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THE INFLUENCE OF PRICE, LOCATION, AND PROMOTION ON BUYING INTEREST: COFFEE NAKO CIBUBUR

Hasanudin[1], Delia Maretha Puspitasari[2]

Management S1, National University

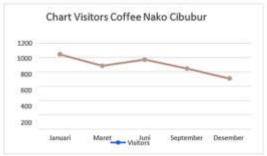| ARTICLE INFO	ABSTRACT
Keywords: Price, Locations, Promotion, Buying Interest.	The purpose of this research is to examine how selling aspects like price, place, and promotion influence consumer demand for Nako Cibubur Coffee. This study includes primary and secondary data via questionnaires mailed to 100 participants. Multiple linear regression is the analytical method used. Multiple linear regression analysis demonstrates that pricing has a statistically and practically big positive influence, that location has an effect, and that advertising has an effect on consumers' intentions to make a purchase. Results from this research suggest that Nako Coffee Cibubur's Price, Location, and Promotion may pique the curiosity of customers who already like Nako Coffee because of its quality and taste.
E-mail: hasanudinsadikin910@gmail.com deliamrtha@gmail.com	

1. INTRODUCTION

The process of developing the business world very rapidly at this time has led to increasingly fierce market competition. With this market competition, a business organization (company) is required to be able to take appropriate steps to adapt to the very dynamic changes in business advertising. In Cibubur, there are many people from various social classes, religions, educational backgrounds, occupations, and incomes. Prices in stores or mini-marts have a tendency to be more expensive than prices elsewhere. However, it is possible that the shop or mini market for souvenirs will be crowded with consumers if the management is able to understand consumer behavior. In an effort to achieve good marketing objectives, it is necessary to have the right marketing strategy, including the determination of prices by paying attention to changes in consumer behavior. The decrease in the number of consumers who visit the store or minimarket will be followed by a decrease in the amount of income for the store or minimarket. As a result, sales turnover will also decrease. Consumers will prefer strategic shopping locations that are easily accessible by public transportation or spend their money at other supermarkets that offer lower prices.

Graph 1. Chart Visitors Coffee Nako Cibubur

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From the graph above, the end of Kopi Nako Cibubur has fluctuated. Consumer visits to Kopi Nako Cibubur have increased and decreased, but not too much in the period from January to June. Meanwhile, a drastic decrease in visitors occurred in September and December. According to employees, the decline in visitors was caused by the implementation of Community Activity Restrictions (PPKM). This makes consumers unable to dine in, while the average Nako coffee consumer is a teenager who predominantly chooses to enjoy coffee on the spot rather than take it home. Of course, in running a business, the company must be able to meet the needs of the community in accordance with the interests of the community, with a good brand image, perception of prices that are in accordance with the community's economy, and attractive promotions that will make people buy the products offered. Price can influence consumers in making decisions to purchase a promotional product and is one of the determinants of the success of a marketing program. According to (Tjiptono, 2008), if products have good quality and consumers do not know or doubt that the product will be useful for them, then they will not buy it. Apart from price, location is an important choice for every business. Location is a major factor in the marketing mix. Choosing an appropriate location and strategy for a place to run a business will attract consumers more than the location of a less strategic place of business. According to Tjiptono (2005), promotion is a product marketing activity with the aim of disseminating information, influencing, persuading, and reminding the target market to be willing to accept, buy, and be loyal to the product. Promotional media are often used to convey information about advertising products. Advertising is one of the media used by companies. It can be described according to its purpose, among others, to provide information and persuade consumers (Tjiptono, 2008).

2. LITERATURE REVIEW
Marketing Theory
Marketing is the science and art of exploring the social or managerial processes by which individuals or organizations obtain what they need by creating, offering, and exchanging products with others with the aim of building strong relationships with customers and obtaining value from customers or consumers. (Kotler & Keller, 2016:5) revealed that it has been proven to provide a formal definition of marketing. In short, marketing is a functional organization or set of processes that create, deliver, and deliver de facto value to customers, which benefits the organization and its stakeholders.

