



Analysis of Consumers' Buying Interest Cifest Walk Tea Tradition Shop Cikarang Selatan Through Promotion, Product Prices and Quality Product

Nur' Aeni¹, Dadang Heri Kusumah², Primaraga Sumantri Indra Wicaksana³

^{1,2}Management, Faculty of Economics and Business, Pelita Bangsa University, Cikarang, Indonesia

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ABSTRACT

The purpose of this study was to determine the effect of promotion, product price and product quality on consumer buying interest in traditional tea shops in Cifest Walk, South Cikarang. The sample in this study were traditional tea shop consumers, as many as 100 respondents. Data collection includes observation, distributing questionnaires and literature study. The type of research used is quantitative. The analytical method used is validity test, reliability test, classical assumption test, multiple linear analysis and hypothesis testing. The results of the t-test research show the t-count value of 2.492 with a significance of 0.014, which means the first hypothesis is accepted and partially shows a positive and significant influence between promotions on consumer buying interest. The product price variable obtained the results of the t-test with a t-count value of 3.050 and a significance value of 0.003 which means that the second hypothesis is accepted and shows a positive and significant influence between product prices on consumer buying interest. The product quality variable obtained t test results with a tcount value of 3.036 and a significant value of 0.003 which means the third hypothesis is accepted and shows a positive and significant influence between product quality on consumer buying interest. And it can be concluded that 32.1% consumer buying interest is influenced by promotion variables, product prices, product quality, while the remaining 67.9% consumer buying interest is influenced by other variables not examined in this study.

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Corresponding Author:

Nur' Aeni,
Management Program,
Pelita Bangsa University,
Cikarang, Bekasi, Indonesia
Email: nur.aeni@pelitabangsa.ac.id

INTRODUCTION

Currently developing a trend known as a trend hanging out, where people go somewhere to pass the time with friends or family. However, there are differences in interest in each people towards things especially drinks, causing a variety of products offered by hangouts. One of the places that is often used as hangout is a teahouse that provides various types of drinks tea based.

Persistence Market Research (PMR) estimates that the tea market globally is projected to expand at a CAGR of five percent in the 2016-2024 forecast period, with a projected value achievement of USD 21.33 billion by 2024 from USD 14.45 billion in 2016. Tea is one of the drinks that is quite widely consumed in the world. Tea commodities have a fairly important role in improving the Indonesian national economy, tea production in Indonesia is in the top 5 largest tea producing countries, namely 129 thousand tons. The first country is occupied by China, then India, Kenya and Sri Lanka.

Indonesia also has a variety of products offered to meet economic needs. Various products are created and offered according to the needs of society in general ranging from primary needs to secondary needs. People are able to create unique and attractive products to compete with other products. The product is marketed in various ways in order to attract consumers to buy the products they offer. People have a lot of needs, desires, and needs, all of which want fulfillment. They need food, clothing, knowledge, service, honor, and the umpteenth million more needs. including the Tea Tradition shop, with an offer of various drink variants. Seeing a competitive teahouse business, it is important for the teahouse business to always make efforts to attract new customers and retain old customers, which is also related to consumers' buying interest.

The Tea Tradition Shop was chosen to be the subject of research on the grounds of convenience and ease in conducting research. As one of the teahouses that has several branches, the Tradition Tea shop is also one of the few teahouses that provide complete and adequate facilities to support the productivity of the average person. The Tea Tradition Shop was first present in Cikarang in 2017, and until now there have been 2 outlets opened in Cikarang This research is limited by referring to customers of the Tradition Tea shop who have specifically enjoyed drinks directly on the spot.

Consumer buying interest is a consumer behavior where a person has a desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product. According to Kotler and Keller (2016:181) buying interest is how likely consumers are to buy a brand and service or how likely consumers are to move from one brand to another. If the benefits outweigh the sacrifices to get them then the urge to buy is higher. Based on the explanation above, this emerging buying interest creates motivation that continues to be recorded in his mind, which in the end consumers are obliged to meet their needs even though purchases that will not necessarily be made. Therefore, it can be concluded that buying interest is an initial process about feelings that arise after getting a stimulus or stimulus from the product or service he sees, then the stimulus causes a feeling of pleasure and desire to have so that he is interested in buying the product or service at a certain moment.

