

Effects of Location, Price, and Diversity Product to Interest Buy Consumer at Traditional Traders in Cirebon City

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ABSTRACT

This study aims to determine the effect of location, price and product diversity on consumer buying interest (a case study on traders at Gambir Traditional Market, Tebing Tinggi City). The research method used is a quantitative method using SPSS version 25.00. The results of distributing the questionnaires to the public were 96 respondents. The analytical method used in this study is to use an instrument test, namely the validity and reliability test. The classical assumption test is normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, coefficient of determination analysis (R²), hypothesis testing, namely T test and F test. The results of SPSS in this study, namely the location variable (X1) affects the interest variable buying (Y), Price Variable (X2) has no effect on buying interest (Y), Product Diversity (X3) has an effect on buying interest (Y) and Location (X1) are the most dominant variables affecting Buying interest (Y).

Keywords: Location, Price, Product Diversity, Buying Interest

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INTRODUCTION

Humans in meeting their needs that have been going on since humans existed. Humans have several needs in meeting survival, including the need for a market as a means of supporting their daily needs. The market is known by the community as a meeting place for sellers and buyers which results in exchanges between sellers and buyers. Markets can also be divided into two types, namely traditional markets and modern markets. One of these traditional markets is in Tebing Tinggi City. In general, the traditional market that is quite in demand by most people in Tebing Tinggi City is Gambir Market, this is because the many commodities offered by each seller can meet the needs of the community, especially the need for food and its presence in the city center so it is easy to reach. For support activity the economy at Pasar Gambir, the government participate role with build building market los in 2003 so the traders could selling with kind and give comfort for buyers.

Interest buy appear after there is an alternative evaluation process and in the evaluation process, a person will make something Suite choice about product you want bought on brand basis interest according to (Kotler and Keller 2016). Interest buy also is termination attention to something to go with with feeling like to goods or services , then interest individual the raises desire so that arise reassuring feeling that goods or service the own benefit sol individual want to own goods the with method pay according to (Priansa , 2017).

Influencing factors interest buy consumer according to (Kotler and Keller, 2016) the first that is The attitude of others, the extent to which the attitude of others reduces preferred alternative somebody will depend on two Thing that is , intensity characteristic negative about others preferred alternative consumers and motivation consumer for obey other people 's wishes. Besides that influencing factors interest buy consumer that is Factor situation that is not anticipated, factor this later will could change establishment consumer in do purchase . it depends from thinking consumer myself , did he believe self in decide will buy something goods or no .

Literature Review

Marketing is a comprehensive, integrated and planned activity carried out by an organization or institution in conducting business in order to be able to accommodate market demand by creating value-for-money products, prices, communicating, conveying and exchanging offers of value to consumers, clients, partners and the general public. Marketing management is the set of processes for planning, executing and controlling total marketing operations, including the objective of formulating marketing objectives, aimed at creating exchanges that fulfill objectives. According to (Kotler and Keller, 2016) marketing management as the art and science of choosing target markets and getting, keeping and growing customers through creating accounts, delivering, and consuming superior customer value.

The definition of marketing management is the management of business activities designed to determine prices, promote and distribute goods and services that can satisfy the desires of both current and potential consumers. The marketing process needs to be carried out by every company because marketing will add to the usefulness

of existing products, namely the use of place, time and thinking about marketing activities.

These marketing activities include a marketing function, namely according to (Sudaryono, 2016):

- a. Exchange Function
With marketing, buyers can buy products from manufacturers. Exchange is one way to get a product.
- b. Physical Distribution Function
Products are taken from producers to reach consumers who need them in many ways, whether by water, land, air, and so on.
- c. Intermediary Function
To convey products from producers to consumers through marketing that links exchange activities with physical distribution.

According to Priansa (2017) buying interest is a disconnection of attention to something accompanied by feelings of pleasure towards goods and services, then the individual's interest creates a desire so that a convincing feeling arises that the item or service has benefits so that the individual wants to own the item by paying. A consumer does not by itself have a decision in purchasing goods or services. First, consumers seek information from the closest people or people who are truly trusted to help them make decisions.

According to Shahnaz and Wahyuno (2016), buying interest is identified through the following indicators:

- 1) Transactional interest, namely the tendency of someone to buy a product
- 2) Referential interest, namely the tendency of someone to refer the product to others.
- 3) Preferential interest, namely interest that describes the behavior of someone who has a primary preference for the product. This preference can only be replaced if something happens to the preference product.
- 4) Explorative interest, this interest describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive qualities of the product.

Consumers wherever and whenever will be faced with a purchase decision to make a purchase transaction. Where consumers will compare or consider one item with another for their consumption. Several factors shape consumer buying interest according to Kotler and Keller (2016), namely:

- 1) The attitude of other people, the extent to which other people's attitudes reduce a person's preferred alternative will depend on two things, namely: the intensity of other people's negative attitudes towards the consumer's preferred alternative and the motivation of consumers to comply with other people's wishes.
- 2) Unanticipated situational factors, these factors will later be able to change consumer attitudes in making purchases. This depends on the consumer's own thoughts, whether he is confident in deciding to buy an item or not.

METHODS

The type of research used is qualitative and quantitative data.

- a. Qualitative data is a research method based on post-positive philosophy, used to examine the condition of scientific objects. The qualitative data used is a list of questions from the questionnaire that will be answered by the respondents
- b. Quantitative data is data presented in the form of numbers. Quantitative data used in this study are respondents' answers measured by a Likert scale.

