# Relationship of Location, Price, and Promotion to Interest in Buying Gordyn at Soni Interior House

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| **A R T I C L E I N F O** | **ABSTRACT** |
|---|---|
| | This study aims to determine the relationship between Buying Interest Location at Soni Interior House, knowing the relationship to Buying Interest at Soni Interior House, knowing the relationship to Buying Interest at Soni Interior House, and knowing the relationship to Buying Interest at Soni Interior House House. The research methodology used is the descriptive quantitative method. The type of data used in this study is quantitative data, namely data obtained in the form of numbers or numbers. Sources of data in the form of primary data and secondary data. Primary data was obtained from the results of distributing questionnaires to shops that made purchases at the Promotion of Soni Interior House, secondary data was obtained from data and literature relating to the problems discussed. The research population that will be used in the study are all consumers who use the services of the company during the period 2016 to 2020 as many as 55,648 consumers. By using the Slovin formula with an error rate of 10%, the number of samples obtained is 100 respondents. Data were analyzed using the multiple linear regression analysis methods. The results of the analysis show that the location has a positive and significant relationship with buying interest in Soni Interior House.<br><br> |

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# INTRODUCTION

Business competition is a natural thing in the business world. Every entrepreneur is competing to offer a variety of superior products to make a profit. Facing existing business competition, entrepreneurs must understand in marketing their products to consumers to survive in business competition (Nasution & Rinaldi, 2021; Rezeki et al., 2020). Entrepreneurs are required to be able to determine a marketing strategy to survive in business competition. Every entrepreneur is required to work hard to advance their business by creating new strategies and innovations in their products to consumers (Ren et al., 2019). Basically, the more competition, the more choices for consumers to choose the desired product. In this case, customers are more careful in choosing new products offered by entrepreneurs (Huang et al., 2018).

The development of Indonesian economy is currently advancing rapidly, this development can be seen by the existence of increasingly sophisticated science and technology seen from various aspects such as the existence of social media to make it easier for entrepreneurs to market their products. However, along with technological developments, it will also have an impact on society and will likely increase business competition because every entrepreneur will of course use their best strategy techniques in bringing up various things that can gain attention and attract consumers to make purchases on the products they offer.

Buying Interest is a behavior carried out by different individuals, in deciding consumer purchase plans (Indika & Jovita, 2017; Sari, 2020; Satria, 2017), while according to Priyanti et al., (2017), Buying Interest is the tendency of consumers to buy a brand or take action. related to purchases as measured by the degree to which consumers are likely to make a purchase. Consumer behavior consists of all consumer actions to obtain, use and dispose of goods or services. Some consumer behavior is buying a product or service, providing information by word of mouth about an advertised product and service that has been informed to others, forgetting the product, and finding out information about the desired product.

Before making a decision, consumers often develop a desire to behave according to possible actions to be taken. Desire to behave can be interpreted as buying interest of consumers to behave according to their views in making decisions to dispose of and use products or services. Soni Interior House is a business shop which is located at Jalan Boom No. 5B, Helvetia Medan. Soni Interior House offers a wide range of products for residential interiors and one of the flagship products that are most focused on is the sale of Gordyn. Seeing the increasingly high level of competition in the sale of similar products, the sales of Soni Interior House have decreased from 2016 to 2020. Sales from Soni Interior House continued to decline from 2017 to 2021 where a very drastic decline in 2017 was also judged to be due to the influence of Covid-19. However, from 2017 to 2021, it was discovered that sales had decreased because consumers no longer made Soni Interior House the main alternative when they wanted to buy Gordyn. Buying interest is currently starting to divide due to the number of stores that offer similar products so that consumers have many choices. Based on the initial observations made, several things are suspected of causing a decrease in consumer buying interest which is directly related to the location, price, and promotions carried out by Soni Interior House.