The term promotion must have been seen many times and we hear it every day in more or less our hands, starting from chats of friends or family, from print media, from billboards on the street, from the radio, from television, from the internet and much more. With the existence of social media the company is profited because information about the products shared can spread by itself. promotion through social media in addition to promoting through convention media. Marketing products and services through general media can build the value of the brand. Marketing through conventional media such as television advertising, radio, newspapers, banners has become a common thing. Targeting strategies through appropriate promotion are needed so that the effectiveness of advertising communication can be achieved. In addition, the support of the brand image that has been built and maintained properly can also help the tea tradition shop survive in this relatively fierce competition. The purpose of the tea shop strategy is to choose the right media for advertising or promotion in order to make customers understand better, determine attitudes, and buy the products produced by the company. promotion comes from the word promote which in English is interpreted as developing or enhancing. promotion is one of the components of the marketing mix. The function of promotion in the marketing mix is to achieve various goals of communication with consumers.

Pricing is one of the factors that must be considered by an entrepreneur in settling the price of a product or service sold / offered. A company in order to be successful in marketing goods or services must first determine the right price. Therefore, in this fairly tight business competition, the Tradition Tea shop provides affordable prices to its customers. The application of prices aims to achieve profitability, pricing is very influential on the positioning of its products based on quality. According to Basu swastha Harga is an amount of money that must be paid by consumers or buyers to get the product offered by the seller. Selling price determination must be adjusted to the purchasing power of consumers aimed at and taking into account the factors of cost, profit, competitors and changes in market desires.

Thus, the assessment of the price of a product, said to be expensive, cheap or ordinary from each individual is not mandatory the same, because it depends on the perception of each person who is backgrounded by the living environment and individual conditions. In determining the level of satisfaction, a customer often looks at the value of a product or the performance of services received from a process of purchasing a product or service.

Product quality is the ability of an item to provide an appropriate result or performance even exceeding the wishes of the customer. Product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes. In addition, product quality is one of the main means of positioning marketers. The definition of good product quality must first be understood, so that business actors understand what kind of quality can be said to be good, how to achieve it, what needs to be done to maintain this level of quality, and what will happen if they encounter failures in these efforts. Although it may sound troublesome and seem to require a large effort, maintaining the quality of each product or service that is trying to be marketed will provide enormous benefits for business operations and development. Each product presented has its own advantages, but the owner of the Tea Tradition shop always applies that the taste and quality of the drink must be maintained. The trick is that after the owner accepts the employee, they teach the newly joined employee by making drinks according to the dosage that has been determined by the owner of the Tea Tradition shop.

To maintain quality or product quality, the Tea Tradition shop uses authentic solo tea that has a distinctive taste when drunk. Quality has a direct impact on the performance of a product or service. Therefore, quality is closely related to consumers' buying interest. In a narrower sense quality can be defined as being free from damage, product quality is one of the main means of positioning marketers.

RESEARCH METHOD

The type of research used in this study is a quantitative method. The data collection technique taken is a questionnaire by distributing the questionnaire in the form of paper containing a questionnaire that will be filled out by consumers of the cifest walk tea tradition shop in south Cikarang. The data collection technique is carried out by providing a list of written questions to respondents to be answered with answer choices using a scale of 1-5. Data analysis in this study used statistical methods using the SPSS program.

