Implementation of Promotion and Quality Services To Attract Consumer Interests Buy Coffee Shops City Subdistrict Lumajang

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Abstract

The research method used is a multiple linear regression method. The results showed that for promotion variables had a positive value but did not affect consumers' buying interest in coffee shops in Lumajang City Subdistrict and service quality variables had a positive value but did not affect consumers' buying interest in coffee shops in Lumajang City District. While simultaneously there is the influence of promotion and service quality on consumers' buying interest in coffee shops in Lumajang City District with a coefficient of determination (R2) of 0.293, the which indicates that 29.3% of consumer buying interest can be explained by promotion variables and service quality while the remaining 70, 7% of consumers' buying interest is influenced by other variables not examined in this study. The limitation of this study is only examining the effect of the application of promotion and service quality to attract consumers' buying interest in coffee shops in Lumajang City District. Whereas other variables that influence consumers' buying interest in coffee shops in Lumajang City District are expected to be investigated by future Researchers. 3% of consumer buying interest can be explained by promotion variables and service quality while the remaining 70, 7% of consumers' buying interest is influenced by other variables not examined in this study. The limitation of this study is only examining the effect of the application of promotion and service quality to attract consumers' buying interest in coffee shops in Lumajang City District. Whereas other variables that influence consumers' buying interest in coffee shops in Lumajang City District are expected to be investigated by future Researchers. 3% of consumer buying interest can be explained by promotion variables and service quality while the remaining 70, 7% of consumers' buying interest is influenced by other variables not examined in this study.

Keywords: Promotion, Service Quality, and Consumer Buying Interest

INTRODUCTION

In the business world, as now, Indonesia has developed quite rapidly in all aspects, not least in the field of business. Resulting in many emerging entrepreneurs who are involved in the fulfillment and desires of consumers, making the competition in the business world becomes more intense, making the entrepreneur trying to find the right strategy in marketing their products and enhance existing strengths in an attempt at how to bring up the difference or uniqueness.

Today, the habit of hanging out or gathered in coffee shops has become a lifestyle for people of various circles of various professions and various ages. Habit is what makes many entrepreneurs who glanced at the coffee shop business. Employers in demand to know the market or consumers as possible in order to be successful in the competition. In general, one of the company's goal is to earn a profit, for the entrepreneur must be able to determine a policy that could enhance the
consumers buying interest in buying a product that will be as an influence on the increase in corporate profits, so the company's survival is ensured.

According to Terence A. Shimp (2010) in Priansa (2017: 3) defines marketing is a combination of activities where organizations and other business exchanges between the value of the business and the company itself and its customers. According to Kotler and Armstrong (2009) in Somad and Priansa (2014: 237) states that the promotion is an activity in which a company tries to inform, persuade, and remind customers, either directly or indirectly, on the brand and the products are sold. Services defined as actions or deeds a person or organization to give satisfaction to customers or fellow employees. Kashmir (2017: 47).

According to Howard and Sheth (1969) in Priansa (2017: 164) interest in the purchase is something that relates to consumers plan to buy a certain product and how many units of the product is needed at a particular period. It can be said that the interest in the purchase is a mental statements from consumers who purchase plan reflects a number of products with a particular brand. This is urgently needed by the buyer to determine consumer interest in the purchase of a product, both marketers and economists use the variable of interest to predict consumer behavior in the future.

The previous study on the promotion and quality of service to consumers buying interest made Kara Anastasia (2016) with the title PenjualanPakaian Promotion Influence Online Shop Elevenia In BBM Groups Against Interests Buy student. The research proves that the promotion variables affect the variable interest to buy clothes in the online shop on the students Wira Husada archipelago Malang with the variable value promotion at 9.817 and the value of the significance of test regresi modest 0,000 with the factors behind student WHN make purchases through the Online Shop the time factor and a flexible, customized price with quality products, convenient transactions, choice of more goods and comfort in selecting products. The previous study on the promotion and quality of service to consumers who do purchase interest Fakhru Rizky and Hanifa M. Yasin (2014) with the title Influence Campaign And Price Of Interest Buy Housing Obama PT. Nailah Adi Kurnia Sei Mencirim Medan.

