

THE INFLUENCE OF PRODUCT QUALITY, ONLINE PROMOTION AND PRICE PERCEPTION ON BUYING INTEREST IN KOPI KENANGAN AT EPICENTRUM MALL

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Abstract:

This study aims to determine the Effect of Product Quality, Online Promotion, and Price Perception on Consumer Buying Interest in Kenangan Coffee at Epicentrum Mall. This study used quantitative research methods. Data for this study was collected through primary data using questionnaires distributed to 100 respondents who had purchased at Kopi Kenangan using the purposive sampling method. Purposive sampling techniques are used to ensure that samples match the conditions or criteria required in this study. The data used in this study were mainly collected through the dissemination of questionnaires. Data analysis was performed using IBM SPSS 23 software. The results, after analysis through data processing, concluded that product quality, online promotion, and price perception had a positive and significant impact on repeat purchase intent. Previously, questionnaire items have been tested for validity and reliability.

Keywords: Product Quality, Online Promotion, Price Perception, and Repurchase Intent

INTRODUCTION

The development of marketing in the digital era has undergone significant changes, especially in terms of marketing tools used, including the use of online media. The development of marketing through online platforms is driven by technological advancements in the field of smartphones, tablets, and social media. In the longer term, marketing strategies through internet platforms and sales growth through e-commerce are anticipated to exceed sales results through existing conventional methods (Rahmawati & Purwanto, 2022). In the competitive business world, online promotion has an important role in influencing consumer buying interest in products or services. Buying interest refers to a person's desire or interest to buy a product or service. With the development of technology and easy access to information through the internet, diverse and creative promotional strategies are becoming increasingly important to attract the attention of consumers and build strong relationships with them. Promotion is a form of marketing communication that seeks to disseminate information, influence, and remind audiences about the company and its products, with the aim that they are ready to receive, buy, and maintain loyalty to the products offered by the company (Latief, 2018).

Product quality includes a number of characteristics that are closely related to a product and are able to influence customer expectations and needs. This explanation of product quality aspects indicates that when a company is able to provide or offer food products with high quality standards, the company has the potential to create a higher level of consumer satisfaction. Consumer satisfaction generally comes from the experience that consumers gain when buying and using certain products. Product quality is very significant in influencing the level of consumer

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satisfaction and shaping consumer loyalty to the products offered by the company. Consumer satisfaction reflects the feelings a consumer feels that occur when his expectations are compared with what is given by the company.

Price perception describes a consumer's view or assessment of the price of a product or service. According to Tjiptono as quoted in (Juniantara & Sukawati, 2018), price perception is a picture of monetary value or other elements, including other goods and services, which are exchanged to obtain ownership rights or utilization of a good or service. Price perception relates to an individual's subjective point of view as to whether a particular price is considered expensive, cheap, fair, or comparable to the value provided by the product. Generally, companies try to carefully manage price perception. Approaches such as relevant pricing strategies, clear communication of product value, attractive discount or promotional offers, and price comparisons with competitors, are some of the methods that companies can use to influence consumer price perception. Research conducted by (Laela, 2021) shows that price perception has a positive and significant impact on repurchase interest in Ciganlea Purwakarta restaurants. The results of another study conducted by (Prabowo, 2018) also indicate that price perception has a positive and significant influence on consumer repurchase interest in Mirota Kamplas Godlean.

Kopi Kenangan sells its products in the form of various package options. Next, they implement a pricing strategy with a variety of package options that suit consumers' pricing preferences. These packages include a combination of food and beverages at a more affordable price variation than buying products separately. For example, Pandan Coffee and classic brown bread are sold in packages at a price of Rp 25,000. The pricing options on these packages are designed to remove price barriers for consumers, allowing them to purchase and experience products according to package options.

In addition, the choice of strategic location at Epiwalk Mall, which experiences an average of around 8,000 visitors per day, is also part of their strategy. In the promotional aspect, Kopi Kenangan focuses on improving product quality and consumer comfort in each of their outlets. The purpose of this promotional effort is to provide product information to the target market and increase sales in accordance with the company's target. One of the ways of promotion used is through the social media platform Instagram. This approach aims to introduce and offer their products, attract people's interest, as well as build brand awareness. Promotion through social media has advantages because it is easy to do without large investments, quickly spread, and known by many people.

