

The Effect of Propolis Product Price and Promotion on Consumer Purchase Interest at PT. Nano Herbaltama International in Setu District, South Tangerang City

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ABSTRACT

The purpose of this study was to determine the effect of price and promotion on consumer buying interest at PT Nano Herbaltama Internasional, either partially or simultaneously. The research method used is a quantitative method with a descriptive approach. The sampling technique used is a saturated sample using a sample of 113 respondents from the entire population. The results of the research have a significant effect on buying interest partially, as evidenced by the regression equation $Y = 11.097 + 0.902X_1$, a correlation coefficient of 0.860 means that the two variables have a very strong relationship. The value of determination is 86%. The hypothesis test obtained a value $t_{count} > t_{table}$ or $(17.767 > 1.981)$ and strengthened by a significant value $(0.000 < 0.05)$. Promotion has a significant effect on consumer buying interest partially as evidenced by the results of the regression equation $Y = 7.972 + 0.669X_2$, the correlation coefficient of 0.820 means that the two variables have a very strong relationship level. The value of determination is 82%. The hypothesis test obtained a value of $t_{count} > t_{table}$ or $(15.083 > 1.981)$ and strengthened by the significance value $(0.000 < 0.05)$. The results of the research on price and promotion simultaneously have a significant effect on consumer buying interest as evidenced by the results of the regression equation $Y = 7.661 + 0.262X_1 + 0.616X_2$. The value of the correlation coefficient between the independent variable and the dependent variable was obtained at 0.877, which means that it has a very strong relationship. The value of the coefficient of simultaneous determination is 87.7%. Simultaneous hypothesis testing obtained $F_{count} > F_{table}$ or $(182,776 > 2,690)$ and strengthened by the significance value $(0.000 < 0.05)$. Thus H_0 is rejected and H_3 is accepted. This means that it can have a significant effect simultaneously between price and promotion of consumer buying interest.

Keywords: Reward, Price, Promotion, and Consumer Buying Interest

INTRODUCTION

The current developments in the business world often lead to increasingly sharp market competition, especially with the digitalization of the economy and free trade. With a growing economy, it encourages entrepreneurs to rack their brains to be able to increase product productivity, creativity and efficiency. Every company wants the business they are running to grow and be more advanced and get profits that continue to increase every day. No company wants their company to be in a slump and lose money. So they always try in various ways so that their company will always be victorious in the market. To be able to achieve this, the company must be able to create perfect marketing. Today's modern marketing must be able to create a quality product at the right price. One of the success of a company is determined

by the role of marketing which is the cornerstone of every company.

In economic theory, the notions of price, value and utility are interrelated concepts. What is meant by utility is an attribute attached to an item, which enables the item to fulfill needs. Desires (wants) and satisfying consumers (satisfaction) (Alma, 2014: 169).

Every human being wherever he is definitely needs supplements to maintain his health in his daily activities. Lately, we are currently experiencing the Covid-19 virus pandemic, where this virus originated in China and has spread to various other countries, including Indonesia. To protect the body from various viral and bacterial attacks, of course we need daily health supplements, one of which is Propolis products. Propolis is not widely known by the public in general, propolis itself is a material

produced by bees as a protector from the outside or front of the bee house or beehive used to protect the hive from bacterial attack.

This propolis can be said to be a supplement with a thousand benefits, because propolis has a high content of flavonoids, which are also able to treat or help the healing process of various diseases. In addition, propolis also has antibacterial, antifungal, antiviral and

immunomodulating effects. Propolis has been widely used in society, propolis has also been used in past centuries by the Egyptians, Persians and Arabs. In the past, propolis was used as an air freshener mixed or combined with aromatherapy herbal ingredients by the Ancient Greeks. And currently propolis is used as a herbal medicine which has many benefits, one of which is maintaining body immunity.