RESULTS AND DISCUSSIONS

Result

Reliability Test

Reliability test is carried out to see the consistency of measuring a variable. This test was carried out by comparing the coefficient of alpha (cornbach's > 0.60) then the data was declared reliable, if the coefesien alpha (cornbach's > 0.60) then the data was declared unreliable. From the analysis that has been carried out using the SPPS software tool, the results of the reliability test are obtained as follows:

Table 2. Reliability Test Result

Variable	Cronbach's Alpha	Status
Promotion	0.652	Reliabel
Product price	0.711	Reliabel
Product quality	0.655	Reliabel
Consumer buying interest	0.603	Reliabel

Based on the data listed in the table above, the reliability test results for cornbach's alpha values of each of the variables X1, X2, X3, and Y > 0.60 so that it can be concluded that all variables used in the study are declared reliable or reliable as variable measurements.

Multiple Regression Analysis

The linear regression analysis method is used to determine the influence of work motivation and work discipline on employee performance. The test results of multiple linear regression analysis can be seen in the following.

Table 3. Multiple Regression Analysis Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7.855	2.252		3.489	.001
Promotion	.192	.077	.224	2.492	.014
Product price	.232	.076	.274	3.050	.003
Product quality	.252	.083	.284	3.036	.003

Based on table 3, it can be seen in Unstandardized Coefficeints part B that the multiple linear regression equation is obtained as follows:

$$Y = 7,855 + 0,192X_1 + 0,232X_2 + 0,252X_3$$

The regression equation above shows the relationship between the free variable and the partially bound variable of the equation, it can be concluded that:

1. A constant of 7,855 means Promotion (X1), Product Price (X2), and Product Quality (X3) to consumers' buying interest (Y) of 7,855.
2. Coefesien Regression X1 of 0.192 means that every increase in one Promotion will increase consumer buying interest by 0.192. And conversely, any decrease in a unit of Promotion will decrease consumer buying interest by 0.192, assuming that X2 and X3 remain.
3. X2 Regression Efficiency Efficiency of 0.232 means that every increase in one Product Price will increase consumer buying interest by 0.232. And conversely, any decrease in a unit of Product Price will decrease consumer buying interest by 0.232, assuming that X1 and X3 are fixed.
4. X3 Regression Efficiency of 0.252 means that every increase in one Product Quality will increase consumer buying interest by 0.252. And conversely, any decrease in a unit of Product Quality will decrease consumer buying interest by 0.252, assuming that X1 and X2 remain.

Partial Test (T test)

The t test is used to determine the partial effect of a free variable on a bound variable. This test is by comparing the P-value (sig-t) value with a significance level of 0.05. If the P-value is smaller than 0.05 then the variable has a significant effect, and in contrast if the P-value is greater than 0.05 then the variable has no significant effect. The calculated t value is compared with the table's t value. If t count is greater than t of the table then the hypothesis is accepted, and vice versa if t count is smaller than t of the table then the hypothesis is rejected. The calculated value of t is compared to the t of the table. If t count is greater than t of the table then the hypothesis is accepted, and vice versa if t count is smaller than t of the table then the hypothesis is rejected.

1. In the Promotion variable has a sig value of 0.014 less than 0.05, then the variable has a significant effect. The table's t value of 2.492 is greater than 1.984 hence the hypothesis is accepted. It can be concluded that the Promotion variable has a significant and acceptable effect.
2. The variable Product Price has a sig value of 0.003 less than 0.05 then the variable has a significant effect. The table's t value of 3,050 is greater than 1,984 then the hypothesis is accepted. It can be concluded that the product price variable has a significant and acceptable effect.
3. In the Product Quality variable has a sig value of 0.003 less than 0.05, the variable has a significant effect. The table's t value of 3.036 is greater than 1.984 hence the hypothesis is accepted. It can be concluded that the product quality variable has a significant and acceptable effect.