The presence of significant fluctuations in sales from November 2021 to April 2022 is a concern. This problem arises because in a few months of 2021, there was a fairly high surge in purchases after the impact of the COVID-19 pandemic began to subside. However, the situation changed over time. The necessary handling in this situation is to rebuild consumer trust in Kopi Kenangan at Epicentrum Mall, so that they feel confident to make purchases at Kopi Kenangan coffee shop again. Data shows that in May 2022, there was an increase in sales of Kenangan Coffee products because they innovated products by introducing a new menu called "Story Roti". However, in the following months, from June to October 2022, sales were still fluctuating or unstable. Based on the description above, the author is interested in conducting research entitled "The Effect of Product Quality, Online Promotion and Price Perception on Consumer Buying Interest in Kenangan Coffee at Epicentrum Mall".

RESEARCH METHODS

This study used quantitative research methods. The population in this study consisted of consumers of Kenangan Coffee at Epicentrum Mall. The population at Epicentrum Mall was recorded at around 1,221, while the number of Kenangan Coffee consumers per day was around

1,314. In this study, the technique used to determine the sample was Non-probability Sampling, with a type of sampling called Purposive Sampling. The sample in this study consisted of Kenangan Coffee consumers with criteria for having made purchases at Kenangan Coffee at Epicentrum Mall. To meet these requirements, researchers use the Taro Yamane calculation method (Herfiyanti, 2021) in determining the number of samples, which are as follows:

$$n = \frac{N}{Nd^2 + 1}$$

Information:

n = Number of samples

N = Number of predefined population

d = Preset precision

Based on the formulation above, the calculation for this study is:

$$n = \frac{134}{134 \times 0,05^2 + 1}$$

$$n = \frac{134}{1.335}$$

$$n = 100,37 \text{ rounded to } 100$$

Data for this study was collected through primary data using questionnaires distributed to 100 respondents who had purchased at Kopi Kenangan. Data analysis was performed using IBM SPSS 23 software.

RESULTS AND DISCUSSION

Result

a. Descriptive Test

Descriptive statistics involves collecting, summarizing, and presenting data in detail. The statistical data collected is usually raw and unorganized. To present data well, it needs to be summarized both in tabular form and appropriate statistical methods (such as inferential statistics) for proper inference.

Table 1. Descriptive Statistical Analysis

	N	Minimum	Maximum	Mean	Std. Deviation
Product Quality	100	7	15	12.31	1.926
Online Promotion	100	7	15	12.62	1.739
Price Perception	100	9	20	16.52	2.427
Buying Interest	100	7	15	12.53	1.834
Valid N (listwise)	100				

Sumblthere: Data RespondlEI N processed by SPSS.23

Based on table 1 above, data from 100 respondents shows the following values:

1. The variable X1 (Product Quality) indicates a Minimum Value of 7, indicating that respondents gave the lowest score of 7 points in the Product Quality category. A Maximum score of 15 indicates the highest score of 15 points in the same category. The average

(mean) score is 12.31, indicating a fairly high perception regarding product quality with an average answer of respondents of 12.31. A standard deviation of 1.926 indicates the extent of the data spread of product quality scores in a group of 100 respondents. A lower than average standard deviation signifies uniformity of data in the study.

2. The variable X2 (Online Promotion) indicates a Minimum Value of 7, indicating the lowest score of 7 points in the Online Promotion variable question, while a Maximum Value of 15 indicates the highest score of 15 points in the same variable. The average (mean) score of 12.62 indicates that the level of Online Promotion is high with an average answer of respondents of 12.62. The standard deviation of 1,739 shows the distribution of data from the Online Promotion variable of 1,739 from 100 respondents. A standard deviation smaller than the mean indicates uniformity in the study.
3. The variable X3 (Price Perception) indicates a Minimum Value of 9, signifying the lowest score of 9 points in the Price Perception variable question, while a Max Value of 20 indicates the highest score of 20 points in the same variable. The mean score of 16.52 indicates a high level of Price Perception with an average of 16.52 respondents' answers. The standard deviation of 2.427 shows the distribution of data from the Price Perception variable of 2.427 from 100 respondents. A standard deviation smaller than the mean indicates uniformity in the study.
4. The variable Y (Buying Interest) shows a Minimum Value of 7, indicating that of the questions in the Buying Interest variable, respondents gave the lowest value of 7 points. A Max value of 15 indicates the highest value of 15 points in the same Purchase variable. The mean of 12.53 indicates a high level of Buying Interest because the average respondent's answer is 12.53. A standard deviation of 1.834 shows the distribution of data from the Buying Interest variable of 1.834 from 100 respondents. A standard deviation smaller than the mean indicates uniformity in the study.

