The Effect Of Promotion And Price Toward Interest To Buy Griya Selaras House (Case Study Conducted At Pt Kesuma Agung Selaras)

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Abstract

This study aims to determine the Effect of Promotion and Price toward Interest to buy in Griya Selaras house at PT Kesuma Agung Selaras. This research used associative methode. The data analysis technique used is the correlation analysis technique and hypothesis testing with the t-test and F-test. The number of samples taken was 60 people with random sampling technique. Based on the results of the study, it showed that promotions and prices had an effect on the intention to buy a congenial house at PT Kesuma Agung Selaras, either partially or simultaneously.

Keyword : Promotion, Price and Interest to Buy

Introduction

With so many businesses that have sprung up, both small and large companies, it will create intense competition between companies, both similar and dissimilar. Therefore, marketing is one of the activities carried out in the face of competition, developing a business to earn profits, so that companies can develop their products, set prices, hold promotions and distribute goods effectively. With economic development, PT. Kesuma Agung Selaras continues to build commercial area houses to find consumers. This type of condition ultimately leads to entrepreneurs increasingly trying to find business solutions and programs that can increase the competitiveness of companies in their business. Even though the company has tried to compete and offer the best to consumers, it cannot guarantee that the company's goals will be achieved.

The factors that influence consumers to buy a house are include promotional activities, location of housing and the price offered. Offering high prices with less than optimal quality will discourage consumers from buying. It can be said that a person's buying behavior is unique because everyone has different preferences and attitudes towards an object. In addition, consumers come from different segments, so their wants and needs are also different. There are still many factors that influence people's buying interest. Producers need to understand consumer behavior towards products in the market. This is in line with what was revealed by Kotler and Keller (2016) "Factors that influence buying interest include quality factors, brand factors, price factors, product availability factors and promotion factors".

The city of Bogor, which has so much competition in the real estate world, influences consumers in making purchasing decisions. However, in the midst of this competition, Griya Selaras housing, which is a product of PT Kesuma Agung Selaras, in the period 2019 to 2022 only reached 80.58% of sales of home and shop products from the targeted stock units. Griya Selaras housing sales data can be seen in the following table.

Table 1 : Housing Overall Sales Data Griya Selaras 2019-2022

Stage I			
Type	Price (Rp)	Sold (Unit)	Total Units
36/108 (1 lantai)	577.443.195	5	8
29/90 (1 lantai)	469.410.440	33	60
36/72 (1 lantai)	529.935.000	220	230
45/90 (1 lantai)	649.762.200	45	55
45/72 (1 lantai)	651.063.000	20	55
52/72 (2 lantai)	722.400.000	98	100
54/78 (2 lantai)	786.629.025	72	100
54/65 (Ruko)	650.000.000	9	15
Total Units		502	623

Source : Housing Overall Sales Data Griya Selaras 2019-2022

Based on the table data above, sales which only reached 80.58% certainly had several factors that influenced it. including promotions that may need to be intensified, pricing that needs to be reviewed for the Bogor city community market segment in particular, housing product locations, and others.

From the study above, promotion is important for companies to introduce or attract as many consumers as possible, because "promotion is one of the determining factors for the success of a marketing program to provide information about the existence of a product" (Fandy Tjiptono, 2008: 219). So that promotion is a means or effort for companies to introduce, offer products as well as persuade consumers in an attractive way so that consumers are intrigued to buy the products offered.

In addition to attractive promotional techniques, the pricing carried out by the company must be careful and in accordance with the affordability of consumers' purchasing power in accordance with the quality of the products offered. Attractive prices, discounted prices and competitive and affordable prices with quality products will affect consumer interest in buying products. According to Angipora in Krisdayanto (2018: 3) "the purpose of pricing is: 1) Get maximum profit, 2) get return on investment, 3) prevent or reduce competition, 4) maintain or improve market share.

According to Indrasari (2009: 42) there are four indicators that characterize prices, namely: 1) Affordability is the expectation of consumers in making purchases, usually consumers will look for products that are affordable; 2) Conformity of price with product quality, consumers do not object to high prices as long as the quality of the product is good, but consumers also often want products at low prices but good quality; 3) Price competitiveness, the company provides prices based on product prices issued by competitors, so that they can compete in the market and consumers can compare the price of one product with another; 4) Conformity of price with benefits, if there are many benefits, consumers will buy it, and vice versa if consumers do not feel the benefits of the product, they will reconsider their purchasing decisions; 5) Prices can influence consumers in making decisions.

These price indicators are the basis for consumer considerations to be interested in buying the products offered.

