

The Influence of Sales Promotion and Quality of Tile Products on Consumers' Interest To Buy at CV Maestro Atop Bekasi

Isna Hanifah , Asim, Nurminingsih, Kwaranto Rohmawan

Respati University of Indonesia Business Administration Study Program

Email :Isnahanifah31@gmail.com,acim_madu1@yahoo.com ,

nings@urindo.ac.id,antorohmawan@gmail.com

ABSTRACT

Roofing businesses or businesses in Indonesia have developed quite rapidly in recent years, with various formats and types. In the midst of Indonesia's economic conditions which are experiencing difficult times, the roofing business can still survive because everyone definitely needs housing, for example. The Rooftop retail business has even more potential to develop, as evidenced by the proliferation of this business from big cities to small towns. CV. Maestro Atap Bekasi is a company that sells roof tiles, pvc, tile accessories. The purpose of this study was to determine and analyze the influence of sales promotion and product quality on consumer buying interest in CV. Maestro Roof Bekasi. There are several variables that are connected, namely Sales Promotion (X1), Product Quality (X2), and Purchase Interest (Y). This method uses quantitative methods. The population in this study is Consumer CV. Maestro Roof Bekasi with a total sample of 79 respondents. Data collection techniques by distributing questionnaires. The results of data analysis show that Sales Promotion has a positive and significant direct effect on Buying Interest. Product quality has a positive and significant direct effect on Purchase Intention. And UK Sales Promotion has a positive and significant direct effect on product quality.

Keywords: Effect of Sales Promotion and Product Quality on Purchase Intention.

INTRODUCTION

The growth of the property sector has increased with the existence of new housing clusters to support residential needs. Supporting facilities for residential needs such as cement, sand, bricks, one of which is tile. Tile is a type of roof covering that is much favored by most Indonesian people. Apart from being easy to find, the price of tile products is also relatively cheap so that it can be reached by all levels of society. The type of tile itself includes tile

ceramic tiles and concrete tiles. The use of tile in general is as a roof or cover of a building. Currently tile development is arranged according to the style, shape and color of the building.

The tile manufacturing industry sector has now become a leading industry that continues to grow and develop from time to time. As a leading industry, the roof tile industry has promising potential and is in demand by many consumers from various regions.

public because it is able to absorb a lot of manpower, so it has a sizeable role in driving the rate of regional economic growth. Selection of a good material for the roof covering is very important, but necessary be considered too

its economy in terms of the costs incurred for construction and the room temperature generated underneath by the roof so that a desired roof covering can be created. By paying attention to quality and sales promotion, entrepreneurs can compete with other business owners. In addition, product quality also affects consumer buying interest. Factors that influence consumer buying interest when buying a tile roof.

CV MAESTRO is one of the tile producing companies with the address at Jalan Raya Hankam No. 141 RT.004/RW.008 Jatiranggon Kec. Jatisampurna Bekasi City, West Java. This location is the center of the tile business in the Bekasi area.

In marketing the types of roof tile products at CV Maestro, they do various types of advertisements

by advertising on online social media such as Tokopedia, Facebook and Instagram. In addition, the roof modifies the internal temperature if its performance matches the selected properties it will make it possible to achieve and maintain a comfortable internal temperature over a wide range of external conditions. The roof is the only element, which is not protected from heat loads and is directly in contact with the sun (Priyatno, 2017)

Ceramic tile is a choice of roof coverings for buildings such as homes, offices, shops and so on.

Viewed from several aspects, the roof tile also has a functional aspect, an aesthetic aspect and a durability (Life Time) aspect.

1. Functional Aspect: Not leaking and strong and provides a sense of security and comfort
2. Aesthetics: The shape of the tile is precise (no sagging deformation) so that it looks neat when installed it must also be resistant to all weather, not

Fade and not fade.

3. In terms of Durability (Life Time):
Durable and long lasting for decades both functionally and aesthetically.

Ceramic tiles can have a long life time because they are the result of a production process through high temperature firing, generally 700 to 1,100 degrees Celsius so that stable and consistent ceramic tiles are obtained. Not only cramped tiles, as for concrete tiles, they are also no less good, there are many different types of concrete tiles, but in the age of concrete tiles, there is a time resistance so that the attractiveness and attention of consumers is that these tiles are less than optimal.

