THE INFLUENCE OF PRODUCTS, PRICES, SALES PROMOTIONS, DIRECT AND DIGITAL MARKETING ON BUYING INTEREST

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ABSTRACT

This study aims to determine the effect of product, price, sales promotion, direct and digital marketing on buying interest simultaneously and partially on Nimco Royal Store consumers. In addition, this study also aims to determine whether there are differences in consumer perceptions of the independent variables of the study when viewed from demographic factors (age, gender, pocket money). Purposive sampling is a sampling technique in this study. Research data was obtained by distributing research questionnaires about products, prices, sales promotions, direct and digital marketing, and buying interest to 100 respondents. Multiple Linear Regression Analysis, F test, t test, and Mann Whitney test are data analysis techniques in this study using the IBM SPSS Statistics 16 application.

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1. INTRODUCTION

Distro (distribution outlet) is a type of clothing store that sells clothes and accessories that are deposited by clothing makers and some are self-produced. This creative industry company that became famous since 2000 provides clothing products (shirts, t-shirts, jackets, etc.), shoes, sandals, hats, bags and accessories (bracelets, necklaces, belts, etc.). These products are designed in a simple manner but attract the attention of consumers who are men and women with an age range of 15 to 30 years.

According to Kotler and Keller, marketing management is the art and science of determining target markets and getting, keeping, and growing consumers through creating, delivering, and communicating product benefits to consumers. Marketing management is one of the four pillars of management. Marketing management has a very important role for the company[1]. You can imagine what would happen if a company could produce goods or provide services but the company could not market it, what happened was that the company would store most of its products in warehouses. This happens because the benefits of these products are not optimally conveyed to consumers due to the lack of a marketing management role in the company, which results in a lack of encouragement from the company towards consumer buying interest.[2].

One of the marketing management strategies used by marketers to influence consumer perceptions in order to encourage buying interest is the marketing mix. The marketing mix is a group of marketing tools that the company uses together to produce what the target market wants and needs[3], [4]. Product, price, distribution and promotion are the four elements of the marketing mix. Product is defined as anything that can be offered in the market to get attention and demand that will satisfy the wants and needs of the market. Price is defined as the amount of sacrifice paid by consumers to get the benefits that exist in a company's product. Distribution is defined as a strategy implemented by the company regarding how the products offered by the company can be easily reached by consumers. Promotion is defined as all activities carried out by the company to communicate the value of the product to consumers[5]–[7].
In the marketing mix itself there is a more detailed strategy regarding promotion, namely the promotion mix, a more specific description of the marketing mix regarding the promotional tools used by companies to communicate persuasively to consumers in conveying customer value and building relationships with their customers. There are five elements in the promotion mix, namely advertising, sales promotion, direct and digital marketing, face-to-face selling, and public relations. Advertising is a non-personal presentation of products carried out by sponsors with known long-term effects[8], [9]. Sales promotion is any short-term promotional activity designed in such a way that it can directly support other promotional activities. Direct and digital marketing are marketing activities that directly involve individuals from the target market and consumer community to get an immediate response and build long-term relationships with consumers.[10], [11].

This business that belongs to the creative industry is growing because of the many young souls who want to pour their creativity and educational knowledge so that they can become entrepreneurs. The encouragement from the government which has made the creative industry one of the leading industries in Indonesia has also made more and more entrepreneurs want to enter the creative industry business. Based on the research conducted by Veronika with the title "The Influence of Advertising and Brand Image on Consumer Buying Interest, with Brand Image as a Mediation Variable". This study uses descriptive analysis, classical assumption test, regression analysis of mediating variables with the Casual Step method, and t test as a research test tool. The results showed that brand image did not mediate between advertising and consumer buying interest.

2. METHOD
2.1 Types of research
Associative and comparative research is one of the three types of research contained in explanatory research. Therefore, this type of research is a comparative quantitative associative research, because this research was conducted to find the relationship between the independent and dependent variables, to compare between variables and samples, and the data in this study was in the form of numbers.

2.2 Subject and Object
Research subjects are the parties used as samples in a study. The sample is consumers who have visited the Nimco Royal Store at least once and have experienced the performance of sales promotion media as well as direct and digital marketing of the Nimco Royal Store. The object of research is the nature of the state of an object, person or object that is the center of attention and research target. The object of research in this study is consumer buying interest as a result of product strategies, prices, sales promotions, as well as direct and digital marketing of Nimco Royal Store.

2.3 Research variable
The dependent variable in this study is buying interest which is consumer behavior where consumers have a desire to choose and consume a product. In this study there are four independent variables, namely: product, price, sales promotion, direct and digital marketing.

2.4 Sampling technique
In this study the researcher will use one technique, namely the non-probability technique, because in this study the number of population members is not limited. The non-probability sampling technique is a sampling technique in which each element in the population does not have the same chance or opportunity to be selected as a sample, even the probability of certain members to be selected is not known. In this study, the sampling method used purposive sampling, namely the technique of determining the sample with certain considerations in accordance with the objectives desired by the author.

2.5 Data source
Sources of data used in this study are primary data and secondary data, where primary data is data obtained and collected from consumers of Nimco Royal Store obtained from questionnaire results. Secondary data is data obtained from websites, blogs, and literature studies.

2.6 Data collection technique

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In this study the author will use the questionnaire and interview methods. To obtain data, the questionnaire in this study was distributed to research respondents with criteria such as in the sampling technique section. The measurement scale in this study uses a Likert scale.

