

# The Influence of Marketing Communication on Consumer Interest in BNKP PLKTIN Gunungsitoli

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Marketing communication is a means by which companies try to inform, persuade and remind consumers directly or indirectly about the products and brands being marketed. This study aims to determine the effect of marketing communication on consumer interest in PLKT BNKP in Gunungsitoli. Effective marketing communication can increase consumer interest and influence their purchasing decisions. This study uses a quantitative method with data analysis techniques using SPSS to determine how much influence it has. The sample in this study was 30 respondents, namely employees and customers at PLKT. The results of the study showed that there was an effect of marketing communication on consumer interest in PLKT in Gunungsitoli, namely where the test of variables X and Y was declared valid because the result of the calculated  $r$  of 0.742 was greater than the  $r$  table, which was 0.361. In addition, the large influence of marketing communication was obtained by an average respondent answer of 6.42 with good criteria. Consumer interest in PLKT was obtained by an average respondent answer of 7.24 with good criteria. Thus, marketing communication has a significant influence on consumer interest. This means that marketing communication has an effect on consumer interest so that it can increase profits for the company. These findings suggest that an effective marketing communication strategy is the key to increasing overall consumer interest.

**Keywords:** Marketing communications, Consumer interest, Influence.

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## 1. Introduction

Marketing strategies in the business world have a very important role in the stage of forming consumer awareness and understanding. A business needs to plan the right strategy so that it is easily accepted by the public. The strategies used by companies vary, such as offering products with attractive packaging, affordable prices, or strategic sales locations. In addition, there are also marketing strategies in the form of advertising in a number of media. These different marketing strategies are used not only to show the existence of a product but also to highlight the advantages of the product so as to create a desire to buy it.

The business world is engaged in various fields of business, such as services, construction, furniture and so on. For construction and furniture businesses, there is something interesting, namely in terms of production and quality furniture models that follow current trends.

Marketing communications (*marketing communication*) is a means by which companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands sold. The term "Marketing Communication" has two main elements, namely: 1) Communication: The process by which thoughts and understandings are conveyed between individuals, or between organizations and individuals. Communication as the process of delivering messages which are ideas or information from the

sender through a medium to the recipient so that they are able to understand the sender's intentions. 2) Marketing: A set of activities in which companies or other organizations transfer values (exchange) about product information, services and ideas between them and their customers.

Purchase interest is part of the consumer behavior component in consumption attitudes, the tendency of respondents to act before the purchase decision is actually implemented. While repurchase interest is a purchase interest based on past purchase experiences. Purchase interest (*purchase intention*) is something related to consumer plans to buy certain products or services, as well as how many units of the product or service are needed in a certain period. It can be concluded that consumer purchasing interest is formed because of the desire or interest to buy up to the decision to buy a product.

Agus M. Hardjana (2020: 175), said that interpersonal communication is an interaction that takes place face to face between two or more people, where the sender of the message can convey the message directly and the recipient of the message can also receive and then respond to the message directly. A similar opinion was expressed by Deddy Mulyana (2019: 48), that interpersonal communication or interpersonal communication is communication between people directly or face to face, which allows each participant to capture reactions from messages delivered directly, both verbally and non-verbally.

## 2. Method

The researcher determined that the type of research used in this study was quantitative research, because this research is research that produces findings that can be achieved by using statistical procedures or by collecting data that utilizes research instruments. According to Moleong (2018: 6), the research approach is the overall method or activity in a study starting from formulating the problem to drawing conclusions.

## 3. Results And Discussion

### Overview of Research Location

Institution Integrated Skills and Training Development (PLKT) is a Religious Institution under the BNKP Synod. This institution is led by a Director and is responsible to the BPHMS (Daily Working Body of the Synod Assembly) BNKP.

### Respondent Characteristics

Respondent characteristics are traits or attributes possessed by individuals who are participants in this study. Respondent characteristics can be classified into several categories, such as gender, age and education, which will be explained as follows:

**Table 1.** Respondent Data Based on Gender

| No         | Gender | Amount    |
|------------|--------|-----------|
| 1          | Man    | 12 people |
| 2          | Woman  | 18 people |
| Total..... |        | 30 people |

Source: Processed by researchers 2025

Based on the data obtained by the researcher above, sourced from information provided by PLKT Gunungsitoli City, namely all employees and customers, including 12 men and 18 women, so that the respondents or those who filled out the questionnaire were 30 people.

Researchers also obtained data and information about the ages of the employees and customers who were respondents, namely as follows:

**Table 2.** Respondent Data Based on Age

| No         | Gender             | Amount    |
|------------|--------------------|-----------|
| 1          | 50 years and above | 4 people  |
| 2          | 40-49 years        | 8 people  |
| 3          | 30-39 years        | 8 people  |
| 4          | 21-29 years        | 10 people |
| Total..... |                    | 30 people |

Source: *Processed by researchers 2025*

From the data above, the researcher obtained information that the employees and customers who were respondents consisted of different ages, namely 4 respondents aged 50 years and over, 8 respondents aged 40-49 years, 8 respondents aged 30-39 years and 10 respondents aged 21-29 years, so that the total number was 30 people.