Based on the discussion above, promotion and product quality have a big impact on consumer buying interest. The author is interested in submitting a thesis entitled "The Influence of Sales Promotion and Product Quality of Roof Tiles on Consumer Purchase Interest at CV Maestro Atap Bekasi".

STUDY OF THEORY OF SALES PROMOTION

According to Kotler and Keller 2016 (in Benik and Ramadhan, 2018: 219) sales promotions are various short-term incentives to encourage trial or purchase of products or services including consumer promotions (such as samples, coupons and premiums), trade promotions (such as advertisements and display allowances), and business and sales force promotions (contests for salespeople). According to Laksana (2019: 129) Promotion is a communication from sellers and buyers originating from the right information that aims to change the attitude and behavior of buyers, who previously did not know to become familiar so they become buyers and still remember the product. According to Tjiptono 2008 (in Indratama, 2014: 1264) sales promotion is all forms of short-term offers or incentives aimed at buyers

Quick According to Kotler and Keller (2016: 272) Promotion indicators consist of:

1. Promotional Message Is a benchmark of how well the promotional message is carried out and conveyed to the market.
2. Media Promotion Is the media used by company To use carry out promotions.
3. Promotion Time Is the length of the promotion carried out by the company.
4. Promotion Frequency Is the number of sales promotions carried out at a time through sales promotion media.

PRODUCT QUALITY

According to Schiffman and Kanuk (2007), product quality is the ability of a company to provide an identity or characteristic to each of its products so that consumers can recognize these products. According to Kotler in Arumsari (2012: 44), most products are provided at one of four quality levels, namely:

low quality, medium average quality, good quality and very good quality. Some of the above attributes can be measured objectively. According to Ernawati (2019) that product quality is an important factor that influences every customer's decision to buy a product. The better the quality of the product, the more consumers will want to buy the product.

According to Wijaya (2011) there is eight indicators product quality, namely:

1. performance,
2. Beauty (esthetics),
3. Ease of care
And repair (serviceability),
4. uniqueness (features),
5. reliability,
6. durability,
7. Quality of conformance (quality of conformance),
8. Appropriate usability (fitness for use),

INTEREST BUY

Assael (2002) says that buying interest is a consumer tendency to

buy a brand or take action related to the purchase as measured by the level of consumer probability in making a purchase. According to Schiffman and Kanuk (Maghfiroh, Arifin, & Sunarti, 2016) suggest that interest is a psychological aspect that has a considerable influence on attitudes and behavior. So Schiffman and Kanuk explain that buying interest is defined as a form of real thought from the reflection of the buyer's plan to buy several units in a certain number of several brands that are available in a certain period of time. Kotler & Keller (2009) also argued that buying interest is a response or behavior from consumers towards something (object) by showing their desire to make purchases of that object.

According to Kotler and Keller (2012: 503), indicators of buying interest consist of:

- 1) Attention
- 2) Interest
- 3) Will (Desire)
- 4) Action

RESEARCH METHODS

The method used in this study is a survey method in which the authors distribute questionnaires for data collection. The approach used in this research is a quantitative approach.

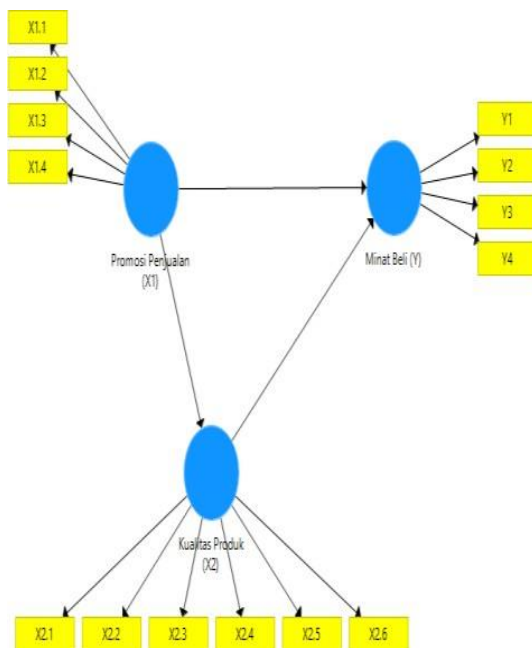
A sample is a portion or a certain number of samples taken from a population and examined in detail. the sample from this population uses the theory according to Hairs in Ferdinad (2014) which states that sampling is done by counting the number of indicators multiplied by five. For the number of indicators in this study there are 16 indicators. So the number of samples in this study is 16 times 5 yielded 80 samples. Of the 80 samples distributed to these consumers, 79 returned and 1 did not return. So the number of samples in this study is 79 samples.

