

The Influence of Price, Promotion, and Service Quality on Buying Interest at Bloum's Cafe & Resto Medan

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ABSTRACT

This study aims to determine how the influence of price, promotion, and service quality on buying interest at Bloum's Cafe & Resto Medan. This study uses the SPSS application. In this study, the population used at Bloum's Cafe & Resto Medan was 375 customers. The method used in this research is a quantitative approach. The results of this study that the price variable has a positive and significant effect on buying interest with a significance of 0.000 and a tcount of 4.261. the promotion variable has a positive and significant effect on buying interest with a significance of 0.000 and tcount 6.134. The service quality variable has a positive and significant effect on buying interest with a significance of 0.000 and tcount 7.386. variable price, compensation, and quality of service simultaneously affect buying interest

Keywords: Price, Promotion, Service Quality, Buying Interest

INTRODUCTION

In Indonesia, the culinary sector based on the cafe and restaurant model is growing rapidly. Various elements are factors for the growth of the culinary industry in Indonesia, one of which is economic considerations and people's lifestyles are increasing. The rapid expansion of cafes in Indonesia has resulted in fiercer commercial competition in the cafe and restaurant sector, requiring entrepreneurs to be more careful in analyzing the factors that can reduce consumer buying interest. Consumers will appreciate the quality of services provided, promotions, and product prices that will increase consumer buying interest. With so many factors that may be influenced by price, promotion and service quality become interrelated components in influencing customer purchasing decisions.

Purchase interest is the main component in determining the purchase price of a product. Purchase intention is a term that refers to the consumer's intention to buy a certain product, as well as the number of goods needed during a certain period. Certain information about consumers' purchase intentions towards a product must be understood by marketers to accurately predict future consumer behavior. Buying interest comes from customer attitudes toward a product and comes from consumer confidence in product quality. Lack of consumer confidence in a product results in a decrease in customer buying interest.

Bloum's Cafe and Resto Medan is a cafe that provides the main product of coffee drinks derived from quality coffee beans, as well as heavy and light meals. The phenomenon that began in 2020 and through to the end of 2021 is one in which entrepreneurs, especially those in industries such as cafes, have experienced a decline in visitor arrivals, which has had a direct effect on the commercial economy. This is because the pandemic has prevented residents from engaging in normal activities. This is what causes cafe visits to decrease. Thus, apart from surviving in these circumstances, cafe owners are expected to create a business to continue operating and growing. if the business or entrepreneur can produce goods that are priced appropriately for the wants and expectations of consumers.

The price applied by Bloum's Cafe & Resto Medan has adjusted to the price of similar products at other cafes and also with the ability of the customers who come. However, there

are still obstacles and complaints from customers regarding the prices applied by Bloum's Cafe & Resto Medan, whether customers compare with similar products at other cafes or compare the quality of the product with the price so that it can reduce buying interest from Bloum's Cafe & Resto Medan customers.

The promotion and quality carried out by Bloum's Cafe & Resto Medan have been very good, this is shown from the very creative promotions through social media and also the quality of service that always maintains cleanliness and friendliness to customers. However, Bloum's Cafe & Resto Medan must be able to compete with other cafes in terms of promotion considering that other cafes are also doing very creative promotions in attracting customers. In terms of service quality, Bloum's Cafe & Resto Medan is included in the good category but this will decrease when the customers who come are already crowded, thereby reducing the quality of the service itself.

LITERATURE REVIEW

The Influence of Price on Purchase Intention

Price is one of the factors that influence product selection and therefore buying interest. If a product forces consumers to spend more

expenses than they earn in benefits, the product is said to have a negative value. On the other hand, if the customer believes that the profits will be greater, the product will get a positive value so that it can increase consumer buying interest (Sari & Hariyana, 2019).

Based on research conducted by (Mursalina and Simanjuntak, 2021), (Fauzan & Rohman, 2019), (and Setiawan & Safitri, 2019), the price has a positive and significant effect on buying interest with consumer buying interest must be considered by price perceptions, which include affordability, price suitability, excellence and quality accepted by consumers.

The Effect of Promotion on Buying Interest

Promotion is a collection of marketing actions aimed at stimulating and increasing the demand for products and services. Promotions should be designed to garner and retain interest, inspire desire, and get active. When developing good communication, it is very important to understand how customers respond to these communications so that when consumers make product purchases, consumers can understand how promotional activities can affect consumer responses, thereby causing and increasing consumer buying interest (Yoebrilianti, 2018).