**Table 3.** Respondent Data Based on Education

| No         | Gender                        | Amount    |
|------------|-------------------------------|-----------|
| 1          | S-2                           | 4 people  |
| 2          | S-1                           | 8 people  |
| 3          | D-3                           | 8 people  |
| 4          | High School/Vocational School | 10 people |
| Total..... |                               | 30 people |

Source: *Processed by researchers 2025*

From the data above, the researcher obtained information that the employees and customers who were respondents consisted of various different educational backgrounds, namely 4 respondents with a Masters degree, 8 respondents with a Bachelor's degree, 8 respondents with a D-3 degree and 10 respondents with a high school/vocational high school education, so that the total number of respondents was 30 people.

**Testing the Validity of Question Items on Marketing Communication Variables (X)**

To carry out a validity test, this is done by comparing the calculated r with the table r value, where in this study the table r value can be seen from *degrees of freedom* (df) = n – k, df = 30 – 2, df = 28

**Table 4.** Results of the Validity Test of Question Items for Variable X

| No | Information | Pearson Correlation (r count) | r table (α = 5%) | Results Study |
|----|-------------|-------------------------------|------------------|---------------|
| 1  | X.1         | 0.607                         | 0.361            | Valid         |
| 2  | X.2         | 0.701                         | 0.361            | Valid         |
| 3  | X.3         | 0.545                         | 0.361            | Valid         |
| 4  | X.4         | 0.554                         | 0.361            | Valid         |
| 5  | X.5         | 0.685                         | 0.361            | Valid         |
| 6  | X.6         | 0.609                         | 0.361            | Valid         |
| 7  | X.7         | 0.593                         | 0.361            | Valid         |
| 8  | X.8         | 0.692                         | 0.361            | Valid         |

Source: *Researcher's Research Results, processed by SPSS Version 26 (2025)*

Each question item on variable X has a calculated r value greater than the table r value, which is 0.361. Which means that each question item on variable X is declared valid. (for the total results of the SPSS calculation, see the attachment).

**Testing the Validity of Question Items on the Consumer Interest Variable (Y)**

To conduct a validity test, it is done by comparing the calculated r with the r table value, where in this study the r table value can be seen from the degree of freedom (df) = n - k, df = 30 - 2, df = 28. then the value of df = 28 is obtained with a significance level of 0.05, the r table value is obtained = 0.361.

**Table 5.** Results of the Validity Test of Question Items for Variable Y

| No | Information | Pearson Correlation (r count) | r table (α = 5%) | Results Study |
|----|-------------|-------------------------------|------------------|---------------|
| 1  | Y.1         | 0.742                         | 0.361            | Valid         |
| 2  | Y.2         | 0.443                         | 0.361            | Valid         |
| 3  | Y.3         | 0.659                         | 0.361            | Valid         |
| 4  | Y.4         | 0.518                         | 0.361            | Valid         |
| 5  | Y.5         | 0.525                         | 0.361            | Valid         |
| 6  | Y.6         | 0.676                         | 0.361            | Valid         |
| 7  | Y.7         | 0.675                         | 0.361            | Valid         |
| 8  | Y.8         | 0.709                         | 0.361            | Valid         |

Source: Researcher's Research Results, processed by SPSS Version 26 (2025)

From the table above, it is known that the validity of the correlation between variables shows a correlation and significance between each pair of variables and the calculated r value for each item is greater than the r table, so it can be concluded that variables X and Y are all valid.

**Correlation Coefficient**

To test and statistically prove the influence of marketing communications on consumer interest, the author conducted a product moment correlation test and a determination test.

**Table 6.** Correlation Coefficient Test Results

| Model Summary                                       |                    |          |                   |                            |
|-----------------------------------------------------|--------------------|----------|-------------------|----------------------------|
| Model                                               | R                  | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                                                   | 1,000 <sup>a</sup> | .999     | .999              | .275                       |
| a. Predictors: (Constant), Marketing communications |                    |          |                   |                            |

Source: Processed by Researchers 2025

From the table in the above shows the influence between marketing communications on consumer interest, there is a correlation coefficient of 0.100, it can be concluded that the influence of the independent variable (marketing communications) on the dependent variable (consumer interest) is 99.9%.

**Coefficient of Determination**

The coefficient of determination is used to measure how well a regression model can explain the variation in the dependent variable.