There are several studies that have been conducted, that price has no effect on consumer buying interest, namely in Guen Anjelia Powa's research et al (2018) which found that price has no effect on consumer buying interest in mobile phones from FEB UNSRAT students, in addition to research conducted by Sukowati Indah Lestari (2021) that price does not significantly influence consumer buying interest at the Farly Shop boutique.

Theoretically, consumers buy certain products with a tendency to buy according to affordability, affordable prices with good product quality, consumers will not hesitate to buy them. However, the high

price is not accompanied by good product quality, so consumers will think again and be able to compare with other developers with the same product quality.

From the phenomena and results of the previous research above, it becomes an attraction for the author to research more about promotions and prices that affect the interest in buying PT Griya Selaras' houses, along with product sales data experienced by PT Griya Selaras reaching 80.58% in the period 2019-2022 years.

Method

This study used associative research. This research was conducted to determine the relationship between the independent variables, which amounted to 2 variables, namely promotion and price as the independent variable and buying interest as the dependent variable. This is done by the author, because it is in line with what was expressed by Sujarweni (2015: 16) which says "Associative research aims to determine the relationship between two or more variables with this research, a theory can be built that can function to explain, predict and control a symptom".

Sources of data in this study are divided into 2 (two), namely primary data and secondary data. Primary data was obtained from the results of the answers to the questionnaires of the respondents, and the results of interviews were obtained from sources of information at the location of the research object. Then secondary data, namely data to strengthen theoretical related to this research, namely in the form of reference books, journals, articles and internet media used to strengthen theoretical and data studies. The sampling technique was carried out by means of random sampling, which uses the Slovin formula with a critical value (error limit) of 0.1. The number of samples taken was 60 respondents who were consumers of Griya Selaras.

Data collection techniques were carried out by distributing questionnaires, field studies for supporting data, literature study as reference material from trusted sources. Data analysis techniques carried out by the authors are in accordance with the principles of the research stages. The steps for data analysis are carried out by means of the classical assumption test by conducting a data normality test as a prerequisite for hypothesis testing, then regression analysis, and testing the hypothesis partially with the t-test and simultaneously by conducting the F-test..

Result

Classic Assumption Test

The classic assumption test is carried out with the data normality test with the Kolmogorov Smirnov test, while the results of the data normality test are as follows:

Table 2: Data Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Promosi	Harga	Minat
N		60	60	60
Normal Parameters[a]	Mean	4.3138	4.2600	4.1903
	Std. Deviation	.40077	.49718	.56352
Most Extreme Differences	Absolute	.177	.160	.168
	Positive	.177	.160	.132
	Negative	-.117	-.144	-.168
Kolmogorov-Smirnov Z		1.370	1.236	1.300
Asymp. Sig. (2-tailed)		**.067**	**.094**	**.068**
a. Test distribution is Normal.				

Based on the table data above, the Asym Asymp sig 2-tailed value of each variable is greater than 0.05, this indicates that the data is normally distributed.

Multiple Regression Analysis

Table 3 : Multiple Regression Analysis Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.141	.543		.260	.796		
	Promosi	.330	.196	.234	1.680	.098	.408	2.450
	Harga	.617	.158	.544	3.900	.000	.408	2.450

Sumber : *Hasil Olah data primer dengan SPSS*

From the data above, we can get a multiple linear regression equation $Y = a + bx_1 + bx_2 = 0,141 + 0,330x_1 + 0,617x_2$, that : 1) A constant value of 0.141 means that if the value of the promotion variable (X1) and price (X2) is constant, then the value of the variable interest in buying a house is 0.141; 2) The regression coefficient value of the promotion variable (X1) is 0.330, meaning that if the value of the promotion variable (X1) increases by 1 (one) point, the variable interest in buying a house will increase by 0.330 times; 3) The value of the regression coefficient of the price variable (X2) is 0.617, meaning that if the value of the price variable (X2) increases by 1 (one) point, the variable interest in buying a house will increase by 0.617 times; 4) If the promotion variable (X1) and the price variable (X2) together increase by 1 (one) point, it will increase the value of the variable interest in buying a house by 0.947 times (0.330 + 0.617).

Multiple Correlation Analysis

Table 4 Multiple Correlation Analysis Result

No	Correlation	Correlation Value	adjusted R-square Value	Information
1	Promotion (X1) and Price (X2) together toward Interest in buying a house (Y) (rx1x2y)	0,740	0,531	Strong Influence

Source : *Results Processed primary data with SPSS*

Based on the table data above, the results of multiple correlation values between the promotion (X1) and price (X2) variables together for the interest in buying a house (Y) obtained an rx1x2y value of 0.740. If this correlation value is interpreted in the table, the correlation coefficient value is in the range 0.600 – 0.799, which is a strong relationship/influence range. While the value of the coefficient of determination or the influence exerted by the promotion variable (X1) and price (X2) together on the interest in buying a house (Y) is 0.531 or 53.10%.