The results showed that promotion and pricing, partially and simultaneously influence the purchase intention, the determinant coefficient indicates that 14.3% of the variation of intent to purchase has been influenced by promotions and prices. The previous study on the promotion and quality of service to consumers buying interest made Afif Ghaffar Ramadan and Suryono Budi Santosa (2017) with the title Analysis of Effect of Product Quality, Quality of Service, and Brand Image Of Interest Buy Birthday At Nike Running In Semarang Through Customer Satisfaction As intervening variable. The analysis showed that the product quality, service quality, and brand image have a significant and positive impact on customer satisfaction. The quality of service has a negative impact and no significant effect on consumer repurchase intentions. Brand image has a significant and positive impact on customer repurchase intention. While the brand image have a negative impact and no significant effect on intention to repurchase a previous konsumen. Penelitian promotion and quality of service to consumers buying interest made Aptaguna and Pitaloka (2016) with the title Influence of Service Quality And Price Of Interest Buy Services Go-Jek. The results showed that the variables of service quality significantly influences buying interest services GO-GO-JEK ride.

The phenomenon of the coffee shop has long characterized the pattern of life of our society. Almost every corner of the city, especially in the district Lumajang Lumajang City can be sure there is a coffee shop. The increasing number of coffee shops have sprung up in the district of Lumajang
City, prosecute employers or manufacturers coffee shop to improve marketing strategies such as increased promotion, improve service quality in order to attract consumers to buy.

METHODS
This type of research is quantitative research methods quantitative research states seeking casual relationships. Understanding casual relationship itself is a relationship that is both cause and effect. So in this study there is the independent variable (affecting) and dependent (influenced). The population in this study were all coffee shop owner in the district of Lumajang City in March 2019. While the period of the sampling technique in this study using a simple random sampling or simple random sampling. Arguably simple random sampling for a sample-making members of the population was randomly without regard to strata that exist in the population. Step analysis of research data consists of Test Instrument, Classical Assumption Test, Analyst Linear Regression, Hypothesis Testing, and coefficient of determination.

RESULTS AND DISCUSSION
Based on the results of testing the validity of the data recapitulation can unknown magnitude correlation coefficients of all the questions that consist of each five (5) the questions for the promotion variables, five (5) of the questions to the variable quality of service, and 4 (four) the questions for the variable consumers to buy. From the calculation of the correlation coefficient, \( r \) count entirely have a greater than minimal \( r \) is 0.3 with a significant level below 0.05 or 5%, thus it can be said that all the questions declared invalid. In conclusion whole grains question on the instrument may be eligible as a research instrument because it can collect data or information required.

From recapitulation reliability test results show the reliability coefficient Cronbach's Alpha for promotion variable (X1) of 0.757, the variable quality of service (X2) is 0.846, variable consumer buying interest (Y) of 0.896. So it can be concluded that the questionnaires used to measure variables sale (X1) is a reliable, quality of service (X2), and consumer buying interest (Y) is very reliable, so the questioner used are questionnaires that are reliable because it can give results that do not differ if measurements were taken back to the same subject at different times.

Based on normality test results data show that in normal probability graph plots dots spread around the diagonal line and follow the direction of a diagonal spread, so did the histogram graph that gives a normal distribution pattern (no slope). The second chart above shows that the regression model proper to be used for fulfilling the assumption of normality.

Based on test results that the data is virtually free multicollinierity multikolinieritas if the data shows a fairly small VIF, all of which are under 10 and value tolerance more than 0.1. This means that the independent variables used in the study did not show any symptoms multikolinieritas, so all the independent variables in this study are the variables are mutually independent, so it can be continued in a multiple linear regression testing.

Based on the test results showed no artifacts heteroskedastisitas clear pattern of dots proficiency level. This shows that the regression model did not have symptoms of heteroscedasticity, which means that no significant interference in this regression model.