Discussion

1. The Effect of Promotion on Consumers Buying Interest

The Promotion Variable is stated to have a positive influence on the variable of buying interest of consumers, this is shown by the regression efficiency value of 0.192 indicating that every increase of 1 unit, it will increase consumer buying interest, the increase in consumer purchases of tea tradition shops in cifest walk cikarang south by 0.192 assuming fixed variables. Data processed using SPSS Version 23 and tested using validity testing resulted in a calculated r value greater than the table r. So that the validity test of the promotion indicator is declared valid. Then in the reliability test producing a value of 0.652, the data is declared reliable because from the results of the pseudo-reliability test the variable is able to produce a value of > 0.60 . If the promotion is higher, consumers' buying interest in buying tea traditions at cifest walk in south Cikarang will be even greater. The hypothesis in this study is acceptable because the statistical results of the t test for the promotion variable obtained a calculated t value of 2.492 greater than 1.984. In addition, the result of calculating the significant value is smaller than the standard significant value that was previously determined to be 0.05 ($0.014 < 0.05$). Thus it can be seen that promotion has a partial positive and significant effect on consumers' buying interest in purchasing tea traditions in the cifest walk of south Cikarang.

2. The Effect of Product Price on Consumers Buying Interest

The product price variable is stated to have a positive influence on the consumer buying interest variable, this is shown by a regression efficiency value of 0.232 indicating that every increase of 1 unit, it will increase consumer buying interest, the increase in consumer purchases of tea tradition shops in cifest walk south Cikarang by 0.232 assuming fixed variables. Data processed using SPSS Version 23 and tested using validity testing resulted in a calculated r value greater than the table r. So that the validity test of the product price indicator is declared valid. Then in the reliability test producing a value of 0.711, the data is declared reliable because from the reliability test results all variables are able to produce a value of > 0.60 . If the price of the product is higher, consumers' buying interest in buying tea traditions in the cifest walk in south Cikarang will be even greater. The hypothesis in this study is acceptable because the statistical results of the t test for the product price variable obtained a calculated t value of 3.050 greater than 1.984 besides that the calculation result of the significant value is smaller than the standard significant value that was previously determined to be 0.05 ($0.003 < 0.05$). Thus it can be seen that the quality of the product partially has a positive and significant effect on the buying interest of consumers of the tea tradition in the cifest walk of south Cikarang.

3. The Effect of Product Quality on Consumers Buying Interest

The product quality variable is stated to have a positive influence on the consumer's buying interest variable, this is shown that each increase is 1 unit. It will increase consumer buying interest in the increase in consumer purchases of tea shop in cifest walk south cikarang by 0.252 assuming fixed variables. Data processed using SPSS Version 23 and tested using validity testing returns a calculated value of r greater than r of the table. So that the validity test of the product

quality indicator is declared valid. Then in the reliability test produces a value of 0.655, the data is declared reliable because from the results of the reliability test all variables are able to produce a value > 0.60 . If the quality of the product is higher, consumers' buying interest in buying the tradition in the cifest walk of south Cikarang will be greater. The hypothesis in this study is acceptable because the statistical results of the t test for the product quality variable obtained a calculated t value of 3.036 greater than 1.984. In addition, the result of calculating the significant value is smaller than the previously determined standard significant value of 0.05 ($0.003 < 0.05$). Thus it can be seen that the quality of the product has a partial positive and significant effect on the buying interest of consumers of the tea tradition shop in the cifest walk of south Cikarang.

CONCLUSION

Promotion has a positive and significant effect on consumers' buying interest, this shows that promotions carried out by tea tradition shops are able to attract consumers' attention to buy. This means that promotion can influence the buying interest of tea tradition shop consumers, so tea tradition shops must often provide various kinds of promotions so that more consumers to buy tea tradition products. Price has a positive and significant effect on consumers' buying interest. This means that the high or low level of product prices affects the buying interest of consumers of the tradition shop in cifest walk cikarang selatan. Consumers argue that when a product is offered at an affordable price, consumers will increase their interest in buying it at a tea tradition shop. Tea tradition shops must still offer affordable prices so that consumers are willing to buy tea tradition shop products. The quality of the product has a positive and significant effect on consumers' buying interest, this shows that the quality offered by the tea tradition shop in cifest walk cikarang selatan is good and able to attract the attention of consumers to buy. This means that consumers already believe in the quality of the products of the tea tradition shop in cifest walk cikarang selatan so that the tea tradition shop must maintain this even if it needs to be improved again.

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