**Table 7.** Test of Determination Coefficient

| Model Summary <sup>b</sup> |       |          |                   |                            |
|----------------------------|-------|----------|-------------------|----------------------------|
| Model                      | R     | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                          | ,858a | ,737     | ,717              | 2,483                      |

Source: Data processed by penelite from SPSS26 results (2025)

R Square(Coefficient of Determination): 0.737. This means that about 73.7% of the variation in the dependent variable can be explained by this regression model. R Square ranges between 0 and 1, and the closer it is to 1, the better the regression model is at explaining the variability of the data.

**Simple Linear Regression Test**

From table Simple linear regression test, the standard value is 0.45.940 and for variable x is 0.265. So, the linear regression equation of this study is:

$$y = a + bx$$

$$y = 0.265 + 0.45.940$$

so the conclusion is that variable x affects variable y.

**Table 8.** Simple Linear Regression Test Results

| Coefficients <sup>a</sup> |                          |                             |            |                           |       |      |
|---------------------------|--------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     |                          | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           |                          | B                           | Std. Error | Beta                      |       |      |
| 1                         | (Constant)               | 45,940                      | 13,884     |                           | 3.309 | .003 |
|                           | Marketing communications | .265                        | .207       | .236                      | 1.283 | .210 |

a. Dependent Variable: Consumer interest

Source: Processed by Researchers 2025

**t-test (Hypothesis)**

The T-test is used to determine whether or not there is an influence of each independent variable on the dependent variable tested at a significance level of 0.05 or 5%.

**Table 9.** Hypothesis Test Results (T-Test)

| Coefficients <sup>a</sup> |                          |                             |            |                           |       |      |
|---------------------------|--------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     |                          | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           |                          | B                           | Std. Error | Beta                      |       |      |
| 1                         | (Constant)               | -1.026                      | .734       |                           | 3,504 | .000 |
|                           | Marketing communications | 7,324                       | .012       | 7,356                     | 7,427 | .000 |

a. Dependent Variable: Consumer interest

Source: Processed by Researchers 2025

Based on the results of the T test infor the X variable of marketing communications, the calculated t value is obtained =7,427with a significance level of 0.000. By using a significance limit of 0.05, the t table is 0.361. Which indicates that t count > t table, which means H0 is rejected and Ha is accepted.

## Research result

Based on the results of research conducted at the research location, it can be concluded that:

1. The t-statistic of 3.058 indicates that marketing communication has a significant influence on the dependent variable at a significance level of 0.05. The p-value (Sig.) of 0.005 is smaller than alpha (0.05), so the hypothesis (H0) which states that there is an influence of marketing communication on consumer interest can be accepted, so it can be concluded that marketing communication has a significant influence on consumer interest in PLKT Gunungsitoli City.
2. This analysis was conducted to test whether marketing communication has an influence on consumer interest. The F-Statistic result of 37,769 shows that the overall regression model has a significant influence on the dependent variable. The P-value (Sig.) of 0.000 is smaller than alpha (0.05), so the null hypothesis (H0) which states that there is an influence of marketing communication variables on consumer interest can be accepted, which means that marketing communication has a significant influence on consumer interest in PLKT Gunungsitoli City.

## 4. Conclusion

Based on the results of research conducted in PLKT on the influence of marketing communications on consumer interest, then it can be concluded that:

1. From the results of the research instrument test, it can be concluded that there is an influence of marketing communication on consumer interest in the Gunungsitoli City PLKT so that the hypothesis in this study is accepted.
2. From the results of the calculations and tests of the instruments used in the research, namely:
  - a. The validity test of variables X and Y is declared valid, where the calculated r result is greater than the table r, namely 0.361.
  - b. Reliability Test of Variable X which is  $0.642 > 0.60$ , so that from the results of the reliability test of variable X whose alpha coefficient value is 0.691 is declared reliable. Variable Y is  $0.724 > 0.60$ , so that from the results of the reliability test of variable Y whose alpha coefficient value is 0.724 is declared reliable.
  - c. The correlation coefficient above, (rxy) item number 1 is obtained at 0.999% and for N = 30 at a significant level of  $\alpha = 5\%$ , the data obtained  $r_{table} = 0.361$ . By referring to the valid invalid criteria, item number 1 in the questionnaire with rxy of  $0.999 > 0.361$  is concluded to be valid.
  - d. Based on the simple linear regression test, the standard value is 0.45.940 and for the variable x it is 0.265. So, the linear regression equation of this study is:  
$$y = a + bx$$
$$y = 0.265 + 0.45.940$$
so the conclusion is that variable x affects variable y.
3. Marketing communication has a significant influence on consumer interest in PLKT Gunungsitoli City. This is reinforced by the results of the t-test. on the variable X marketing communications the calculated t value is obtained = 7,427 with a significance level of 0.000. By using a significance limit of 0.05, the t table is 0.361, which indicates that  $t_{count} > t_{table}$ , which means H0 is rejected and Ha is accepted. Therefore, marketing communication can increase consumer interest in purchasing products at PLKT Gunungsitoli.

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