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# The Influence of Price, Brand Image and Business Location on Consumer Buying Interest a Case Study at UD. Gait Sun Tripe Surgery

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| ARTICLE INFO | ABSTRACT |
|---|---|

Consumer buying interest is something related to a consumer's plan to buy a particular product. Many factors affect consumer buying interest in a product such as: price, completeness of the product and location. The type of research used in this study is quantitative. The population in this study is UD consumers. Sumber Makmur. and the sample used in this study was 100 consumers. From the results of the t-test, it was obtained that there was a partially significant influence between the price variable (X1), product completeness (X2) and location (X3) on consumer buying interest in UD. Sumber Makmur.. Independent variables of price (X1), product completeness (X2) location (X3) have a simultaneous influence on consumer buying interest. This can be proven by the value of Fcal > Ftable with a significant level of less than 0.05, which is 0.000. From the multiple linear regression equation, the result of the price variable (X1) = 0.341 is greater than the other variable. So it can be concluded that price (X1) is the most dominant variable that affects consumer buying interest (Y) in UD. Sumber Makmur.

Keywords:
Price, Completeness of the product, Location and Consumer Buying Interest

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## INTRODUCTION

At this time, consumers in making the decision to purchase a product have many considerations. Therefore, business actors such as UD. Sumber Makmur must pay attention to what consumers need in order to attract consumer buying interest and buy the products they sell and be able to win competition with similar business actors.

According to Rochman Arif, buying interest is the tendency of consumers to make purchases after going through the process of identifying needs, searching for information, and evaluating a product. High buying interest indicates that consumers are interested and confident in the products offered so that they have the potential to become a purchase decision.

One of the things that a company must meet in order to succeed in competition includes trying to achieve the goal of creating and retaining customers. In order for these goals to be achieved, every company must strive to produce and deliver goods and services that consumers want at an appropriate price (Sutisna, 2018: 21).

According to Setiadi (2018: 12) recognizing consumer behavior is not easy, sometimes they frankly state their needs and desires, but often they also act the opposite. Companies that understand how consumers will react to different forms of products, prices, different advertising appeals and so on, will have a huge advantage over their competitors

The varied needs and desires of consumers are a guideline for every company to design the right marketing strategy to meet the expectations of each consumer. Nowadays, as technology develops, consumers are getting smarter in choosing the products they will consume. This consumer decision-making process often involves several decisions.

## Literature Review and Problem Statement

### Pricing

According to Akhmad in Nurul Hidayah (2019: 150) price is the amount of money paid for goods and services, or the amount of value that consumers exchange in order to benefit from owning or using goods or services. Price is any form of monetary cost sacrificed by consumers to acquire, have, and utilize a number of combinations of goods and services of a product. The price indicators are as follows: price affordability, price suitability with the product and price competitiveness.

### Product Completeness

Menururt Utami in Ryan Kurniawan (2020: 147) Product completeness is the completeness of the product that concerns the depth, breadth, and quality of the products offered as well as the availability of the product at all times in the store. The provision of good product completeness will not only attract interest but can influence consumers' decision to shop. The indicators: the diversity of products sold, the variety of products sold, the availability of products sold.

### Location

According to Ibrahim in Husni (2018: 3) a location is a place where a company must be headquartered to carry out operations, stating that choosing a good location is an important decision. Meanwhile, according to Alma (2017: 22), the location is where the company operates or where the company carries out activities to produce goods and services that are important to the economic aspect. The indicators: mileage, transportation, strategic location.

### Consumer Buying Interest

According to Kotler and Keller in Nurul Hidayah (2019: 150) states that purchase interest is consumer behavior that appears in response to objects that show a person's desire to make a purchase. According to Kotler and Keller in Ryan Kurniawan (2020: 147) Buying interest is a behavior that arises in response to an object that shows a person's desire to make a purchase. The indicators: need for the product, desire to buy, interest in the product.

## METHOD

The tool used to collect data in this study is a questionnaire. The format used is in the form of questions. The variables in this questionnaire use *a Likert scale,* which is by describing the variables to be measured into variable indicators.

### Data Analysis Methods

1. The Validity Test, is a tool used to measure the validity or validity of a questionnaire. It can be said to be valid if R calculates > R table.
2. The Reliability Test is a tool to test the consistency of respondents' answers to questions in the questionnaire. A questionnaire is said to be reliable if the cronbach value of the harp is >0.6 (Ghozali, 2013: 47).
3. Multiple Linear Regression Analysis, used to maintain the close relationship between dependent variables and influencing factors.
4. Multiple Correlation is used to determine the degree or strength of the relationship between all variables X and variable Y simultaneously Sugiyono (2014:256).
5. Coefficient Determination, (R2) is used to measure how much a free variable contributes to a bound variable.
6. The t-test, shows how much influence the individual independent variables have on the bound variables.
7. The F test, basically shows whether all the independent variables included in the model have an equal effect on the bound variables.