Test Data Validity

Reliability tests are generally applied to evaluate the validity and reliability of a measurement instrument such as questionnaires, scales, or questionnaires. This method is used to assess the consistency of measurement instruments such as the accuracy and stability of results when the instrument is reused. This analysis also helps in measuring the validity of each question item through correlation techniques between the total score of the items and then making corrections to the resulting correlation coefficient value.

Table 2. Validity Test

Variable	Indicator	R-hitung	R-table	Results
Produk Quality (X1)	X1.1	0,399	0.1966	Valid
	X1.2	0,545	0.1966	
	X1.3	0,370	0.1966	
Online Promotion (X2)	X2.1	0,559	0.1966	Valid
	X2.2	0,481	0.1966	
	X2.3	0,580	0.1966	
Price Perception (X3)	X3.1	0,446	0.1966	Valid
	X3.2	0,409	0.1966	
	X3.3	0,451	0.1966	
Buying Interest	Y1	0,530	0.1966	Valid

Y2	0,376	0.1966
Y3	0,626	0.1966

Sumber : Data Primis diolag 2023

Based on the table above, it can be concluded that the data is considered valid because each variable has a greater R-count value than the R-table. Therefore, the data is considered valid and can proceed to the next stage of testing.

Data Reliability Test

In this reliability test, all valid items are entered, while invalid ones are not included in the reliability test. Usually in a validity test, all valid items are included in a reliability test. The output of the case processing results shows that the number of valid data for processing is 100 out of a total of 100, with a validity percentage of 100%. No data was released. Statistical output reliability is obtained from analysis using Cronbach's Alpha technique. In assessing reliability, the limit of alpha values is usually set at 0.60. A reliability of less than 0.60 is considered unfavorable, while a value of 0.70 is acceptable and a value above 0.80 is considered good.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Testing	Results
Prod Quality uk (X1)	0,626	0,6	Reliable
Online Promotion (X2)	0,726	0,6	Reliable
Price Perception (X3)	0,684	0,6	Reliable
Buy Interest (Y)	0,687	0,6	Reliable

Source: 2023 Primary Data.

Through the results of data processing using SPSS 23 software as a calculation tool, the table above illustrates the consistency of the questionnaire for each variable: Product Quality (X1), Online Promotion (X2), Price Perception (X3), and Buying Interest (Y) in this study. The reliability results seen from Cronbach's Alpha value show variable consistency with a good value, which is above 0.6. Thus, the values of variables in this study are considered good and acceptable and valid.

Double Linear Regression Test

The goal of multiple linear regression analysis is to predict the value of the dependent variable using several or more independent variables against one dependent variable. This analysis aims to predict the value of the dependent variable when the value of the independent variable increases or decreases, as well as to determine the direction of the relationship between the independent variable and the dependent variable, whether the relationship is positive or negative. The data generally used in this analysis is interval or ratio data. The multiple linear regression equation can be formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \dots + b_nX_n$$

Information:

Y = Variable dependent (predicted value)

X1 dan X2 = Variabel independent

a = Constant (value of Y if X1, X2, X3, ..., Xn = 0)

B = Regression coefficient (value of increase or decrease)

Table 4. Multiple Linear Regression Test

Model	Unstandardized and Coefficiencies		Standardized Coefficients		Correlations			
	B	Std. Error	Pay	t	Say.	Zero-order	Partial	Part
1 (Constant)	1,295	,940		1,378	,171			
Product Quality	,015	,097	,016	,157	,875	,602	,016	,010
Promotion Online	,379	,100	,360	3,791	,000	,659	,361	,243
Price Perception	,379	,065	,502	5,853	,000	,718	,513	,374

Source: Respondent Data that has been processed using SPSS 23.