Research (Saputra et al., 2022), and (Meme & Byre, 2020) stated that promotion has a significant effect on consumer buying interest where promotion is how to make people know, understand, like, believe, buy, and remember the item or product. .. the Influence of Service Quality on Purchase Interest

Quality of service means that action in meeting consumer expectations. In this situation, service is defined as the service provided by the service provider in terms of convenience, speed, capability, and friendliness. Consumer buying interest is influenced by service quality. The customer's impression of the service that they expect/want can be compared with the quality of the company's service (Anas, 2019). The research conducted by (Resha Ekawati et al., 2020) and (Salsyabila et al., 2021) stated in the study that service quality has a significant effect on consumer buying interest.

RESEARCH METHODOLOGY

This research approach is quantitative. According to Sugiyono (2017: 7), quantitative research is an approach that uses numbers to provide statistical findings. This research was conducted at Bloum's Cafe & Resto Medan, having its address at Jalan Pasar Baru no. 55, Medan. This research was conducted from February 2022 to April 2022. The population in

this study were employees at Bloum's Cafe & Resto Medan, amounting to about 6000 people, calculated from the average monthly customer visit. Sampling used the probability sampling method, namely simple random sampling. The sampling formula used is the solving formula, the number of samples examined is 375

RESULTS AND DISCUSSION

Normality test

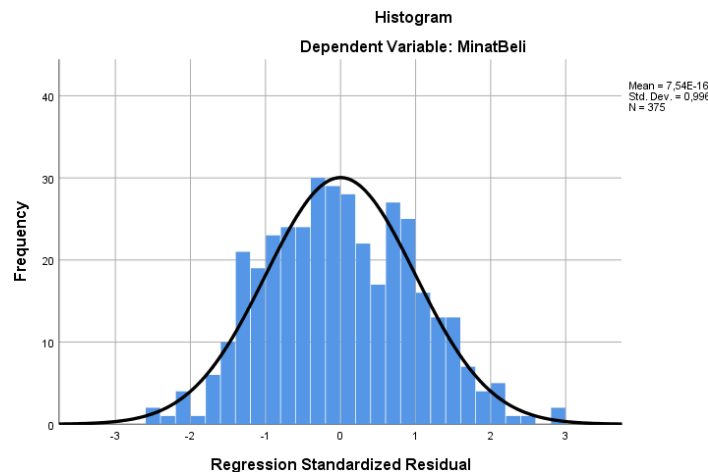
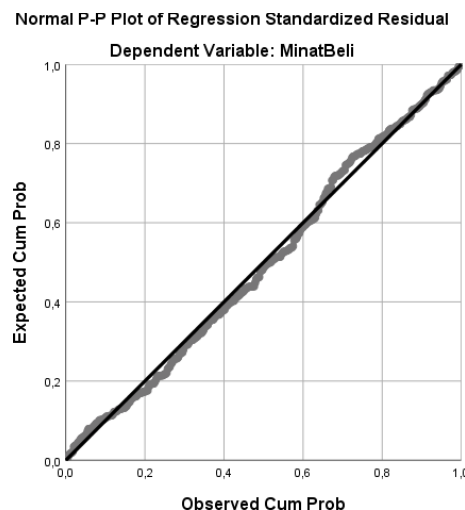


Figure 1: Histogram Test

Source: SPSS Data Processing, 2022

In the histogram graph, this test shows that the data forms a bell-shaped curve graph and the data is neither to the right nor to the left so that it can be defined that the data has been distributed normally.



Gambar 2 : Grafik Normal P-Plot

Source: SPSS Data Processing, 2022

Based on the p-p normality test image, the data plot spreads around the diagonal line and towards the diagonal line, showing a normal distribution pattern. It is possible to conclude that the regression model satisfies the assumption of normality.

Tabel 2 : Uji Normalitas Kolmogorov Smirnov

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		375
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,44710386
Most Extreme Differences	Absolute	,043
	Positive	,038
	Negative	-,043
Test Statistic		,043
Asymp. Sig. (2-tailed)		,093 ^{c,d}

Source: SPSS Data Processing, 2022

It is known that if the probability > 0.05, the data distribution is considered normal. Judging from the significant test results of 0.200, it means that the significance value is greater than 0.05 with the meaning that the data is normally distributed

Multicollinearity Test

Table 3: Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Price	,295	3,386
	Promotion	,356	2,813
	Service quality	,314	3,181

Source: SPSS Data Processing, 2022

As shown in the test results above, the VIF value for price, promotion, and service quality values is less than or equal to 10, indicating that the regression model does not have a multicollinearity structure between the independent variables. This further shows that the independent variable of the regression model is no multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test was used in Ghazali (2016) to determine the residual variability in the regression model. In this study, heteroscedasticity was determined using a regression-based technique called the glejser test.