Consumer Behavior Theory
(Kotler, 2005:206) reveals that consumer behavior as a study of purchasing units can be individuals, groups, or organizations. Each unit forms a market, so that there will be individual or consumer markets, group buying units, and business markets formed by the organization. (Akhmal et al., 2018) revealed that marketers must also understand consumer similarities and consumer behavior because they all have diversity so that marketers can successfully market their products. Marketers need to understand why and how consumers will decide to consume. This allows marketers to understand consumer behavior and predict how they will react to the information they receive, enabling them to develop appropriate strategies.

Buying Interest
According to (Kotler & Keller, 2012), as cited in (Priansa, 2017:164), "Purchase interest is consumer behavior that occurs when a person observes something that makes them want to buy something." Specifically, "Purchase interest is consumer behavior that appears in reaction to objects that signal a person's intention to make a purchase," as stated by Latief (g Interest (Kotler & Keller, 2012) in (Priansa, 2017:164). Customers may be enticed to make a purchase based on where a business chooses to set up shop, as suggested by Latief (2018). On the other hand,

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"purchase interest is one of the attitudes of a person's attitude model towards the object of goods," as stated by (Schiffman, L. & Kanuk, 2008) in (Priansa, 2017:164), is "particularly suitable in measuring attitudes towards certain groupings of products, services, or brands."

Price

Affordability, price appropriateness in relation to product quality, price competitiveness, and price appropriateness in relation to benefits are the four dimensions of price identified by Kotler and Keller (2012). Price appropriateness, price accessibility with product quality, price appropriateness, and price competitiveness, with benefits are the four pillars of pricing strategy, as outlined by Akhmad (to Kotler & Keller (2012). "Price is the amount of money value that consumers exchange in order to obtain benefits and own or utilize a product or service," writes Akhmad (2015:107). One of the factors that defines a company's income and the volume of items that may be marketed to customers is price, which "is a number of costs that are postponed by producers to consumers in order for them to be able to enjoy the things created by the company" (Armstrong & Kotler, 2003).

H1 :Price Has a Positive and Significant Effect on Interest in Buying Nako Cibubur Coffee.

Location

Lupiyoadi (2013) explains that "location" refers to the physical place where a company's administrative offices and primary business activities must be located. Accessibility, visibility, traffic, parking space, growth, environment, competition, and government laws are all important considerations when choosing a location, as outlined by Tjiptono (2014). Lupiyoadi (2001) explains that a company's location is determined by the choice it makes about where its activities and employees will be based. When deciding on a specific spot or area, it's important to keep in mind the following factors (Hurriyati, 2005:57).

H2 : Location Has a Positive and Significant Influence on Interest in Buying Nako Cibubur Coffee

Promotion

Promotion is the act of introducing or making available a product to consumers in the hopes that they would show interest in making a purchase, or of encouraging customers who have already made a purchase to make more purchases. With promotions made by the company for the product, it is expected to influence consumers to make a purchase (Schiffman & Kanuk, 2004). Promotion can also be interpreted as "activities in communicating sales information to buyers or other parties in marketing channels to influence attitudes and behavior" (Assauri, 2015:294). The researcher concludes that promotion is used by the industry to influence consumers, provide information, remind them, and build the right relationship between the industry and the buyer until the product offered affects the buyer. The conclusion is that it is a mixed advertising and marketing variable to use. Tjiptono (2008) states that the promotion indicators consist of: advertising, personal selling, sales promotion, and public relations. According to Ratela & Taroreh (2016), there is a positive influence of promotions on purchasing decisions.

H3 : Promotion Has a Positive and Significant Effect on Interest in Buying Nako Cibubur Coffee

3. METHOD

The two primary foci of this study are the independent and dependent variables, respectively. Nako Cibubur Coffee Drinkers in DKI Jakarta City were the focus of the study. Since the researcher is interested in using demographic data and research samples, a quantitative questionnaire is being employed for this study. Empirical research (survey research) employing

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a non-probability sampling strategy falls under this category. SPSS is then used to analyze the data.