RESULTS AND DISCUSSION

Hypothesis testing in this study uses the Partial Least Square method

(PLS). PLS is an alternative method of analysis with Structural Modeling (SEM) based on variance. The advantage of this method is that it does not require assumptions and can be estimated with a relatively small number of samples. The tool used is the SmartPLS version 3 program, which is specially designed for estimating structural models with a variance-covariance basis. The structural model in this study is shown in Figure 5.1 below.

Structural Drawing

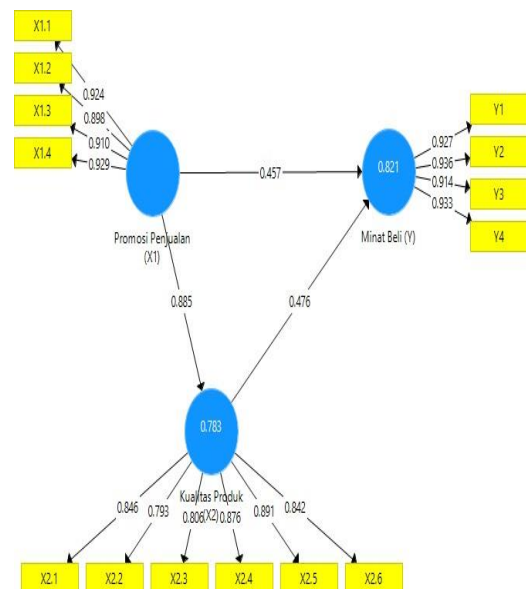


Evaluation of the Measurement (Outer) Model

1. Validity test

Reflective indicators are suitable for measuring perceptions, so this research uses reflective indicators. The table above shows that the loading factor gives a value above the recommended value, which is equal to 0.5. The smallest value is 0.793 for indicator X2.2, meaning that the indicators used in this research are valid or have met convergent validity. The following is a factor loading diagram of each indicator in the research model:

Loading Factor Research Model



Furthermore, reflective indicators also need to be tested for discriminant validity by cross loading as follows:

An indicator is stated valid if has loading

Table 5.3 Cross Loading

Indicateor	Prom osi (X1)	Quality as Product k(X2)	Interest at Buy (Y)
X1.1	0.924		
X1.2	0.898		
X1.3	0.910		
X1.4	0.929		
X2.1		0.846	
X2.2		0.793	
X2.3		0.806	
X2.4		0.876	
X2.5		0.891	
X2.6		0.842	
Y1			0.92
			7
Y2			0.93
			6
Y3			0.91
			4
Y4			0.93
			3

the highest factor to the intended construct compared to the loading factor to other constructs. The table above shows that the loading factor for the X1 indicator (X1.1, X1.2, X1.3, and X1.4) has a loading factor for the X1.4 construct which is higher than the other constructs. As an illustration, the loading factor X1.4 for X1 is 0.929, which is higher than the loading factor for X2, which is 0.891 in the X2.5 construct and Y is 0.936 in the Y2 construct. The same thing is also seen in other indicators.

Thus, latent constructs predict indicators in their block better than indicators in other blocks. Another method for looking at discriminant validity is by looking at the square root of average extracted (AVE) value. The recommended value is above 0.5. The following are the AVE values in this study:

Table 5.4

Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Sales promotion (X1)	0.838
Quality Product (X2)	0.710
Purchase Interest (Y)	0.860

The table above gives an AVE value above 0.5 for all constructs contained in the research model. The lowest value of AVE is 0.710 in construct X2 (Product Quality).