Hypothesis Test
Partial Test (t-test)

Table 5 : The Result of t-test

Variabel	t-counted value	t-table (N = 100-2 = 98, α 0,05)	Sig Value
Promotion (X1) toward interest in buying a house (Y)	6,566	2,001	0,000
Price (X2) toward interest in buying a house (Y)	8,003	2,001	0,000

Source : *Results Processed primary data with SPSS*

Based on the table data above, hypothesis testing can be interpreted as follows: 1) From the results of the partial test between the promotion variable (X1) and the interest in buying a house (Y),

the t-counted value is 6.566 and the sig value is 0.000. If the t-counted value is compared with the t-table value at (N – 2 = 60-2 = 58 at α 0.05) the t-table value is 2.001, then the t-counted value is 6.566 > t-table 2.001 with a sig value 0.000 < 0.05. This result means that H0 is rejected and H1 is accepted, which means that there is a significant influence between the promotion variable and the interest in buying a house at PT Kesuma Agung Selaras. 2) From the results of the partial test between the price variable (X2) and the interest in buying a house (Y), the t-counted value is 8.003 and the sig value is 0.000. If the t-counted value is compared with the t-table value at (N – 2 = 60-2 = 58 at α 0.05) the t-table value is 2.001, then the t-counted value is 8.003 > t-table 2.001 with a sig value 0.000 < 0.05. This result means that H0 is rejected and H1 is accepted, which means that there is a significant influence between the price variable and the interest in buying a house at PT Kesuma Agung Selaras.

Simultaneously Test (F-test)

Table 6 : The Result of F-Test

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.253	2	5.126	**34.444**	.000[a]
	Residual	8.483	57	.149		
	Total	18.736	59			

a. Predictors: (Constant), Harga, Promosi

b. Dependent Variable: Minat

From the results of the table data above, the F-counted value is 34.444 with a sig value of 0.000, compared to the F-table value at (df1 = N – k – 1 = 60 – 2 – 1 = 57, at position df2 = 2) at α 0.05 obtained an F-table value of 3.15. The F-counted value is 34.444 > F-table 3.15 with a sig value of 0.000 <0.05, this means that H0 is rejected and H1 is accepted or it can be concluded that there is a significant influence between the promotion variable (X1) and price (X2) together the same for the variable interest in buying a house (Y) at PT Kesuma Agung Selaras. The results of this study are supported by several previous studies, such as research conducted by Yusuf Rizky Pernanda (2021), Arief Adi Satria (2017), and Guen Anjelia Powa (2018), that price has a significant effect on purchase intention, research conducted by Muhammad Fakhru Rizky and Hanifa Yasin (2014) that promotions and prices have a partial and simultaneous effect on the intention to buy Obawa housing PT Nailah Adi Kurnia.

Conclussion

Based on the results of the study, the authors draw conclusions as follows : 1) There is an influence between promotions on buying interest at PT Kesuma Agung Selaras, this is evidenced from the results of hypothesis testing with the t-test, which obtained t-counted 6.566 > t-table 2.001 with a sig value of 0.000 <0.05, the value is correlation coefficient (rx1y) 0.653, the value of this correlation coefficient is in the range of strong influence, with a large influence of 42.60% given the promotion variable on the interest in buying a house. 2) There is an influence between price and interest in buying a house at PT Kesuma Agung Selaras, this is evidenced by the results of the hypothesis test with the t-test, which obtained t-count 8.003 > t-table 2.001 with a sig value of 0.000 <0.05, the magnitude of the coefficient correlation (rx2y) 0.724, the value of this correlation coefficient is in the range of strong influence, with a large influence of 52.50% given the price variable on the interest in buying a house PT Kesuma Agung Selaras. 3) There is a significant influence between the promotion and price variables together on the interest in buying a house, this result is proven through hypothesis testing with the F-test, the results obtained are F-counted 34.444> F-table 3.15, and the value of the correlation coefficient (rx1x2y) 0.740, the value of this correlation coefficient is in the range of strong influence, with a large influence of 53.10% given by the two variables namely promotion and price on the interest in buying a house at PT Kesuma Agung Selaras. 4) Based on the results of the correlation

analysis and the coefficient of determination, the price variable is the most dominant variable influencing the intention to buy a house compared to promotions.

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