The results of the regression analysis to formulate a multiple regression equation as follows:

\[ Y = 26.196 + 0.045X_1 - 0.472 + eX_2 \]
### Results of t test (Test Partial)

<table>
<thead>
<tr>
<th>Model</th>
<th>Coefficients unstandardized</th>
<th>B</th>
<th>Std. Error</th>
<th>t</th>
<th>Sig.</th>
<th>collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (Constant)</td>
<td></td>
<td>26.196</td>
<td>5074</td>
<td>5.163</td>
<td>.000</td>
<td>tolerance VIF</td>
</tr>
<tr>
<td>promotion</td>
<td>.045</td>
<td>.191</td>
<td>.039</td>
<td>.236</td>
<td>.815</td>
<td>.955</td>
</tr>
<tr>
<td>Service quality</td>
<td>.472</td>
<td>.143</td>
<td>-.549</td>
<td>-.3313</td>
<td>.003</td>
<td>.955</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Interest Buy

Source: Questionnaire Data Processing with SPSS 16, 2019.

Based on the results of the t test on promotion variable (X1) on consumer buying interest (Y) values obtained thitung-0.236 with significant 0.815, using significantly limit of 5% or 0.05 obtained ttabel 2.048. Then t (-0.236) ≤ ttabel (2.048), which mean H0 is accepted and Ha is rejected, with a significant level of 0.815 which is significantly above the limit of 0.05, it can be concluded that the sale (X1) does not have a significant effect on consumer buying interest variable (Y).

Based on the results of the t test on the variable quality of service (X2) on consumer buying interest (Y) values obtained thitung-3313 with significant 0.003, using significantly limit of 5% or 0.05 obtained ttabel 2.048. Then t (-3313) ≤ ttabel (2.048), which mean H0 is accepted and Ha is rejected, with a significant level of 0.003 which is significantly above the limit of 0.05, it can be concluded that the quality of service (X2) does not have a significant effect on consumer buying interest variable (Y).

Based on the test results are known F calculated F value of5603 greater than F table 3.35 with a significant level of 0.009 >0.05, which means that H0. rejected and Ha accepted. So it can be seen that the promotions and service quality variables are simultaneously influence to attract consumers to buy at a coffee shop in the district of Lumajang City.

Based on the determination coefficient calculation result table can be seen that the coefficient of determination(R2) obtained at 0.293. This means that 29.3% of consumer buying interest can be explained by the independent variables are the promotion, and the quality of service, while the remaining 70.7% consumer buying interest is influenced by other variables not examined in this study, such as product quality, facilities, and others.

This discussion relates to testing results The first hypothesis which suggests that the promotion does not significantly influence consumer purchase interest in a coffee shop in the district of Lumajang City.

This can be explained that the sale is needed, but not as focused as most coffee shop owners better maintain product quality and facilities in order to attract consumers to buy.

This is according to research conducted by (Yessica, 2017) in his study Effect of Location and Campaign Against Imagery and Its Implication Hospital Patients Treated Interests Cikunir to Polyclinic Hospital.
This discussion relates to the second hypothesis testing results show that service quality does not significantly influence consumer purchase interest in a coffee shop in the district of Lumajang City. This can be explained that the quality of care is needed, but not as focused as service at the coffee shop is very simple therefore the stall owners pay less attention to the quality of their services. This is according to research carried out by (Biljana & Joseph, 2011) in his study Measuring Customer Satisfaction With Service Quality Model Using American Customer Satisfaction (ACSI model).

This discussion relates to the results of testing the third hypothesis which states that there the effect of promotions and significant quality of service simultaneously to consumer purchase interest in a coffee shop in the district of Lumajang City. This is because all of these variables are mutually supportive and can not be separated from one another. Simultaneously two independent variables showed a strong influence in creating a consumer purchase interest in a coffee shop in the district of Lumajang City. Results of testing the hypothesis on the effect of promotion and quality of service to consumers buying interest supported by previous studies, (Ilham Rasyadi, 2017), in his study Effect of Promotion and Quality Service Consumer Interests Against Mitsubishi Pajero mode (Case Dealer Pekan Perkasa Berlian Motor Pekanbaru).

CONCLUSION

Results of testing the first hypothesis states that the partial sale had no effect on consumer buying interest at a coffee shop in District Kota Lumajang. Results of testing the second hypothesis states that partially affect the quality of service not to attract consumer purchase interest in a coffee shop in the district of Lumajang City. Results of testing the third hypothesis states that there are significant promotion and quality of service simultaneously significantly to attract consumers to buy at a coffee shop in the district of Lumajang City.

REFERENCES