2. Reliability Test

The reliability test was carried out by looking at the composite reliability value of the indicator block

measure

composite

show

on output:

Table 5.5 Composite Reliability

	Composite reliability
Promotion Sales (X1)	0.954
Quality Product(X2)	0.936
Purchase Interest (Y)	0.961

The table above shows that the composite reliability value for all constructs is above 0.7 which indicates that all constructs in the estimated model meet the discriminant validity criteria. The lowest composite reliability value is 0.936 in construct X2 (Product Quality)

satisfactory if above 0.7. The following is the value of composite reliability

construct.

reliability

mark

Results

will

Which

Table 5.6 Cronbach's Alpha

	Cronbach's Alpha
Promotion Sales (X1)	0.935
Quality Product(X2)	0.918
Purchase Interest (Y)	0.946

The recommended value is above 0.6 and in the table above shows that the Cronbach's Alpha value for all constructs is above 0.6. The lowest value is 0.918 in variable X2 (Product Quality)

Structural Model Testing (Inner Model)

After the estimated model meets the criteria for the outer model, then testing the structural model (Inner Model) is carried out. The following is the R-Square value in the construct:

Table 5.7 R-Square

	R-Square	R-Square Adjusted
Quality Product (X2)	0.783	0.780
Interest Buy (Y)	0.821	0.816

The table above gives a value of 0.780 for the construct

Product Quality (X2) which means that it is able to explain the product quality variance of 78%. The R value is also found in buying interest which is equal to 0.816 with a percentage of 81.6%. Hypothesis testing is as follows:

Hypothesis testing

	Original sample (O)	until mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P VALUE S	KET
Sales Promotion (X1) -> Interest Buy (Y)	0.885	0.879	0.039	22,646	0.000	Significant
Product Quality (X2) -> Interest Buy (Y)	0.457	0.447	0.112	4,089	0.000	Significant
Sales Promotion (X1) -> Quality Product (X2)	0.476	0.483	0.115	4.151	0.000	Significant

Proving the Hypothesis 1 :Promotion

Salepositive effect

Statistics as big 22,646 (>1.96). The original sample estimate value is positive which is equal to 0.885. Which shows that relationship Sales Promotion (X1) with Buying Interest (Y) is positive. Thus the H1 hypothesis in this study which states that Sales Promotion (X1) has a positive and significant effect on Purchase Intention (Y) is accepted.

The table above shows that the relationship between Product Quality (X2) and Purchase Intention (Y) is significant with the T-Statistic

with Buying Interest (Y) is positive. Thus the H2 hypothesis in this study which states that Product Quality (X2) has a positive and significant effect on Purchase Intention (Y) is accepted.

1. Proof of Hypothesis 3: Promotion Sale positive and significant effect on product quality

The table above shows that the relationship between Sales Promotion (X1) and Product Quality (X2) is significant with a T-Statistic of 4,151 (> 1.96). The original sample estimate value is positive, which is equal to 0.476 which indicates that the relationship between Sales Promotion (X1) and Product Quality (X2) is positive. Thus the H3 hypothesis in this study states that Sales Promotion (X1) has a positive effect and significant to Quality Product (X2) received.

of 4,089 (> 1.96). The original sample estimate value is positive, which is equal to 0.457 which indicates that the relationship between Product Quality (X2)

CONCLUSIONS AND SUGGESTIONS

CONCLUSION

Based on SEM (Structural Equation Modeling) analysis and the discussion that has been carried out in this study, there are several conclusions as follows

:

1. The results of the data analysis show that Sales Promotion has a positive and significant direct effect on Purchase Intention. This means that if the sales promotion is good, it will affect the increase in buying interest which is getting better. Vice versa if the sales promotion is bad it will affect the decrease in Buying Interest.

2. The results of data analysis show that product quality has a positive and significant direct effect on purchase intention. This means that if the product quality is good, it will affect the increase in buying interest. Vice versa if the quality of the product is low, it will have an impact on decreasing Buying Interest.
3. The results of the data analysis show that UK Sales Promotion has a positive and significant direct effect on product quality. This means if the Sales Promotion is good then will influence increase in Buying Interest . Vice versa if the quality of the product is low, it will have an impact on decreasing Buying Interest.

SUGGESTION

Based on results research obtained, the suggestions given are as follows:

1. Roofing Maestro CV should be

in making promotions sale stage promotions on social media such as Instagram, Shopee, Facebook which are widely used by many people.

2. Employees at CV Maestro roofing should carry out Quality Control on a regular basis for increase quality products so that the interest of consumers increases.
3. In increasing consumer buying interest at CV Maestreroof should Pay attention to things that make consumers more interested, namely by give it vouchers shopping, warranty on the product.

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