Table 1. Price data

PT Nano Herbaltama Internasional		PT Melia Sehat Sejahtera (Competitor)		Ket
Types of products	Price	Types of products	Price	
Sunpro Propolis	IDR 120,000	Melia Propolis	IDR 90,000	More expensive
Turkish Propolis	IDR 325,000	Melia Biyang	IDR 275,000	More expensive
Babelbee Serum	IDR 229,000	Melia Platinum Serum	IDR 302,000	Cheaper
Average	IDR 224,700	Average	IDR 222,333	More expensive

From the data above, table 1 shows the phenomenon that marketed prices are more expensive than competitors because it is in accordance with the quality of the propolis itself

due to the concentration of propolis where the products owned by PT Nano Herbaltama Internasional have a much higher concentration of propolis ingredients.

Table 2. Promotion Data

No.	Promotion	Realization
1	Advertising	<i>endorsement</i> and website advertising
2	Sales Promotion	Free samples and giveaways
3	Direct Marketing	Gathering of members and stockists
4	Personal selling (Personal Selling)	Door to door sales and B2B sales
5	Public Relations	<i>Propolis learning center</i> and product demos

In the table above, the promotion phenomenon is carried out to increase sales, namely by direct approach to consumers and providing what consumers need. In developing a strategy for promotion, things that need to be emphasized at the beginning of the task are related to communication that must be achieved by the promotion program. Then the goal is directed to purchasing activities. Communication programs or activities need to be evaluated periodically to see their effectiveness. Evaluation is carried out to measure whether the goals have been achieved or not. The main purpose of promotion is to provide information, attract attention and then influence increased sales to encourage more consumers, attack competitors' promotional activities, increase purchases without a plan or seek closer cooperation with members.

Consumer data is a collection of information on every consumer who has used or purchased the product. Consumer data includes name, telephone number, home address and email address. In addition, consumer data can also be in the form of purchase history, appointment schedules, conversation history, and several things that are consumer needs. Having consumer data can help businesses stay connected with their customers. This is very helpful to build consumer loyalty and provide opportunities for repeat business. Consumers who frequently make purchases can be identified to provide special offers. In addition, consumer data will also help identify consumers who have not purchased these products for a long time. Utilizing consumer data will really help customer segmentation by providing specific offers that can attract them back. Consumer data

information can be used to view insights and other consumer behavior patterns, so as to prevent consumers from switching to the same business competitors.

Table 3. Consumer Data

Year	Number of Consumers
2019	92
2020	100
2021	113
Average	305

Based on the table above, it shows that the consumer phenomenon is increasing every year, this continues to be done to be able to meet consumer needs. Limited Liability Companies generally have an authorized capital consisting

METHODS

The research used in this research is quantitative research with a descriptive approach. The quantitative research method is a type of research whose specifications are systematic, planned and clearly structured from the start to the creation of the research design. According to Sugiyono (2016: 13), quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative / statistics with the aim of testing the hypotheses that have been set.

RESULTS and DISCUSSION

After knowing the findings in this study and then analyzing how well the data is in answering the problem formulation previously discussed in chapter one and also presenting the research raised, especially the ability to explain how much influence Price and Promotion have on Purchase Intention. Next, a discussion is carried out regarding the findings in the research as follows:

a. Price Variable Against Buying Interest

Based on the results of the descriptive test, it can be seen that the price at PT Nano Herbaltama Internasional is good with an average variable value of 4.07 or respondents who answered agree (S) which consists of indicators of pricing, price

of the entire nominal value of shares. Authorized capital is not real capital, because authorized capital only determines how strong the company can provide its capital to how much the company is able to collect its assets and wealth. To develop its business and face bigger competitors, limited liability companies need to carry out this strategy in dealing with their competitors. The marketing manager has a core role in implementing this strategy, collaboration between lines must be well established so that this strategy can run optimally in order to achieve company goals.

elasticity and competitors' price growth. As for the prices at PT Nano Herbaltama Internasional from each of the indicators above, the highest average value is 4.13 on the price elasticity indicator. And the average value is the lowest with a value of 4.01 on the competitor's price growth indicator.