A location is a place where entrepreneurs determine the location of their business and the choice of place is the most important factor in running a business (Bruce et al., 2005; Kurniawan, 2018). The problem with the location is that the location is not easily accessible or not easily found by consumers and also the location placed by the store is considered an area is known for its congestion, causing consumers to think again to go there (Agati et al., 2012; Melo et al., 2009). Price is defined by Kurniawan, (2018) as an exchange rate issued by buyers to obtain goods or services that have use value and their services (Balan et al., 2019; Kanjo et al., 2019). For the problem of Price, the prices for various products from Soni Interior House are considered more expensive than other shops even though they have the same quality for each product they offer.

Promotion is an attempt to convey messages to the public, especially target consumers regarding the existence of products in the market (Bashan, 1998; Firmansyah, 2020; Indika & Jovita, 2017). The problem with the promotion carried out by Soni Interior House is that promotional activities are considered rarely carried out by Soni Interior House in introducing their products so the products of this store are less well known by consumers.

## RESEARCH METHOD

The location of the research is Soni Interior House which is located at Jalan Boom No. 5B, Helvetia Medan. The time of research was carried out from March 2022 to April 2022. The research population that will be used in the study is all consumers who make purchases at Soni Interior

House during the 2021 period as many as 128 consumers. Because the population used is 128 consumers, the population will be reduced by using the Slovin sampling technique with a 95% confidence level and an error rate of 5%, which is 97 consumers. In this study, the method used is a questionnaire (questionnaire) which is distributed to all respondents. The data analysis technique used consisted of testing validity, reliability, classical assumption test (normality test, multicollinearity test, and heteroscedasticity test), multiple linear regression analysis, partial and simultaneous hypothesis testing, and testing the coefficient of determination(Liu et al., 2022; Tarman & Kilinc, 2022).

# RESULTS AND DISCUSSIONS

A normality test is conducted to test whether in a regression model the confounding variables or residuals are normally distributed or not (Rinaldi & Rahmadana, 2020). To see whether the residuals are normally distributed or not, it can be done by graphical analysis and statistical tests. The results of the One Kolmogorov-Smirnov test can be seen in table 1. as follows:

**Table 1.** One Kolmogorov-Smirnov Test

|  |  | Unstandardized Residual |
| --- | --- | --- |
| N |  | 97 |
| Normal Parameters[a,b] | Mean | .0000000 |
|  | Std. Deviation | 3.30013938 |
| Most Extreme Differences | Absolute | .046 |
|  | Positive | .046 |
|  | Negative | -.040 |
| Kolmogorov-Smirnov Z |  | .455 |
| Asymp. Sig. (2-tailed) |  | .986 |
| a. Test distribution is Normal. |  |  |
| b. Calculated from data. |  |  |

Based on table 1. above, it is known that the results of the One Kolmogorov-Smirnov normality test are greater than 0.05 (Sig F > 5%) so it can be concluded that the tested data is normally distributed. The results of the correlation analysis test can be seen in tables 3 and 4:

**Table 2.** Product Moment Correlation Test

|  |  | Location | Buying Interest |
| --- | --- | --- | --- |
| Location | Pearson Correlation | 1 | .285** |
|  | Sig. (2-tailed) |  | .005 |
|  | N | 97 | 97 |
| Buying Interest | Pearson Correlation | .285** | 1 |
|  | Sig. (2-tailed) | .005 |  |
|  | N | 97 | 97 |

Based on the table above, it can be seen that the location variable has a significant value that is smaller than 0.05, which is 0.004 so it can be concluded that the variables have a correlation relationship.

**Table 3.** Product Moment Correlation Test

|  |  | Price | Buying Interest |
| --- | --- | --- | --- |
| Price | Pearson Correlation | 1 | .398** |
|  | Sig. (2-tailed) |  | .000 |
|  | N | 97 | 97 |
| Buying Interest | Pearson Correlation | .398** | 1 |
|  | Sig. (2-tailed) | .000 |  |
|  | N | 97 | 97 |

Based on the table above, the price variable has a significant value that is smaller than 0.05, which is 0.005 so it can be concluded that there is a correlation between the variables.