4.   RELUST AND DISCUSSION
4.1   Results Test

Table 1. Test results Validity

Statement	r count	r table	Information
Price (X1)	0.703	0.195	VALID
Location (X2)	0.726	0.195	VALID
Promotion (X3)	0.714	0.195	VALID
Interest Buy (Y)	0.582	0.195	VALID

Table 1 displays the outcomes of a validity analysis conducted on a sample of 100 respondents, concluding that the three variables under consideration (price, location, and promotion) are indeed valid. This can be seen in the calculation results of the table, where r count > r table.

Table 2 . Results Test Reliability

No	Variable	Cronbach Alpha	Limitation	Information
1.	Price (X1)	0.702	0.6	Reliable
2.	Location (X2)	0.690	0.6	Reliable
3.	Promotion (X3)	0.615	0.6	Reliable
4.	Interest Buy (Y)	0.768	0.6	Reliable

Cronbach's alpha values for Price, Location, and Promotion are all more than 0.6, as seen in Table 2. Because of this, the value of the measuring instrument is reliable and can be said to have met the reliability requirements.

Table 3 . Test Normality *One-Sample Kolmogorov-Smirnov Test*
One-Sample Kolmogorov-Smirnov Test

		Unstandard
N		100
Normal Parameters [a,b]	mean	0.0000000
	Std. Deviation	1.00796787
Most Extreme Differences	Absolute	0.053
	Positive	0.053
	negative	-0.042
Test Statistics		0.053
Asymp . Sig. (2-tailed)		,200 [c,d]

Table 3 reveals that the Asymp value characterizes a probability level when purchasing enthusiasm is the Y variable. Significance level of 0.200 (2-tailed) larger than 0.05 indicates that the data in this study are normally distributed across the three independent variables (X1, X2, and X3) representing Price, Location, and Promotion, respectively.

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Table 4 . Test Multicollinearity

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Price	0.510	1,926
Location	0.734	1.363
Promotion	0.547	1,827

Prices have a 0.510 tolerance, locations have a 0.734 tolerance, and promotions have a 0.547 tolerance, as seen in table 4. Meanwhile, the VIF values for the three other variables are as follows: location (1.363), promotion (1.827), and price (1.926). Due to the fact that the VIF value for all independent variables is less than 10, and the tolerance value for all independent variables is more than 0.1, we may conclude that the regression model does not establish multicollinearity between the independent variables.

Table 5 . Test Heteroscedasticity

Model	t	sig
(Constant)	1.022	0.310
Price	0.978	0.331
Location	-1,316	0.191
Promotion	0.071	0.943

Table 5 displays the results of the heteroscedasticity test, which reveals that the independent variables have the following standard deviations (sig.): Price (X1), 0.331; Location (X2), 0.191; and Promotion (X3), 0.943. Since the Glejser model obtained a significant result greater than 0.05, then the data of this study will not experience heteroscedasticity so that this research can be continued.

Table 6 . Test Autocorrelation

Model	R	R Square	Adjusted R Square	Std. Error of theEstimate	Durbin-Watson
1	.755 [a]	.569	.556	1.02360	2018

The Durbin-Watson (DW) value is 2.018, as seen in table 6. When there are 96 respondents (N) and three independent variables (K), we can get the following conclusion. So if the value of dL = 1.603 and the value of dU = 1.713, then the value of 4-dU = 2.287. If it is included in the criteria so that the results are dU DW 4-dU (1,713 2,018 2,287), it means that the regression model obtained does not exhibit autocorrelation.

Table 7 . ANOVA test

Model	Sum of Squares	df	mean Square	F	Sig.
Regression	132,976	3	44,325	42,305	.000 [b]
Residual	100,584	96	1.048		
Total	233.560	99			

Table 7 demonstrates that the computed F value is 42,305, and the corresponding significance level is 0.000. A significant influence on the Purchase Interest variable (Y) may be attributed to the variables of price (X1), location (X2), and promotion (X3), as shown by the sig

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value of 0.05, which allows us to infer that the model used in this study is both significant and practical for future research.