Referring to the t statistical test, it can be seen that the price variable is obtained by the value of t count > t table or (17.767 > 1.981). This is also reinforced by the value of p value < Sig. 0.05 or (0.000 < 0.05). Thus, H0 is rejected and H1 is accepted, this shows that there is a significant effect partially on price on consumer buying interest at PT Nano Herbaltama Internasional

b. Promotional Variables Against Buying Interest

Based on the results of the descriptive test, it can be seen that the promotion at PT Nano Herbaltama Internasional is good with an average variable value of 4.06 or respondents who answered agree (S) consisting of advertising indicators, direct marketing, sales promotion, public relations, and private selling. As for promotions at PT Nano Herbaltama Internasional from each of the indicators above, the highest average value is 4.13 on the advertising indicator. And the lowest average value with a value of 3.93 on the personal selling indicator.

Based on the test results, the value of t count $>$ t table or ($15.083 > 1.981$) is obtained. This is also reinforced by the value of p value $<$ Sig. 0.05 or ($0.000 < 0.05$). Thus, H_0 is rejected and H_2 is accepted, this indicates that there is a partially significant effect between promotions on consumer buying interest at PT Nano Herbaltama Internasional.

c. Effect of Price and Promotion on Employee Performance

Based on the results of the table above, it can be seen that consumer buying interest at PT Nano Herbaltama Internasional is good with an average variable value of 4.00 or respondents who answered agree (S) which consists of indicators of transactional interest, referential interest, preferential interest and explorative interest. As for consumer buying interest at PT Nano Herbaltama Internasional from each of the indicators above, the highest average value is 4.06 on the transactional interest indicator. And the lowest average value with a value of 3.92 on the indicator of exploratory interest.

Based on the test results in the table above, the calculated F value $>$ F table or ($182.776 > 2.690$), this is also reinforced by the p value $<$ Sig. 0.05 or ($0.000 < 0.05$). Thus, H_0 is rejected and H_3 is accepted, this shows that there is a significant effect simultaneously between price and promotion at PT Nano Herbaltama Internasional.

CONCLUSION

This study aims to determine the effect of Price and Promotion on Purchase Intention. The respondents of this study were 113 respondents who bought and visited Apivent. In this study, the results of the analysis and discussion of prices and promotions on consumer buying interest were obtained at PT Nano Herbaltama Internasional. Based on the problem data using the statistical test regression model, it can be concluded as follows:

1. There is a partially significant influence between the price variable (X_1) on consumer

buying interest (Y), shown by the simple linear regression equation $Y = 11.097 + 0.902X_1$. This is evidenced by the t count $>$ t table or ($17.767 > 1.981$), this is also reinforced by the p value $<$ Sig. 0.05 or ($0.000 < 0.05$)

2. There is a partially significant effect between the promotion variable (X_2) on consumer buying interest (Y) shown by the simple linear regression equation $Y = 7.972 + 0.669X_2$. This is evidenced by the value of t count $>$ t table or ($15.083 > 1.981$). This is also reinforced by the value of p value $<$ Sig. 0.05 or ($0.000 < 0.05$).
3. There is a simultaneous significant effect of price and promotion on consumer buying interest shown by the multiple linear regression equation $Y = 7.661 + 0.262X_1 + 0.616X_2$. The correlation coefficient value is 0.877 meaning that the independent variable and the dependent variable have a very strong relationship with a coefficient of 0.877 or 87.7%. And the hypothesis test obtained the value of F count $>$ F table or ($182.776 > 2.690$), this is also reinforced by the p value $<$ Sig. 0.05 or ($0.000 < 0.05$). Thus H_0 is rejected and H_3 is accepted. This means that there is a significant influence simultaneously between price (X_1) and promotion (X_2) on consumer buying interest (Y).

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