2.7 Data analysis technique

In this study, the researcher will use multiple linear regression analysis as a research test tool which is intended to predict how the condition (up and down) of the dependent variable will be, if two or more independent variables as predictor factors are manipulated (increase in value).

3. RELUST AND DISCUSSION

3.1 Characteristics of Respondents

Respondents (sample) in this study are consumers who have visited the Nimco Royal Store at least once and have experienced the performance of sales promotion media as well as direct and digital marketing of the Nimco Royal Store. The discussion on the characteristics of respondents is used to find out the general description of respondents based on age, gender, pocket money. The author classifies age into two groups, namely respondents with age below or equal to 20 years (18-20 years) and respondents with age above 20 years (21-23 years).

Graph 1. Characteristics of Respondents by Age

The conclusion that can be drawn from the graph of 1 respondent with an age below or equal to 20 years is greater by 51% compared to consumers who have an age of over 20 years which is 49%. The author classifies gender into two groups, namely male and female.

Graph 2 Characteristics of Respondents by Gender

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Based on graph 2, it can be concluded that most of the research respondents are men with a percentage of 62% compared to women with a percentage of 38%. The author classifies pocket money into two groups, namely below Rp. 1,500,000 and above or equal to 1,500,000.

Graph 3 Characteristics of Respondents Based on Pocket Money

The conclusion that can be drawn from graph V.3 is that the number of respondents who have pocket money above or equal to Rp. 1,500,000 is 59%, while respondents who have pocket money below Rp. 1,500,000 are smaller, namely 41%.

3.2 Where did the respondent know Nimco Royal Store

The author classifies from where respondents know Nimco Royal Store to be friends, family, social media, and themselves.

Graph 4 Characteristics of Respondents Based on Where Respondents Know Nimco Royal Store

Based on graph 4, it can be concluded that of the 100 research respondents, 68% knew about Nimco Royal Store from their friends. While 14% from social media, 12% from self, and 6% from family.

3.3 F test (Simultaneous test)

Consumer perceptions of products, prices, sales promotions, as well as direct and digital marketing have a simultaneous effect because (10,815 > 2.47). That way products, prices, sales promotions, as well as direct and digital marketing will affect consumers' buying interest if they are functioned together. The respondents in this study have ages from 18 to 23 years, it is likely that most of the respondents are still students or college students.

Every day consumers will be exposed to hundreds or even thousands of brands with their respective advantages. Consumers certainly don’t remember all these brands or maybe just remember the benefits but don’t know the brand. Of course this also applies to teenage consumers who are easily persuaded by advertisements, especially in terms of visuals and are greatly influenced by sales pitches, because the

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brands that stay in the minds of consumers are certainly brands that are unique compared to other brands. This causes the company to have to combine the uniqueness of the product by communicating it so that the company is able to stimulate consumer buying interest in the products offered, especially in dealing with consumers who are easily influenced by sales pitches and advertisements, especially in terms of visual, extravagant, and impulsive.

3.4 T test (Partial Test)

Consumer perceptions of the product have a partial effect on buying interest because tcount > ttable (4.302 > 1.661). The results of the partial test of the price variable also show the same thing because tcount > ttable (2.442 > 1.661). Consumer perceptions of sales promotions do not partially affect buying interest because tcount < ttable (0.303 < 1.661). While the results of the partial test of direct and digital marketing variables also showed no effect because tcount < ttable (1.135 < 1.661). The possible cause of this is the product and price are the two main elements that consumers will never miss when deciding which product to buy.

When someone wants to buy a product, a very common and rarely overlooked consideration is what are the benefits of the product and how much money should be paid, even for extravagant people like the characteristics of teenage consumers that have been described in the simultaneous test section. While sales promotion and direct and digital marketing are not the main elements that consumers must always consider when buying a product, even though the characteristics of adolescent consumers are that they are easily influenced by advertisements, especially in visual forms such as advertisements on mobile phones, social media, television, and others. The best promotion and advertising will not influence consumers to buy the company's products because the main considerations of consumers in buying interest are products and prices.

3.5 U Test (Different Test)

There is no difference in consumer perceptions in terms of age, gender, and pocket money on products, prices, sales promotions, as well as direct and digital marketing. This is statistically proven where all the different tests performed get the results Zcount > -Ztable or sig. > 0.05. The possible cause of this is the distribution market is a niche market. According to Kotler and Armstrong, a niche market is a small segment that is used as a target market by a company because it has special needs that are more specific than other segments. These special needs arise because not many companies offer the products they need, so that companies that focus on the niche market will avoid the competition of other companies. Niche markets have a high level of enthusiasm for the specific products they need. As a result, the niche market is likened to a big fish in a small pond, not a small fish in a large pond.

4. CONCLUSION

The purpose of this study was to determine whether or not there is an influence of consumer perceptions on products, prices, sales promotions, as well as direct and digital marketing on buying interest simultaneously and partially. After testing, the research results were found as follows: Consumer perceptions of products, prices, sales promotions, as well as direct and digital marketing have a simultaneous effect on buying interest. Consumer perceptions of products and prices partially affect buying interest. Consumer perceptions of direct and digital sales promotions and marketing have no partial effect on buying interest. There is no difference in consumer perceptions in terms of age, gender, and pocket money on the product. There is no difference in consumer perceptions in terms of age, gender, and pocket money on prices.

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