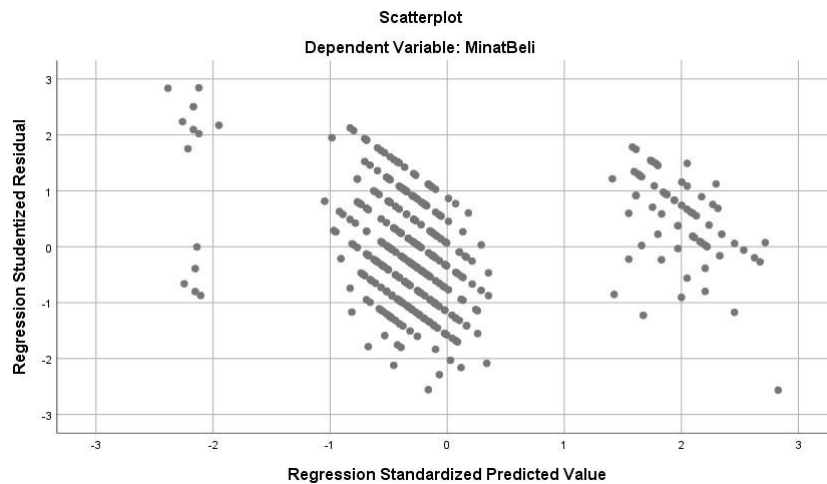


Figure 3: Scatterplot Test Results
Source: SPSS Data Processing, 2022

In the scatterplot test results, the non-repeating pattern above and below the number 0, indicates that it is not completely random. This implies that no evidence of heteroscedasticity exists.

Tabel 4 Hasil Uji Glejser

Model.		Unstandardized Coefficients.		Standardize d Coefficients.	t	Sig.
		B.	Std. Error.	Beta		
1	(Constant)	3,017	,342		8,830	,000
	Price	-,002	,030	-,005	-,053	,958
	Promotion	-,057	,032	-,155	-1,803	,072
	Service quality	-,001	,031	-,004	-,039	,969

Source: SPSS Data Processing, 2022

In the heteroscedasticity test, the assessment is made based on the glejser test. If the significant value is more than 0.05, there is no heteroscedasticity, but there is heteroscedasticity if the significant value is less than 0.05. It can be concluded that the significant value of each variable is above 0.05, this means that there is no heteroscedasticity problem.

Multiple Linear Regression Analysis Research Model

Various statistical methods analyze the various connections between independent and dependent variables using linear models.

Table 5: Test Results of Multiple Linear Regression Model

Model.		Unstandardized Coefficients.		Standardize d Coefficients.	t	Sig.
		B.	Std. Error.	Beta		
1	(Constant)	,990	,603		1,641	,102
	Price	,228	,054	,226	4,261	,000
	Promotion	,344	,056	,296	6,134	,000
	Service quality	,399	,054	,379	7,386	,000

Source: SPSS Data Processing, 2022

The meaning of the above equation is:

$$\text{Ask to Buy} = 0.990 + 0.228 \text{ Price} + 0.344 \text{ Promotion} + 0.399 \text{ Quality of service}$$

Based on the results of multiple linear regression, the regression equation in this study is as follows:

1. The value of the regression constant is 0.990, which means that the price, promotion, and service quality of Ask to Buy are 0.990 units.
2. Price regression coefficient is positive 0.228 meaning that every increase in price increases Ask to Buy. Similarly, how variable prices have
3. significant positive influence on Ask to Buy.
4. Promotion regression coefficient is positive 0.344, meaning that the Promotion variable is in the same direction as the increase in Asking to Buy customers. In this case, Promotion as a variable has a positive influence on customers Asking to Buy.
5. The service quality regression coefficient is positive 0.399, meaning that the effect of service quality on increasing customer demand to buy and giving a positive and significant impact on increasing demand to buy.

Coefficient of Determination (R²)

The value of R² is lower, which means that there is very little capacity for variation explained by the independent variable. Variables that change independently will provide most of the relevant information about changes in the dependent variable as the value approaches it.