Nature of Research

The nature of the research used in this method is replication research, based on research from Astika Pratiwi (2016) with the title "The Influence of Location, Price and Product Diversity on Buying Interest in the Wonosari Agrosari Traditional Market". By using the independent variables (Location "X1", Price "X2" and Product Diversity "X3", and the dependent variable (Intention to Buy "Y").

Location and Research Period

The location of the Cirebon City Traditional Market and the time for this research are from March to completion.

Population and Sample

Population

According to (Asyiroh Khanifatul Aisy, 2020) "Population is a generalized area consisting of objects/subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions". In this study, the population used was all the people of Tebing Tinggi City who shopped at the Gambir Traditional Market, Tebing Tinggi City.

Sample Size Determination Technique

According to (Asyiroh Khanifatul Aisy, 2020) "samples are part of the population taken in certain ways which also have certain clear and complete characteristics that are considered to be representative of the population. This study took a sample of buyers in the Gambir Traditional Market, Tebing Tinggi City. If the population is large, it is impossible for researchers to study everything in the population. If the number of population in the study is not known with certainty, then the number of samples is calculated

RESULTS AND DISCUSSION

Based on the results of hypothesis testing that has been done, the next stage is an explanation of the relationship between the variables in this study which is then associated with location, price, and product diversity, previous studies and management science so that it can support pre-existing statements. Explanation of the results as follows:

1. *The Effect of Location on Purchase Intention*

Based on the results of the analysis of hypothesis 1, it can be seen that location has an effect on buying interest. The results of this study are in line with research conducted by Yogi Pramana Wijaya (2018) with the title Effects of Location, Product Diversity, Price and Service Quality on Buying Interests of Indomaret Minimarket consumers in Jabodetabek. This study has similarities in terms of variables (location and buying interest). Location has an effect on Purchase Intention where the regression coefficient value of the location variable (b1) is 0.774 indicating the magnitude of the role of the location variable on the purchase intention variable assuming the price variable and product diversity variables are constant. This means that if the location variable factor increases by 1 unit value, it is predicted that the buying interest variable will increase by 0.774. So it can be concluded that changes in location will cause changes in the level of buying interest by consumers.

2. *Effect of Price on Buying Interest*

Based on the results of the analysis of hypothesis 2, it can be seen that price has no effect on buying interest. The results of this study are not in line with research conducted by Muhamad Mufti Ali (2021) with the title Effects of Price, Product Quality, Location and Service Quality on Repurchase Intentions (Case Study on Consumers of Warung Makan Gudeng Pak Bima Purwokerto). Where in this study shows that the price has an influence on buying interest. This difference is due to prices that are not in accordance with people's purchasing power so that it affects consumers' desire to make purchases. This is supported by the value of the regression coefficient of the price variable (b2) of 0.056 indicating the large role of the price variable on buying interest with the assumption that location variables and product diversity are constant. This means that if the price variable factor increases by 1 unit value, it is predicted that the buying interest variable will increase by 0.056.

3. *Effect of Product Diversity on Purchase Intention*

Based on the results of the analysis of hypothesis 3, it can be seen that Product Diversity has an effect on Purchase Interest. The results of this study are in line with research conducted by Astika Pratiwi (2016) entitled Effects of Location, Price, and Product Diversity on Purchase Intention at Agrosari Wonosari Traditional Markets. Where is the diversity of products on buying interest. The results of the study have similar results because the diversity of products sold varies and is very complete so that it can attract purchases by consumers. This is supported by the respondents' answers where from all statement items regarding the product diversity variable presented in Table 4.6, the average score of respondents' answers is 4,000. This shows that the majority of respondents strongly agree with each item in the product diversity statement.

CONCLUSION

This study attempts to answer the research objective, namely to determine the effect of location, price, and product diversity on consumer buying interest (a case study

of traditional market traders at Pasar Gambir, Tebing Tinggi). The results of testing the hypothesis using multiple linear regression analysis with three independent variables and one dependent variable show that:

1. The first hypothesis is accepted, meaning that the location variable affects the variable of buying interest in Gambir Traditional Market Traders in Tebing Tinggi City, this can be proven at $t_{\text{count}} (6.875) > t_{\text{table}} (1.985)$, as well as with a significance value of $0.000 < 0.05$, so it can be concluded that the first hypothesis is accepted.
2. The second hypothesis is rejected, meaning that the price variable has no effect on the variable of buying interest in Gambir Traditional Market Traders in Tebing Tinggi City, this can be proven at $t_{\text{count}} (0.770) < t_{\text{table}} (1.985)$, and the significance value is $0.443 > 0.05$ so it can be it is concluded that the second hypothesis is rejected.
3. The third hypothesis is accepted, meaning that the variable product diversity influences the variable buying interest in Gambir Traditional Market Traders in Tebing Tinggi City, this can be proven at $t_{\text{count}} (3.935) > t_{\text{table}} (1.985)$, as well as with a significance value of $0.000 < 0.05$ it can be concluded that the third hypothesis is accepted.
4. Based on the results of the F test obtained from the $t_{\text{calculated}}$ F value of 44.111 which is greater than the value $F_{\text{table}} 3.10$ or a significance level of 0.05. This means that hypothesis 3 is accepted, so it can be concluded that there is a simultaneous effect of Variable X_1 (Location), Variable X_2 (Price), and Variable X_3 (Product Diversity) on Variable Y (Purchasing Intention) .

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