## RESULTS AND DISCUSSION

### Validity Test

All indicators have a correlation coefficient that is greater than r table = 0.1654. This proves that all of these indicators are valid.

**Table 1** Validity Test Results

| Variable | Item | R (count) | R (table) | Status |
|---|---|---|---|---|
| Pricing | 1 | 0,750 | 0,1654 | Valid |
| | 2 | 0,797 | 0,1654 | Valid |
| | 3 | 0,718 | 0,1654 | Valid |
| Product completeness | 1 | 0,860 | 0,1654 | Valid |
| | 2 | 0,733 | 0,1654 | Valid |
| | 3 | 0,821 | 0,1654 | Valid |
| Location | 1 | 0,786 | 0,1654 | Valid |
| | 2 | 0,760 | 0,1654 | Valid |
| | 3 | 0,743 | 0,1654 | Valid |
| Consumer Buying Interest | 1 | 0,758 | 0,1654 | Valid |
| | 2 | 0,772 | 0,1654 | Valid |
| | 3 | 0,736 | 0,1654 | Valid |

**Reliability Test**

**Table 2** Reliability Test Results

| Variable | Alpha | Status |
|---|---|---|
| Pricing | 0,617 | Reliable |
| Product completeness | 0,728 | Reliable |
| Location | 0,632 | Reliable |
| Consumer buying interest | 0,618 | Reliable |

The results of the reliability test showed that all questionnaire questions had a consistency standard *(reliable)* that met the criterion of > 0.6 so that it could be declared good to continue the research.

**Multiple Linear Regression Analysis Test**

**Table 3** Multiple Linear Regression Test Results

| Models | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2,435 | 1,150 | | 2,117 | ,037 |
| | Pricing | ,341 | ,096 | ,349 | 3,552 | ,001 |
| | Product elegance | ,181 | ,069 | ,203 | 2,615 | ,010 |
| | Location | ,305 | ,096 | ,313 | 3,177 | ,002 |
| a. Dependent Variable: Consumer buying interest | | | | | | |

The multiple linear regression equation can be known as follows: Y = 2.435 + 0.341 X1 + 0.181 X2 + 0.305 X3. It can be concluded that the most dominant price affects consumers' buying interest in UD. Sumber Makmur.

**Multiple Correlation Test**

**Table 4** Multiple Correlation Test Results

| Models | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | R Square Change | F Change | df 1 | df 2 | Sig. F Change |
| 1 | ,669a | ,448 | ,430 | 1,20078 | ,448 | 25,931 | 3 | 96 | ,000 |

A coefficient (R) of 0.669 indicates that there is a strong relationship between price, product completeness, location and consumer buying interest. The higher the price correlation value, product completeness, and location, the higher the consumer's buying interest.

**Determination Test**

**Table 5** Determination Test Results

| Models | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | ,669a | ,448 | ,430 | 1,20078 |

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Based on the analysis of the test of the determination coefficient, it shows that the R *square* is 0.448 or 44.8%. From the R *square* , it can be concluded that the variables of price, product completeness, and location contribute 44.8% to the variable of consumer buying interest.

**T test**

**Table 6** Results of the t test

| Models | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2,435 | 1,150 | | 2,117 | ,037 |
| | Pricing | ,341 | ,096 | ,349 | 3,552 | ,001 |
| | Product elegance | ,181 | ,069 | ,203 | 2,615 | ,010 |
| | Location | ,305 | ,096 | ,313 | 3,177 | ,002 |

The calculation of the t-test can be seen as $X_1$ with a t-value of 3.552 > t of a table of 1.984 while $X_{2\ of}$ t-value is calculated as 2.615 > t of a table of 1.984, $X_{3\ of}$ t-value is calculated as 3.177 > t of a table of 1.984, then H0 is rejected and H1 is accepted, which means that there is a partially significant influence between the price variables ($X_1$), product completeness ($X_2$) location ($X_3$) to consumer buying interest in UD. Sumber Makmur.

**Test F**

**Table 7 F** Test Results

| Models | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 112,169 | 3 | 37,390 | 25,931 | ,000b |
| | Residual | 138,421 | 96 | 1,442 | | |
| | Total | 250,590 | 99 | | | |

From the results of the calculation of the F test with the significant value of α = 0.10 df = n-k-1 (100-3-1 = 96), $F_{table}$ (2.70) was obtained. So that the value of Fcal (25.931) > Ftable (2.70) then H1 is accepted. From these results, it can be concluded that the variables of price, product completeness, and location simultaneously affect the buying interest of UD consumers. Sumber Makmur.

## CONCLUSION

Based on the research conducted by the author and the results of the research that have been discussed, conclusions can be drawn, including:

1. Variable prices, product completeness and location have a partial effect on consumer buying interest in UD. Sumber Makmur.
2. Variables of price, completeness of products and location simultaneously affect consumer buying interest in UD. Sumber Makmur.
3. The most dominant price variable affects consumer buying interest in UD. Sumber Makmur.

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