The simplification of the regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 1,295 + 0,016X_1 + 0,360X_2 + 0,360X_3$$

Ketl moans:l

$$Y = \text{Kepl utl usan PI embl elian predicted}$$

a = constant

b1,b2 = koefisil en rl egrl esil

X1 = Quality Prodl ukl

X2 = Online Promotion l

X3 = Price

The regression equation above can be explained as follows:

1. A constant value (a) of 1.295 indicates that if Product Quality (X1), Online Promotion (X2), and Price Perception (X3) are 0, then Buying Interest (Y) will have a value of 1.295.
2. The regression coefficient of the Product Quality variable (X1) of 0.016 indicates that if the value of the other independent variables remains and Product Quality increases by 1%, then Buying Interest (Y) will increase by 0.016. A positive coefficient indicates a positive relationship between Product Quality and Buying Interest: the higher the Product Quality, the stronger the Buying Interest.
3. The regression coefficient of the Online Promotion variable (X2) of 0.360 indicates that if the value of the other independent variable remains and Online Promotion increases by 1%, then Buying Interest (Y) will increase by 0.360. A positive coefficient indicates a positive relationship between Online Promotion and Buying Interest: the stronger the Online Promotion, the stronger the Buying Interest.
4. The regression coefficient of the Price Perception variable (X3) of 0.502 indicates that if the value of the other independent variable remains and Price increases by 1%, then Buying Interest (Y) will increase by 0.502. A positive coefficient indicates a positive relationship between Price Perception and Buying Interest: the stronger the Price Perception, the stronger the Buying Interest.

Coefficient of Determination Test

In multiple linear regression, determination analysis is used to calculate the proportion of change of the independent variable (X_1, X_2, \dots, X_n) to the dependent variable (Y). The extent to which the variation of the dependent variable is explained by this coefficient is indicated by the determination analysis. If R^2 is zero, the contribution of the independent variable to the dependent variable can be ignored or models of different independent variables do not account for variations in the dependent variable. This means no influence or explanation is given. If R^2 is equal to 1, then the influence of the independent variable on the dependent variable is very strong, meaning that models of different independent variables are able to explain 100% of the variation of the dependent variable.

Table 5. Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,779a	,607	,595	1,167

Source: Respondent Data that has been processed using SPSS 23.

Based on the table above, the R^2 (R Square) value was recorded at 0.607 or (60.7%). This value shows that the contribution of the independent variable (Product Quality, Online Promotion, and Price Perception) to the dependent variable (Buying Interest) reached 60.7%. In other words, the variation of the independent variable used in the model (Product Quality, Online Promotion, and Price Perception) was able to explain about 60.7% of the variation of the dependent variable (Buying Interest). The remaining 39.3% were influenced by other variables not included in the model.

Hypothesis Testing (t-test)

This test was conducted to check whether in the regression model the independent variables Product Quality (X_1), Online Promotion (X_2), and Price (X_3) affect Purchase Satisfaction (Y).

Table 6. Test t

Model	Unstandardized Coefficients		Standardized Coefficients		t	The 2013-17 year		
	B	Std. Error	Pay	Say.		Zero-order	Partial	Part
1 (Constant)	1,295	,940			1,378	,171		
Advertisement	,015	,097	,016	,157	,875	,602	,016	,010
Promotion	,379	,100	,360	3,791	,000	,659	,361	,243
Price	,379	,065	,502	5,853	,000	,718	,513	,374

Source: Respondent Data that has been processed using SPSS 23.

1. Test the Effect of Product Quality on Buying Interest

It is noted that the Product Quality T-count value (X_1) is 0.157 with a significance level of 0.875. While the value of the T-table with 100 degrees of freedom at a significance level of

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5% or 0.05 is 1.660. Since the T-count < the T-table ($0.157 < 1.660$), H1 is rejected and H0 is accepted. That is, Product Quality (X1) does not have a positive and significant influence on Buying Interest (Y), indicating that the hypothesis is not proven.

2. Test the Effect of Online Promotion on Buying Interest

It is known that the T-count value of Online Promotion (X2) is 3.791 with a significance level of 0.000. While the value of the T-table with 100 degrees of freedom at a significance level of 5% or 0.05 is 1.660. Since the T-count > the T-table ($3.791 > 1.660$), H2 is accepted and H0 is rejected. That is, Online Promotion (X2) has a positive and significant influence on Buying Interest (Y), which shows that the hypothesis is proven.