**Table 4.** Product Moment Correlation Test

| | | Promotion | Buying Interest |
|---|---|---|---|
| Promotion | Pearson Correlation | 1 | .562** |
| | Sig. (2-tailed) | | .000 |
| | N | 97 | 97 |
| Buying Interest | Pearson Correlation | .562** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 97 | 97 |

Based on the table above, the promotion variable has a significant value that is smaller than 0.05, which is 0.005 so it can be concluded that there is a correlation between the variables. Multiple correlation analysis test results:

**Table 5.** Partial Hypothesis Testing

**Model Summary**b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | |
|---|---|---|---|---|---|---|---|---|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .637a | .405 | .386 | 3.353 | .405 | 21.140 | 3 | 93 | .000 |

a. Predictors: (Constant), Promosi, Lokasi, Harga
b. Dependent Variable: Minat Beli

From table 4. above, location, price, and promotion variables have a relationship with buying interest which is indicated by the value of Sig. F Change which is smaller than the significance value of 0.05. The magnitude of the relationship between location, price, and promotion variables on buying interest is 0.386 or 38.6%.

Based on the results of the research that has been done, in this discussion, the researcher will discuss the relationship between location, price, and promotion that has a relationship with buying interest which is indicated by the value of Sig. F Change which is smaller than the significance value of 0.05. The magnitude of the relationship between location, price, and promotion variables on buying interest is 0.386 or 38.6%. Location, price, and promotion variables have a significant value of less than 0.05 so it can be concluded that there is a correlation between the variables. Locations that are less easily accessible or not easily found by consumers and also the location placed by the store is considered an area is known for its congestion, causing consumers to think again about going there. Prices for various products from Soni Interior House are considered more expensive than other shops even though they have the same quality for each product it offers. Promotional activities are considered rarely carried out by Soni Interior House in introducing their products so the products from this store are less well known by consumers.

The results of this study are in line with research conducted by Andra & Soesanto, (2021) with the title The Effect of Store Image, Service Quality, and Price on Purchase Intention at Alya Farma Pharmacy Ngadiluwih Kediri where partially or simultaneously store image, service quality, and price have a positive and significant effect. to Purchase Interest. The results of this study are in line with research conducted by Setiawan et al., (2015) with the title Influence of Price and Product Quality on Interest in Buying Health Supplements K-Omega Squa (Case Study on Stockists of PT. K-Link Nusantara Branch Plaju Palembang) which partially or partially Simultaneous Price and Product Quality have a positive and significant effect on Purchase Intention (Nižetić et al., 2019).

The results of this study are in line with research conducted by Wulandari, (2016) with the title Influence of Price, Promotion, and Quality on Purchase Interest of One Med Alcohol Products in Jakarta where partially or simultaneously price promotion, and quality have a positive and significant effect on Purchase Interest. Thus, location, price, and promotion have a relationship

with consumer buying interest in the products offered where if the location and promotion have increased, the buying interest will increase, on the contrary, if the price has increased, the buying interest will decrease.

# CONCLUSION

Based on the results and discussion of the research, the authors summarize several conclusions, namely the results obtained from multiple correlation analysis, namely if the value of Location (X1), Price (X2), and Promotion (X3) is not valuable, then Buying Interest is a constant. With each increase in Location (X1) by one unit, Buying Interest will increase by b1. For every increase in Price (X2) by one unit, Buying Interest will decrease by b2. Each promotion (X3) increases by one unit, and Buying Interest will increase by b3. Suggestions that can be given by the author are to add research variables, for further researchers who want to research or continue this research, it is suggested to be able to continue research by looking for other variables that can influence purchasing decisions other than Pricing and Service Determination, for example, Service Quality, Product Quality, Price and other variables.

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