index.php/JMD/issue/view>

How to cite this article: Septianingsih, D., Fitriyaningsih, Putri, N. A., Oktaviani, S., & Murcitaningrum. (2026). The Role of Product Innovation in Consumer Purchase Intention at Multi Mart Jaya Store in Hargomulyo Village. *Indonesian Journal Economic Review (IJER)*, 6(2), 605–611. <https://doi.org/10.59431/ijer.v6i2.813>.