3. Test the Effect of Price on Buying Interest

It is known that the value of T-calculate Price (X3) is 5.853 with a significance level of 0.000. While the value of the T-table with 100 degrees of freedom at a significance level of 5% or 0.05 is 1.660. Since the T-count > the T-table ($5.853 > 1.660$), H3 is accepted and H0 is rejected. That is, Price (X3) has a positive and significant influence on Buying Interest (Y), indicating that the hypothesis is proven.

Discussion

The Effect of Product Quality on Buying Interest at Kopi Kenangan Mall Epicentrum

Based on the results of tests that have been carried out, it shows that Product Quality has no effect on consumer Buying Interest in Kopi Kenangan. This is in accordance with the results of the t-test which shows that the t-count value is smaller than the t-table value and the significance level is greater than 0.05, which is $0.157 < 1.660$ with a significance value of $0.857 > 0.05$. Therefore, it can be concluded that Product Quality does not have a positive and significant effect on consumer Buying Interest in Kopi Kenangan. K The presence of product quality is one aspect that receives special attention in the company's operations. As seen, consumers have a preference to choose products of superior quality presented by the company. It has significant relevance on the Coffeeshop sector, where the quality of products presented to consumers has a substantial impact. By providing special product quality standards, the shop is always able to provide equal satisfaction among the community. However, in this study, researchers found that Product Quality did not affect Buying Interest.

The Effect of Online Promotion on Buying Interest at Kopi Kenangan Mall Epicentrum

Based on the results of the tests that have been carried out, it shows that Online Promotion has a positive and significant effect on consumer Buying Interest at Kopi Kenangan Mall Epicentrum. This is in accordance with the results of the t-test which shows that the t-count value is greater than the t-table value and the significance level is greater than 0.05 ($3.791 > 1.660$ with a significance value of $0.000 < 0.05$). Therefore, it can be concluded that Online Promotion positively and significantly affects consumer Buying Interest at Kopi Kenangan Mall Epicentrum. Online Promotion needs to have attractive promos on social media and easily accessible information. This means that the more online promotions will increase the Buying Interest. In this case, Kopi Kenangan has succeeded in carrying out a number of Online Promotions well, so that with the Online Promotion that is carried out regularly and routinely will cause Buying Interest made by consumers. Effective online promotion is one that is able to provide a sense of desire and successfully convey a clear message to consumers. This research is in line with research conducted by (Khairani et al., 2018), where the results stated that Online Promotion had a positive effect on the Buying Interest of Kenangan Coffee consumers in Bandar Lampung.

Influence of Price Perception on Buy Interest in Coffee Memories Mall Epicentrum

The test results show that Price Perception has a positive and significant effect on consumer Buying Interest in the Bukalapak marketplace. This is in accordance with the results of the t-test which shows that the t-count value is greater than the t-table value and the significance level is

greater than 0.05 ($5.853 > 1.660$ with a significance value of $0.000 < 0.05$). Therefore, it can be concluded that Price Perception has a positive and significant effect on consumer Buying Interest in the Bukalapak marketplace. Price perception is one of the main factors influencing buying interest made by consumers. If consumers feel the price is too high, it is likely that the product will be less desirable, because consumers are more willing to make purchases. Conversely, if consumers reject the price offered, it will affect the decrease in their buying interest. One respondent said, "I feel the price of products at Kopi Kenangan is more affordable than similar products in other places". Research shows that the price set is not so far from other competitors of Kenangan Coffee. This research is in line with research conducted by (Prabowo, 2018), which states that Price Perception has a positive effect on consumer Buying Interest.

CONCLUSION

Based on the results of research on product quality, online promotion, and price perception of consumer buying interest (case study at Kopi Kenangan at Epicentrum Mall), there are several conclusions that can be drawn, namely:

1. Product Quality variables do not have a positive and significant effect on consumer Buying Interest in Kopi Kenangan. Although the Product Quality carried out by Kopi Kenangan Mall Epicentrum has a distinctive taste, it does not affect the response to make more purchases at Kopi Kenangan Epicentrum.
2. Online Promotion variables have a positive and significant effect on repurchase interest. This means that the better the online promotion given to consumers can increase the interest in buying Kenangan Coffee at Epicentrum Mall.
3. Price Perception variables have a positive and significant effect on repurchase interest. This shows that the better price perception given to consumers can increase interest in repurchasing Kenangan Coffee at Epicentrum Mall.

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