**Table 6: The Coefficient of Determination Test Results (R²)
Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,832 ^a	,692	,690	2,457

Source: SPSS Data Processing, 2022

In the results of the coefficient of determination test, it can be seen that the R Square value is 0.692, meaning that the ability of the price, promotion, and service quality variables to explain variations from asking to buy is 69.2%, the remaining 30.8% is explained by independent variables that were not studied in this study. this research.

Simultaneous Hypothesis Testing (F)

**Tabel 7: Uji F
ANOVA^a**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	5035,303	3	1678,434	278,037	,000 ^b
Residual	2239,631	371	6,037		
Total	7274,933	374			

Source: SPSS Data Processing, 2022

From the results of the data test, it can be shown that the value of fcount 278 is greater than ftable 2.63 and has a significant level of less than 0.00 which is less than 0.05 according to the hypothesis testing criteria. If fcount exceeds ftable and the significance level is less than 0.05, H₀ is rejected and H_a is accepted, indicating that price, promotion, and service

quality all have a simultaneous significant effect on purchase orders.

Simultaneous Hypothesis Testing (T-Test)

**Table 8: T-Test
Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,990	,603		1,641	,102
	Price	,228	,054	,226	4,261	,000
	Promotion	,344	,056	,296	6,134	,000
	Service quality	,399	,054	,379	7,386	,000

Source: SPSS Data Processing, 2022

1. The t-count value of the price variable is 4.261, while the t-table value is 1.65, with a significance of 0.000 so it can be concluded that the hypothesis is accepted. Thus, it can be concluded that the price variable has a significant positive effect on customer purchase requests.
2. The t-count value of the Promotion variable is 6.134 with a t-table value of 1.65 and a significant 0.000 < 0.05. so that the hypothesis is accepted, it can be concluded that the promotion variable has a significant positive effect on customer purchase requests.
3. The t-count value of the service quality variable is 7.386 with a t-table value of 1.65 and a significant 0.000 < 0.05. Thus, the hypothesis is accepted with the conclusion that service quality has a significant positive effect on customer purchase requests.

Discussion

The Influence of Price on Asking Customers to Buy

The results of the analysis test indicate that the price variable has a positive and significant effect on customer purchase requests. This research is in line with research conducted by (Umar Bakti & Alie, 2020), (Shabrina & Budiatmo, 2020), (and Japariato & Adelia, 2020) with the results of the research that price has a positive and significant effect on buying interest by stating, the price has a big influence on buying interest because the ability of consumers to obtain products is influenced by their financial resources and is weighed against the benefits they get from obtaining the product. The price that can be achieved will increase the customer's desire to get the goods offered. customers are more likely to repurchase goods if their prices are more reasonable.

Effect of Promotion on Ask to Buy Customers

The analysis test shows that the promotion variable has a positive and significant effect on customer purchase requests. This research is in line with research conducted (Tumonggor & Sudjiman, 2022), and (Salsyabila et al., 2021) where promotion has a positive and significant effect on customer buying interest and states that the more promotions, the more profitable the purchase choice. Attractive promotions attract a large number of consumers to buy goods. Since attractive advertising influences consumer buying decisions, this strategy can result in loyal customers who are attracted by sales promotions

The Influence of Service Quality on Asking Customers to Buy

The results of the analysis test indicate that the service quality variable has a positive and significant effect on customer purchase requests. This research is in line with research conducted by (Muiz et al., 2019), and (Ermawati et al., 2020), with the results that service

quality has a positive and significant effect on customer buying interest. The quality of service at Bloum's Cafe & Resto Medan can be said to be good, this can be seen from the total score of consumer assessments of the promotions owned by Bloum's Cafe & Resto Medan which is in the agreed interval. Quality of service can be achieved by satisfying the needs and wants of consumers and ensuring the promptness of their delivery to meet their expectations. If the actual results exceed expectations, then the service can be considered of high quality. People's perceptions and experiences of service quality will affect consumer interest.

CONCLUSION

Based on the results of research and discussion, the following conclusions can be drawn:

1. Price, promotion, and service quality variables have a simultaneous effect on the buying interest of Bloum's Cafe & Resto Medan customers.
2. Partially, the variables of price, promotion, and service quality have a positive and significant effect on the buying interest of Bloum's Cafe & Resto Medan customers.
3. The coefficient of determination reveals that 69.2% of buying interest can be explained by the relationship between price, promotion, and service quality variables, while the remaining 30.8% is not explained by the independent variables studied in this study.

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