Table 8 . Coefficient Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.755 [a]	.569	.556	1.02360	1,801

The R2 value of 0.569 is shown in table 8. This indicates a 0.569 degree of association between the dependent and independent variables, and that price, location, and sales promotion account for 56.9% of the variance in consumer interest among those who purchase Nako Cibubur coffee, while other factors account for 43.1% of the variance. outside the scope of the already used regression model.

3.2 Discussion

Table 9 . multiple linear Regression Model

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	39,986	1.198		3.328	.001
Price (X1)	.185	.080	.219	2,329	.022
Location (X2)	.182	.051	.279	3.566	.001

Table 9 shows that the t-count price (X1) influences consumer demand for Nako Cibubur coffee in a favorable and somewhat meaningful way. The t-table showing 2.329 > 1.984 shows this to be the case, and the p-value for this hypothesis is 0.022 (less than 0.05). This indicates that pricing has an effect on consumer demand. If the price of Nako Cibubur coffee is reasonable and in line with the quality it provides, then more people will want to buy it. Consumers are more likely to be interested in buying Nako Cibubur coffee if the pricing is reasonable and in line with the quality it provides. Findings from this study corroborate those of Aditya Sasabilla (2021), who found that prices have a positive and statistically significant impact on consumers' propensity to make a purchase.

Nako Cibubur coffee demand fluctuates with the t-count value of the location variable. The significance level is less than 0.05, hence the t-table result of 3,566 > 1,984 equals 0.001. This indicates that the demand for Nako Cibubur coffee is significantly influenced by geography. Choosing a location requires thinking about things like visibility, accessibility, government regulations, expansion, traffic, parking space, environment, and competition. By considering these elements, the consumer's propensity to make a purchase will manifest as a reaction to a tangible object. The findings of this study are consistent with those of Yusuf et al. (2022), who found that the location of Basuki Rachmat's Pilu Coffee in East Jakarta had a favorable and statistically significant effect on consumer interest. These findings agree with this study.

On the other hand, the t-count value of Promotion (X3) has an effect on buying interest in Nako Cibubur coffee. This is indicated by the results of the t-count 4.505 > 1.948 t table and the significance level is less than 0.05, which is 0.000. This means that promotion has a positive and significant effect on buying interest in Nako Cibubur coffee. Any interesting promotions for Nako coffee products in Cibubur will increase buying interest. Promotion can also be interpreted as "activities in communicating sales information to buyers or other parties in marketing channels to influence attitudes and behavior" (Assauri, 2015:294). The results of this study are in line with

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the results of research conducted by Ratela & Taroreh (2016), which states that promotion has a positive and significant effect on purchasing decisions.

5. CONLUSION

The findings indicated that the price of Nako Cibubur Coffee significantly influenced consumers' propensity to make a purchase. Furthermore, there is a positive and statistically significant relationship between where you are and your intent to purchase Nako Cibubur coffee. The authors also discovered that advertising increased consumers' willingness to buy Nako Cibubur Coffee. Customers often attribute a product's high price to its excellent quality, so pricing can be used as a barometer of interest. A person's level of intentionality and self-reflection before making a purchase can be affected by the asking price. Choosing a location requires thinking about things like visibility, accessibility, government regulations, expansion, traffic, parking space, environment, and competition. By considering these elements, the consumer's propensity to make a purchase will manifest as a reaction to a tangible object. A successful advertising campaign will pique customers' interest in a given brand, increasing the likelihood that they will make a purchase. It is recommended that Kopi Nako keep the same prices, locations, and promotions that have been in place up until now; keep the same strategies that have been implemented at affordable prices by consumers in order to increase purchases; keep the same concept of promotion so that it remains appealing and new for consumers of Kopi Luwak white koffie; and keep the doors open for more customers to come in and buy more. The public's interest can be piqued and the number of purchases made through a variety of promotions, such as those in the mass media or on social media.

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